BBDO puts on the heat for reduction in TV summer rates
Interview with Lee Rich: who's to boss TV network shows?
Oversight committee gives rundown on the payola payroll
Capitol Hill fireworks: FCC to woodshed for its 'failures'

43% SHARE
DAYTIME WOMEN'S AUDIENCE
IN 4-STATION DETROIT

Nielsen November thru February
CALL KATZ FOR COMPLETE TABULATION

ANOTHER FIRST IN THE 5TH MARKET FOR
a STORER station
WJ BK-TV
CHANNEL 2
You
are
invited...

to visit our new offices in the Newsweek Building—444 Madison Avenue, New York City—national center for Bartell Broadcasting Corporation and headquarters of WADO radio.

We’ve taken the fourteenth floor—complete with outdoor terrace—and made of it a model of beauty and efficiency.

Come see us soon!

BARTELL BROADCASTING CORPORATION
444madisonavenue, new york 19, new york
buy St. Louis 'a la card*

*KTVI RATE CARD
... your lowest cost per thousand

TV buy in St. Louis

KTVI 2
CHANNEL 2
ST. LOUIS

Represented nationally by BLAIRE TV
KRLD-TV reaches a potential market of 676,500* TV-Homes in 55+ counties of the richest area in Texas and southern Oklahoma. In net weekly circulation KRLD-TV reaches 42,900 more homes than Station B . . . 65,100 more homes than Station C . . . and 215,100 more homes than Station D.

This is Why KRLD-TV is the best buy per thousand homes in the great Dallas-Ft. Worth market, the South's No. 1 booming, buying area! . . . Reach out with FOUR, and sell MORE!

*ARB, March 1960
Network regulation ■ FCC soon will recommend to Congress that it be given regulatory powers over networks. Recommendation will come in form of comments on pending bills on HR 5042 and HR 11340—but commission will take different approach from that in bills. Commission is against "licensing" networks because it feels only reason for issuing license to station is shortage of spectrum space—consideration missing in operation of networks.

Commission will ask that it be given broad authority to regulate through rulemaking and to use its own discretion and judgment. Network regulation should complement, not substitute for, responsibility of station licensee, commission feels. Controls would be exerted in those areas (with 11 listed in proposed legislation) where FCC feels they are needed to implement rather than hinder ability of network affiliates to serve public. Draft of final comments, prepared by general counsel's office, scheduled for FCC consideration this Wednesday (May 4), having been passed over last week.

No deal ■ If KFSD-AM-FM-TV San Diego is sold any time soon, it won’t be to Triangle Publications Inc. [CLOSED CIRCUIT, April 11]. While transaction had been negotiated at $7 million, it was called off last week in light of pendency before FCC of deintermixture plan which would shift Triangle’s KFRE-TV Fresno from vhf ch. 12 to uhf ch. 30. Triangle doesn’t want to deal on additional vhf to refill its quota at maximum of five until Fresno revamping is settled.

Triangle is still interested in San Diego transaction that would bring into its fold ch. 10 CBS affiliated station and pioneer 5 kw KFSD (600 kc) as well as fm outlet in one of country’s fast growing markets. Howard Stark, New York broker, handling transaction, reportedly now is negotiating with other prospective purchasers. Triangle, in addition to Philadelphia Inquirer, TV Guide and other publications, owns W费L-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y., WNHC-AM-FM-TV New Haven, and KFRE stations, Fresno.

Doerfer’s shingle ■ John C. Doerfer, who resigned as chairman of FCC March 15, this week is expected to announce plans to open law practice in Washington, specializing in administrative field. He will not, however, engage in practice before FCC for another 10 months, or until March 15, 1961, in view of requirements of Communications Act. Mr. Doerfer has received number of offers involving partnerships in established law firms, both in Washington and in his native Milwaukee, but has elected to open own office.

Stock trouble ■ It’s touch-and-go whether FCC Commissioner-designate Edward K. Mills will make it. Although Attorney General Rogers has been asked by Senate Commerce Committee to determine whether “conflict of interest” family trust disqualifies him (story page 78), attorneys feel that unless trust is divested of Westinghouse and General Electric stock, Mr. Mills cannot meet stringent requirements of law specifying no member may hold interest in any companies which are licensees or subject to jurisdiction. Mr. Mills forthrightly told Senate committee last week of lifetime trust and unwillingness of trustees to dispose of these stocks. He hopes Justice will approve if dividends flow to his brother instead of to him.

FCC will be two commissioner short, rather than one, if confirmation of Commissioner Robert T. Bartley leaves May 12 for London as delegate to International Safety of Life at Sea Conference, to be gone until about June 30. Preparations for session have been underway for past 18 months.

Modest beginning ■ Anticipating Senate approval of proposed $2 million uhf experiment in New York, FCC last week authorized expenditure of $10,000 for research and development of prototype uhf receiver to be used. It will be joint project between commission and unselected outside contractor. Adequate receiver is thought to be one of biggest problems in getting project activated—hence early start.

Upheaval in Chicago ■ Among top 10 major markets, none is experiencing more dramatic changes in radio program patterns than Chicago. MBS affiliation with heretofore independent WAIT (and emphasis on good music) and NBC-WMAQ’s switch to new musical schedule, a la fm, were among first changes, along with Plough-WJJD’s recent abandonment of top 40 concept, but real test may start today (Monday) at WLS, long identified with farm-religious fare and new wholly-owned property of ABC. In complete face-lifting, station turns to dj-music-news-special events format similar to that employed by KQV Pittsburgh (but new in Chicago). As result of all changes, agency buyers are having to alter all thinking on Chicago radio market. Station changes are designed to better compete with Westinghouse’s WIND.

Main event ■ Here’s indication of importance Senate Commerce Committee attaches to bill that would give presidential candidates free television time. Committee has sent invitations to Herbert Hoover, Harry Truman, Thomas E. Dewey and Adlai Stevenson to testify at hearings that begin May 12. There’s no indication yet any names that big will appear, but it’s certain many senators will testify.

Quiet decision ■ FCC has cleared up still another ex parte tv case—Miami ch. 6—through entry in minutes of meeting. Ex parte allegations did not involve comparative proceeding for channel, dropped into Homestead near Miami, but efforts of Gerico Investment Co. to secure temporary use of channel. Gerico, permittee of dark ch. 17 WITV (TV) Ft. Lauderdale, Fla., is no longer applicant for channel. Six other aspirants, none involved in ex parte, are seeking facility.

This makes eighth tv case commission has cleared in similar fashion, all of which were associated with ex parte representations during testimony before House Legislative Oversight Subcommittee. Still pending before FCC, in addition to several cases (Miami chs. 4 and 7, Boston ch. 5, etc.) which have been set for hearing, are Jacksonville ch. 12 (WFGA-TV) and Pittsburgh ch. 4 (WTAE [TV]). In both cases, commission is seeking more information after refusing to give “minute” clearance.

Reprise for ‘P to P’ ■ CBS-TV not only has Ed Murrow back for active tv season (handling CBS Reports) but also for another season may keep Person to Person show with which Mr. Murrow has been associated for years. Latest word is CBS-TV may not scrap program (now Friday, 10:30-11 p.m.) next season if sponsor can be found. Probable slot is Sunday 6-6:30 p.m.

FCC Chairman Frederick W. Ford, who has received more favorable “press” than any of his predecessors since he assumed chairmanship March 15, likewise will be first to receive CBS-TV’s Person to Person treatment. Video taping session is scheduled May 14 but no showing date is set. Setting will be his historic Alexandria, Va., home.
WAVE-TV Gives You
28.8% MORE HEAVY EATERS!
(therefore 28.8% more food-selling opportunities!)

When more people see your commercials, you automatically make more sales. So it's important to you that, from sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky.

And you pay less per thousand for viewers on WAVE-TV than on any other station in this area. A lot less! NBC Spot Sales can PROVE it to you!
WEEK IN BRIEF

Advertising forecast * The Western States Advertising Agencies Assn.'s questionnaire on the critical subject of media-agency relations raises some pretty soul-shattering questions. Who is responsible for maintaining honest advertising? Do you believe that media will increase agency commissions to more than 15% in the next five years? Do you believe that the advertisers' management is fully convinced of the importance and value of advertising? The answers to these questions as well as their implications is discussed by Bill Boylhart, president of Boylhart, Lovett & Dean, Los Angeles-headquartered advertising agency in this week's MONDAY MEMO. Page 18.

Drive to summer rates in tv? * BBDO starts inquiry of all tv stations, asking if summer rate will be adopted. To drive its story "home," agency holds conference with station reps in New York. Page 27.

A rich interview * At the agencies, the tv negotiator runs into difficulty in placing advertiser-developed shows in prime time. How Benton & Bowles' Lee Rich views the problem—an exclusive. Page 30.


Musical melange * House Oversight probers heat up the griddle in preparation for barbecuing of Dick Clark, ABC-TV American Bandstand disc jockey, taking testimony aimed at showing how he favors records in which he has a personal interest. Payments to disc jockeys by two record manufacturers introduced in evidence. Page 58.

On Sec. 315 * FCC upholds a candidate's equal time request in West Virginia. Page 66.

The woes of Matty Fox * He's several millions in debt. Skiatron, an affiliated company, is in trouble at the Securities & Exchange Commission. Page 74.

The rains came * Senators take occasion of Robert E. Lee's confirmation-appeal before Commerce Committee to lay off at FCC from all sides with very few questions about the nominee himself. Second FCC appointee, Edward K. Mills, discloses that he has conflict of interest as trust beneficiary. Page 77.

Wraps off convention plans * Paul Levitan of CBS News and J. Gilbert Baird of Westinghouse discuss this summer's political convention coverage plans at meeting of Radio & Television Executives Society. Westinghouse readies radio-tv commercials for more than 50 hours of sponsored political program coverage on CBS-Radio-and-TV between July 11 and Nov. 8. Page 82.

Tv's educational impact * Substantial changes in the nation's schools predicted as a result of television. Page 84.

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BROADCASTING, May 2, 1960
KCMO...50,000 watts of Farm Newspower

KCMO’s farm newspower starts wherever the news is breaking ... in a Kansas wheat field ... a Missouri livestock feed lot ... or a Congressman’s office in Washington, D. C.

Its objective: Deliver today’s farm news accurately, completely and instantaneously. There’s no room for error nor omission—millions of dollars will be invested by Mid-America’s nearly 200,000 farmers on the strength of the news they receive.

That’s why KCMO’s Director of Agriculture, George Stephens, and Market Reporter, Paul Pippert, are so well listened-to by farmers. Farm-born and reared, these men are career farm journalists—skilled professionals who know what makes news on farms today, and how to get all of the story behind the story. And, behind them are the far-reaching newlines and special facilities of CBS and KCMO’s world-wide network.

This special kind of newspower develops a big, strong audience that takes KCMO-sponsored ‘round the world farm tours ... raises better calves under the rules of a KCMO-sponsored contest ... and takes pride in buying the products featured on KCMO.

Put your Mid-America farm money on KCMO — get the newspower that only KCMO can deliver.

Among those using KCMO’s farm newspower right now to gain a bigger share of the market for their products are:

Ford Tractor
DX Sunray Oil Company
Massey-Ferguson Tractor
Ralston-Purina Chows
Company
Quaker Oats
Murphy Products Co.
DeKalb Hybrid Seed Corn
Colonial Poultry Farms

KCMO • Radio • Television / Kansas City, Mo.

The Tall Tower at Broadcasting House
CBS Radio and TV

Represented nationally by Katz Agency
Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING.

E. K. Hartenbauer, Vice President and General Manager
R. W. Evans, Station Manager — Radio
Sid Tremble, Station Manager — TV
CLARK DENIES TAKING PAYOLA
Defends activities at House Oversight hearing

ABC-TV star Dick Clark told House Legislative Oversight Subcommittee Friday he never took payola and was unaware record company in which he held interest had made payments to disc jockeys until testimony earlier in week (roster on page 60).

Mr. Clark said he saw no conflict of interest in record, music publishing and related businesses in which he held ownership until given ultimatum last December by ABC to divest or leave network show.

He returns testimony today (Monday). Also AB-PT President Leonard Goldenson and WABC New York General Manager Ben Hoberman are scheduled to testify tomorrow, winding up phase of payola inquiry.

Mr. Clark acknowledged he feels some considerations given companies in which he held interests were due in part to fact he was TV network performer, but that before talk with ABC in December he was not conscious of improper conduct in holding outside interests in music field. Now, he said, he has divested interests and can pick records and performers without fear of criticism.

Defining payola as payment for agreement to play records on broadcasts, he said he had received, reluctantly, royalty rights given him by record companies but never agreed to push records. He said he didn’t examine promotion expenses of companies he owned because of a dislike for accounting.

He said he was surprised that analysis made by firm he engaged, Computech (story page 58), showed he played records of firms in which he was interested more than others and acknowledged he might have favored his own records without realizing it.

He denied exacting tribute from performers for appearances on his program.

Mr. Clark acknowledged he invested $53,773 in 1957-59 which appreciated to $409,000 and that he received $167,570 in salaries from his interests and $286,604 in other returns.

Questioning by Robert Lifshman, subcommittee counsel, and Rep. Steven Derouanian (R-N.Y.), was designed to indicate ABC gave special consideration to Mr. Clark in allowing him to sign affidavit not as broad in definition of payola as ABC required of other disc jockeys. Mr. Clark acknowledged he couldn’t have signed standard affidavit last fall (which WABC disc jockey Alan Freed refused to sign and was fired) but can do so now that he has divested music interests.

Mr. Clark said he favored some lower-rated records to those on lists because they were “more danceable” than others and he favored younger artists over established ones because latter didn’t fit his audience. At other times, he said, he recognized and played hit before it got on lists and often stopped playing hit record before it began to wane.

Citing “variables” in selecting records, Mr. Clark started to explain some of them, but was cut short by Rep. John Moss (D-Calif.), who asked that he stick to straight responses.

FCC criticized on Sec. 317 stand

FCC is way off base in its interpretation of Sec. 317, two powerful industry voices said today (Monday).

Indictment of commission’s March 16 sponsorship notice was made by NAB, and by Washington communications law firm of Pierson, Ball & Dowd in behalf of 24 station clients.

Earlier comments filed in official FCC inquiry regarding its drastic interpretation of sponsorship requirements took similar views (page 64). Deadline is today.

Both NAB and Pierson firm stressed that Sec. 317 is outgrowth of postal law requiring identification of paid advertising from straight editorial matter. They both also emphasized that term “valuable consideration” in Sec. 317 has specific meaning and cannot be stretched to extent it has by FCC. Both also called attention to interruptions and distractions which would ensue for listener if broadcaster is forced to follow letter of commission definitions.

NAB hit FCC notice on three counts: (1) public interest must be present; (2) deception of public must be involved with failure to identify donor of records or services; and (3) broadcast must be induced by consideration, not mere hope of such action.

KCUFT Ft Worth sold

Sale of KCUFT Ft. Worth, Tex., for approximately $585,000 was filed Friday (April 29) for FCC approval. Sole owner Kurt A. Meer is selling 50 kw-day, 1 kw-night outlet on 1540 kc to group including A. Jane Bruno, 46.26%, Carlo H. Grande, 46.11%, order of technical performance. Particularly, commission stated, recent change in rules permitting unattended operation of some stations is “not intended to lower the technical standards of operation or to imply that the stations can be operated without adequate qualified technical supervision.” Most deficiencies occur in maintenance of complicated equipment, such as directional antennas, FCC noted.

Portable sets up

RCA had good news to announce at outset of Radio Month: Portable sets sold 72.3% better in quarter just past than first quarter last year for RCA Sales Corp. Jack S. Beldon, president, said Friday (April 29) this is biggest quarterly increase in RCA’s 35 years of portable radio manufacturing, dwarfing even 1959 gains when RCA had its best radio year in history, with sales 33% over 1958. He pointed out 72.3% record is in face of slight decrease in industry-wide sales under 1959 and comes at time when import competition is aggressive.

W. Va. campaigning stirs excitement

NBC-TV April 29 withdrew its standing offer to air next Wednesday’s debate between Senators Kennedy and Humphrey from Charleston, W.Va. (see page 84). Despite acceptances of network broadcast from both candidates for Democratic presidential nomination,
NBC-TV would not accept condition that its Huntington, W.Va., affiliate, WSAZ-TV, be blacked out. Debate, which will be seen on hook up of several other West Virginia stations, originates at WCSH-TV Charleston, primary ABC-TV affiliate.

Despite Sec. 315 implications, WTOP-TV Washington will telecast Humphrey-Kennedy debate, John S. Hayes, president, announced Friday. Decision was made after Mr. Hayes learned that no network and only selected West Virginia stations would carry controversial program.

Gov. Cecil H. Underwood, of West Virginia, May 4 told NBC citizens were "outraged" by what he called "rigged" TV report of conditions in state by David Brinkley in Huntley-Brinkley Report.

Copies of protest were sent to FCC and sponsor Texas Co. April 28 program depicted conditions in two ghost mining towns.

Deletion upheld

Small-town, daytime Iowa broadcaster has only two more weeks before he must cease operation under injunction issued by federal district court in Iowa. Broadcaster is George M. DeRuyter, owner of KLEM LeMars, Iowa. Mr. DeRuyter, according to court ruling, failed to file license renewal application before license ran out Feb. 1, 1959. Notwithstanding inquiries by FCC, he continued to operate station without renewal. FCC turned over case to Justice Dept. and court issued injunction against operation of KLEM on April 20, effective May 20. Court said Mr. DeRuyter spent so much time selling, he had little time to attend to administrative duties.

Business briefly

Chevy revs up - Chevrolet Div. of General Motors is increasing network TV one-half-hour next season. Advertiser has firm sponsorship as: Dinah Shore Chevy Show (20 shows by Miss Shore and 19 devoted to specials) on NBC-TV, Sun., 9-10 p.m. starting Oct. 2; My Three Sons, ABC-TV, Thurs., 9-9:30 p.m., and Route 66, CBS-TV, Fri., 8:30-9:30 p.m. Chevrolet's summer replacement for Miss Shore's programs is The Chevy Mystery Show, which will run 18 weeks starting May 19. Campbell-Ewald, Detroit, is agency.

WEEK'S HEADLINERS

Mr. Hall Mr. Fogarty

Payson Hall, appointed executive vp of Meredith Publishing Co. and president of newly created Meredith Broadcasting Co. under realignment approved at board of directors meeting Friday. Simultaneously, Frank P. Fogarty, vp of Meredith WOW properties in Omaha, Neb., elected executive vp of Meredith Broadcasting with headquarters now in Omaha. Meredith Broadcasting Co. is successor to Meredith Engineering Co., formerly parent of broadcast operations. Paul Adanil, vp of WHEN-AM-TV Syracuse; E.K. (Joe) Hartenberg, vp and general manager of KCMO-AM-FM-TV Kansas City, and Richard B. Rows, vp of KPHO-AM-TV Phoenix, all named vps of Meredith Broadcasting. They formerly were vps of Meredith Engineering. They, along with Mr. Fogarty, were also elected to MBC board of directors. Fred Bohen, president of Meredith Publishing, becomes chairman of board of MBC. Mr. Hall previously had been treasurer of Meredith Publishing and director of radio-TV operations. Also elected to MBC board are E.T. Meredith and Karyl Van, both vice presidents of parent company.

Mr. Cunneff

Joseph P. Cunneff, NBC-TV manager, nighttime program operations, appointed director, nighttime programs. Mr. Aaron joined network in 1949 and Mr. Cunneff in 1951.

Mr. Coleman Mr. Iannucci

Merritt Coleman, director of business affairs for CBS-TV since 1951, appointed CBS-TV vp and business manager, talent and contract properties, Hollywood. He succeeds Philip Foldman who leaves to join Broadcast Management Inc., Beverly Hills, Calif., personal management firm as executive vp, effective June 6. Salvatore Iannucci, director of contracts—talents and rights for network's business affairs department, named to succeed Mr. Coleman as director of business affairs. Mr. Coleman joined CBS in 1942 as member of program operations department. Subsequently he served as director of operations for television, moving into business affairs in 1949. Mr. Iannucci joined CBS-TV business affairs unit in 1954 and earlier had been with legal departments of ABC and RCA.

Mr. Wagner Mr. Jordan

Mort Wagner, general manager of KYA San Francisco, transferred to similar post at WADO New York. Both are Bartell Family Stations. James Jordan, formerly general sales manager WOKY Milwaukee, moves to San Francisco as assistant general manager and director of sales of KYA.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
First every Monday to Friday period in the Prime 25-county Charlotte Marketing Area

Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation’s 24th radio market, is the voice of authority in the Piedmont Carolinas.

*The January, 1960 Pulse*
In the afternoon, for example...

The big trend to NBC gets bigger. Look at the swing in viewing habits since NBC Television reprogrammed its afternoon lineup on February 8.

The facts, according to Nielsen:

- **Fact...** Total afternoon lineup: NBC Television up 36% in share, up 38% in rating.
- **Fact...** Network #2 down 8% in share, down 6% in rating.
- **Fact...** Network #3 down 17% in share, down 15% in rating.
- **Fact...** Since February, all six NBC afternoon time periods are up in share; up in ratings; up in homes per minute.
- **Fact...** Specific share increases include: Queen for a Day up 10%; Loretta Young up 67% over previous program; Young Dr. Malone up 36%; From These Roots up 23%; Comedy Playhouse up 43% and Adventure Time up 47% over previous programming.
- **Fact...** Total NBC afternoon lineup now averages: 33.9 share; 8.4 rating; 3,579,000 homes per minute.
- **Fact...** NBC has gained more than a million additional homes per afternoon minute.
- **Fact...** The new total daytime picture:

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<td>Average Share</td>
<td>38.1</td>
<td>36.4</td>
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<td>8.8</td>
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- **Fact...** Brown & Williamson, Colgate-Palmolive, Coty, General Mills, Mennen and Purex have all made recent major buys in NBC’s new daytime lineup.

**THE NBC TELEVISION NETWORK**

*All Average Audience, 10 am-1 pm and 2-5 pm, Mon. Fri., excluding NBC station ratings, Feb. 1 and March R. 1960.
Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes with Negro Radio. It’s true some read newspapers and magazines and some watch TV, but 95% of all Negroes listen to radio! Rounsaville Radio programs 100% to Negroes with Negro performers. All six Rounsaville stations are Number-One Rated by BOTH Pulse and Hooper! Get the facts on the tremendous income, increase taxes in the Negro coverage area! Experience is the best teacher. Experience Rounsaville Radio—only one of the oldest and largest in Negro Radio!

Personal Letter
Don’t be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they do believe what they hear on their own radio. And what a believable comes sales. So, no matter what your budget for these important market, a program MUST go to Negro radio or you’re missing this market! Try Rounsaville Radio—you’ll see!

ROBERT ROUNSAVILLE, Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN FIRST IN RATING IN SIX BIG MARKETS
WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati’s only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville’s only all Negro-Programmed Station!
WMNB 5,000 Watts—Miami-Miami Beach’s only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville’s only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans’ only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg’s only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS
PEACHTREE AT MATHESON, ATLANTA, GA.
ROBERT W. ROUNSAVILLE, HAROLD F. WALKER, Owner-President
JOHN E. PEARSON CO. DORA-CLAYTON
NET Radio Southeastern Rep.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

**Indicates first or revised listing**

**MAY**
May 1-30—National Radio Month observance.
May 1-7—U. of Missouri School of Journalism, Columbia, Mo., annual journalism week. David Brinkley and Chic Huntley, NBC-TV commentators, will be among the speakers. Broadcasters Day is May 4. Mr. Brinkley will address group that day; Huntley will speak at banquet, May 6 at 7 p.m.
May 2—Deadline for comments on FCC's March 16 notice of sponsorship identification applying to free TV channels. Committee on program material, etc. Comments are required to include supporting briefs and memoranda of law.
May 2—Comments due on proposed FCC rulemaking to shift Fresno, Calif., to all-uhf market.
May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.
May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario. Keynote speakers: Stuart M. Finlayson, president, Canadian Marconi Co. Other speakers include AAAA President Frederick R. Gamble; W. E. Williams, president, Proctor & Gamble, Canada, and Fairfax M. Cone, chairman, FC&B.
May 3—Central drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one-half hour at time corresponding to 1 p.m. EST.
May 3—Television Bureau of Advertising sales clinic, King George Hotel, Greensboro, N.C. For list of subsequent sales clinics and their locations, see BROADCASTING, April 4.
May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York. FTC Chairman Earl W. Kintner will speak. Will be broadcast closed-circuit to Ambassador Hotel, Chicago, where similar luncheon will be held to honor winner of SRA Chicago timebuyer award.
May 4-7—Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio. Among speakers and panelists will be FCC Chairman Frederick W. Ford; Ralph McGill, editor, Atlanta Constitution, and Matthew J. Culligan, general corporate executive, McCann-Erickson.
May 4-7—Montana Broadcasters Assn. annual meeting. Flinn Hotel, Butte.
May 5-8—American Women in Radio & Television national convention. Agenda: an all-day industry forum; six radio-ty workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting of officers. Pick-Carter Hotel, Cleveland. Speakers include: FCC Chairman Frederick Ford; Rep. Moms Harris (D.-Ark.). Keynote speaker is James T. Aubrey Jr., president of CBS-TV.
May 6—Middle, West Tennessee AP Radio Members, Paris Landing Inn, Kentucky Lake.
May 6—Radio & Television Guild of San Francisco, State College 10 annual conference and banquet. CBS’ Richard (Paladin) Boone will be featured speaker.
May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison. Harold I. Toller, WLOM (FM) Detroit, will be keynote speaker.
May 6—Radio & Television Executives Society and The Broadcast Pioneers, Old Timers’ Day, Hotel Roosevelt, N.Y. Reunion, 11:30 a.m., luncheon, 12:30 p.m., program 1:15 p.m.
May 12—Reply comments due on proposed FCC rulemaking to shift Fresno, Calif., to all-uhf market.
May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.
May 14—UPI Broadcasters of Michigan, Pantlind Hotel, Grand Rapids.
May 14-16—Advertising Federation of America Second District convention, St. Louis, Mo., Peccot, Pa.
May 15—Los Angeles Advertising Woman’s annual achievements luncheon, noon, at Beverly Hilton, Beverly Hills, Calif. Awards for various types of broadcast and print advertising and publicity will be presented to women engaged professionally in advertising, allied fields in the 13 western states and western Canada.
May 15-18—National Sales Executives-International 25th annual international distribution convention and business aids show, Statler-Hilton Hotel, Buffalo.
May 16—Iowa Broadcasters Assn. annual convention, Hotel Fort Des Moines, Des Moines.
May 17—Academy of Television Arts & Sciences, forum on "Eastern," film production in New York, Gold Medal Studios, 807 E. 175th St.
May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D.C.
May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.
May 19-21—Pennsylvania Assn. of Broadcasters, Galen Hall, Reading, Pa.
May 20-22—UPI Broadcasters’ News Assn. annual meeting. Town House, Omaha, Neb.
May 20—Washington AP Radio-Television Assn. spring meeting. U. of Illinois campus, Urbana. Combined clinic and business meeting will be held to benefit students and faculty of the College of Journalism and Communications.
May 21—UPI Broadcasters of Illinois. Hotel Innam, Champaign.
May 22-24—National Educational Television and Radio Conference spring meeting of station managers of affiliated tv stations. LaSalle Hotel, Chicago.

JUNE
June 1-3—International Advertising Assn. 12th Annual Convention.
A brand *new* sound sweeps into the air—*bright* as the chirp of a newborn bird . . . *fresh* as the first flutter of its feathers! It's the *totally new* sound you'll hear every day on WLS . . . a sound as happy as a lark! Friendly as a flicker! Perky as a sparrow! Smooth as a swallow! A sound you'll like having around, behind the wheel . . . over the washer . . . out on the patio . . . even in your pocket. We'll say "good morning" in a bright, new way . . . "chirrup, chirrup" throughout the day. We'll make your hours east of midnight sound shorter. We'll warble the weather. Trill the time. Swing sweetly. Speak news with authority. Our *new* sound sparkles with a vocal sheen, new to the Chicago scene. So—lend us your ear. Bet you'll like what you hear! We're in the middle of your dial—at 890. Don't get confused when you dial around . . . you'll know it's us by our bright, *new* sound!
Five years and
1,250 telecasts later,
this program is still unsold

(That's the way we want it.)

Some programs become "public service" because they can't be sold. Others become salable because they render genuine service. WISH-TV's Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is "sold" only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue's agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program serves. That's the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients' commercials.

Responsibility in Broadcasting

THE CORINTHIAN
annual congress, Waldorf Astoria, New York.


*June 2-4—Western Assn. of Broadcasters (Canada) annual meeting. Banff Springs Hotel, Banff. Alta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.

June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.


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

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

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 13—Deadline for filing reply comments to FCC amendment of Connelrad manual BC-3 to provide for transmission standards for the Connelrad attention signal.

June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to FCC commissioners. U.S. Customhouse, Philadelphia.

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

June 16-18—Florida Assn. of Broadcasters annual meeting, Ponte Vedra Inn, Jacksonville Beach.


*June 20—Comments due on FCC rulemaking to add third vhf channel in selected major markets.

June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

*June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

*June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

*June 21—July 7—Third annual workshop on the Art of Preaching and Mass Communications, sponsored by the E. Stanley Jones Institute of Commu- nicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.


*June 23-25—National Assn. of TV & Radio Farm Directors' annual summer meeting, Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

*June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties."

Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O’Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

June 27-29—International Assn. of Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing, Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST


Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.


Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

*Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.


OCTOBER

*Oct. 2—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

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

Oct. 5—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.


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

NOVEMBER


JANUARY 1961

MONDAY MEMO
from BILL BOYLHART, president, Boylhart, Lovett & Dean, Los Angeles

Agency-media relations need improvement

The long-heralded Golden '60's may well hold one of the most critical periods in the history of advertising. Those who find little concern in this statement might well look West for some sober reflection.

Only 30 days ago some two hundred agency principals and media representatives and media sales management throughout California sat down in the privacy of their individual offices to answer a lengthy questionnaire on the critical subject of media-agency relations. Its title: "The WSAAA Media-Agencies' 5-Year Forecast."

That the survey found a vitally interested reception is evident in the fact that response to the more than 30 questions on the long three-page questionnaire produced detailed written answers that frequently covered both sides of the pages.

The tabulated answers to this survey, initiated by the Western States Advertising Agencies Association, express media's and the agency's troubled concern and uncertainty related to many basic elements of the agency-client-media relationship...and at the same time give assurance upon the great importance which is attached to the strengthening of the agency-media relationship.

Who's Responsible? • Disconcerting confusion was evident in answers to such basic questions as: "Who should bear the primary responsibility for maintaining honest and believable advertising?", with 46% of agencies assuming this responsibility, and 26% passing it on to the client. In response to this question, 47% of media placed the responsibility on the client, 34% on the agency, and 18.5% on media.

The failure of either media or agency (or client for that matter) to assume this responsibility portends even greater dissolution of the public respect for advertising—and further depreciation of the acceptability and believability of advertising messages—regardless of the medium used.

Divided responsibility is no responsibility, or put another way—ultimate irresponsibility.

Agency System Preferred • Perhaps not unexpected, but certainly of paramount importance, is the reassuring answer to the question, "Do you believe that the advertising agency system is the best method to insure continuance of media's interests?" Some 87% of media and 92% of agencies voted an overwhelming "Yes."

Significantly, the subject of agency commissions is very much alive, with concern expressed over the profitability of the 15% agency commission by 38.5% of media and 73.5% of agencies. When asked: "Do you believe that media will increase agency commission to more than 15% over the next 5 years?", 50% of agencies and 13.5% of media anticipated the increase of the agency commission over the 15% mark.

There was complete agreement by percentages ranging from 63.5% to 97.5% by both media and agencies that over the next five years media will have more competition; will provide more services to agency and client; and that media evaluation will become more complicated.

Of particular concern to media are 68% of agencies who predicted future advertising budgets will tend to place concentrated dollars in fewer media.

Evident is growing agency dissatisfaction with media research surveys; with relationships with non-commissionable media; with poor merchandising support for the advertiser; and lack of standardized rate cards and practices.

Both media and agency, by replies of 75% and 65% respectively, feel that the agency's relationship with media should be improved.

Amazing Indictment • No matter where any of us sit—in the agency, with media or within the advertisers' marketing and advertising groups—there is to be found in one simple question in this survey, an almost unbelievable indictment of the self-centered interests of our industry.

This almost too-simple question was: "Do you believe that the advertisers' management is fully convinced of the importance and value of advertising?" The startling response—57.5% of agencies and 58% of media unequivocally answered that management is not fully convinced of the importance and value of advertising.

To those who would discount or pass this clearly defined response, I would point out that this question was answered by some 200 highly responsible media and agency executives who are working daily face to face with advertisers and their management executives.

Throughout the survey, and particularly from write-in answers, there appears a damaging trend for agency and media to go their own separate ways without any concerted effort to coordinate their mutual interests. More than that there is apparent a startling disinterest or lack of understanding of the basic values inherent in the media-agency relationship.

A question for all of us to answer is whether individual agency associations, and media groups and organizations are really missing the big challenges of these changing times because of too narrow self-interests.

The WSAAA hopes that this survey and the attention it focuses on the subject will act as a stimulus to further research and study by other associations and groups—both media and agency.

Yet, this survey can well be only a flickering warning light for media, agency, advertiser and consumer of damaging confusion and damaging problems to come...unless we are concerned sufficiently to do something about this gradual dissolution of one of the best and most productive partnerships ever conceived.

The choice is ours—to take action.

Bill Boylhart, president of Boylhart, Lovett & Dean, Los Angeles Headquartered advertising and marketing agency, was born in New York City, attended Columbia, was a company commander in Italy during World War II and entered the business world as a member of the first public relations team of the New York Stock Exchange. He founded the Los Angeles agency in 1950 and in 1954 incorporated with two partners, Jimmy Dean and Bob Lovett, as Boylhart, Lovett & Dean. Mr. Boylhart is currently a member of the board of directors and media relations officer for the Western States Advertising Agencies Assn.
Time is the universal property. Man shares it alike with the animate and the inanimate. It is a dimension in which he participates only, and the measure of his effectiveness is history.

As a medium of communication, that portion of Time which we share most immediately with our community is of particular import to us. From Baltimore, WBAL-TV shares daily in the Time of some 2,570,500 men, women and children who constitute the Maryland Market. From Baltimore, WBAL-TV participates in the same Time dimension as nearly 700,000 television households that exist at this Time within our coverage area. From Baltimore, WBAL-TV makes it possible for more members of our community to experience more in, of and from Time, more immediately, with more people, than any other medium of communication.

"Time is my estate..." the philosopher says. It is yours, too, and ours. In Baltimore, you can participate in Time wisely through the facilities of WBAL Television 11. The history of our sales success is the measure of our effectiveness.

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

WBAL-TV BALTIMORE
Nationally represented by Edward Petry & Co., Inc.
Who is REALLY “Number One” in San Francisco/Oakland...

Some advertisers now delivering their sales messages to the largest number of listeners per average quarter hour in the entire Big Bay Area:

CHEVROLET
KINNEY SHOES
R. J. REYNOLDS
BURGERMEISTER BEER
COCA COLA
GILLETTE SAFETY RAZOR
BEST FOODS

KFWB/LOS ANGELES KEWB/SAN FRANCISCO-OAKLAND
KDWB/MINNEAPOLIS-ST. PAUL

CROWELL-COLLIER BROADCAST
KEWB presents the programming that pleases the most people.

From #8 position in June 1959, KEWB has seen a definite rating up-curve every month.

Now, in the San Francisco/Oakland area... Hooper for February-March 1960 shows KEWB as clear-cut NUMBER ONE. Pulse shows KEWB with a 15.0 share, and the most listeners per average quarter-hour.

Make your radio buy based on current figures. Buy right in the Big Bay Area. BUY KEWB ...first in San Francisco/Oakland.

A "Sound Citizen" of San Francisco/Oakland

Milton H. Klein, General Manager
EXbrook 7-2891/TEmplebar 6-0910
National Reps: The Katz Agency, Inc.
OPEN MIKE

On Sec. 317

EDITOR: Congratulations on your 317 editorial, (Newspapers please copy, April 18) which I have forwarded to Pete McKnight, editor of the Charlotte Observer. Personally, I think it is the most potent verbiage on the subject I have seen to date.—Charles Crutchfield, Executive vice president, Jefferson Standard Broadcasting Co., Charlotte, N.C.

EDITOR: Request permission to broadcast your editorial, page 120 April 18 issue.—Richard Tuck, KBEC Waxahachie, Tex.

[Permission granted.—The Editors.]

Fm coverage

EDITOR: On behalf of our rapidly growing membership (now over 100 fm stations) and our board of directors, I want to express my sincere appreciation for the wonderful coverage that you have given the growing fm industry in the past, but with particular reference to the treatment at the recent NAB convention. As you know, I have been a member of the Fm Committee of NAB and have been re-elected as president of the fledgling National Assn. of Fm Broadcasters for a second term.

Now that we are solvent and are building a war chest, we will shortly appoint someone who will furnish your excellent book with current facts and figures and information of value to other fm stations who are your subscribers.

—Fred Rabell, President, NAFMB, KITT (FM) San Diego.

Fm's star

EDITOR: Please send us 24 copies of "Fm's star grows even brighter" and "Fm group plans sales race against am radio." (Broadcasting, April 11).—William A. Vaughn, Advertising manager, WYFM (FM) Charlotte, N.C.

EDITOR: We are most anxious to obtain 200 copies . . . Eleanor L. Scully, Secretary, Concert Network Inc., Boston.

EDITOR: Please send 300 reprints.—William A. Woods, WMHE-FM Toledo, Ohio.

[Reprints available. five cents each.—The Editors.]

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TORONTO: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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Broadcast Reporter in 1933 and Telecast® in 1953.

Broadcasting & Telecasting® is published bi-weekly.

Copyright 1960 by Broadcasting Publications Inc.

BROADCASTING, May 2, 1960
On United Air Lines DC-8 Jet Mainliner® you will find extra care is everywhere. You will enjoy delicious meals on the DC-8, prepared by master chefs, served graciously by attentive stewardesses. You will settle back and relax in the biggest, highest, widest seats in the sky. You will enjoy friendly conversation and relaxation in either of the two colorful “living room” lounges—one for First Class and one for Coach passengers. It’s a real treat, flying the DC-8. Why not treat yourself soon? Call your Travel Agent or your local United Air Lines office for de luxe First Class or thrifty Custom Coach accommodations.

DC-8 NONSTOP SERVICE: NEW YORK, PHILADELPHIA, WASHINGTON-BALTIMORE, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, SEATTLE-TACOMA, and HAWAII.

The comfortable high, wide DC-8 seat adds privacy to your dining pleasure.
Get the TV Tape System
with a "MATCHED" line of

RCA TV Tape Recorder • RCA Video Equipment • RCA TV Film Equipment •
RCA Audio Equipment • RCA Switching and Special Effects • RCA Film Recording
Equipment (Studio or Mobile—Monochrome or Color)

SEE THE MATCHED LINE AT THE SMPTE CONVENTION,
INCLUDING THE ALL-NEW 4½" IMAGE ORTHICON TELEVISION CAMERA
Program Production Equipment

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

*Free brochure on RCA Customized TV Tape System is available. See your RCA Representative. Or write to RCA, Dept. G-22, Building 15-1, Camden, N.J.*

**RADIO CORPORATION of AMERICA**

*Broadcast and Television Equipment • Camden, N.J.*
WPIX-11 carries more minute advertising from the top 25 national spot advertisers than any other New York television station.* - Leading advertisers select wPix-11 for the "network look" of its programming, its Nielsen-proved quality audience and the guaranteed good company of other national advertisers. Your product message will never appear with "mail order" or over-long commercials—because WPIX-11 does not accept this kind of advertising - Only WPIX-11, of all seven New York TV stations, offers you so many opportunities to place minute commercials in such a productive selling atmosphere during the prime nighttime hours!

Where are your 60-second commercials tonight?

WPIX new york
BBDO has thrown its weight behind a drive to force reduced television station rates in summer. Its weight is substantial; it spent $29 million in spot TV last year.

The agency last week released a letter it had mailed to all TV stations in the country and then held a special conference with station representatives at its Madison Avenue offices.

Ed Fleri, BBDO’s media supervisor of spot broadcast over whose signature the letter was sent, presided at the conference which was held April 28. He told the representatives: “We are not out for rate cutting.” He said the agency was making an “inquiry” to find out whether TV station managers “plan to adopt a summer rate card.” He said the agency looked upon special summer rates merely as “an additional selling tool for spot television.”

BBDO expressed interest in summer rate schedules already announced by several stations including those of Westinghouse Broadcasting Corp. (Broadcasting, April 25).

It’s the agency’s thinking that perhaps a nucleus of key stations on the East Coast might be set up with a pattern of favorable rates during the summer period. Such a lineup, according to BBDO, could entice regional advertisers, for example, to place a campaign.

WBC’s discount arrangement is called “optional equation plan” that lets an advertiser buy at a 35% discount for 13 weeks beginning June 5. The advertiser, however, forfeits the S2 consecutive-week discount of 20%, dropping back to 15% for non-summer weeks, or about the same expenditure for a year-round advertiser.

The Letter • Mr. Fleri’s letter, sent to TV station managers, observed that agencies as well as stations and the TV industry “in general” always had looked for ways “to maintain a continuity of advertising and economical contact with markets throughout the year.”

The letter continued: “The networks and, more recently, several individual stations have announced their intention to adopt summer rate cards as a step toward this end.

“This seems to us to be a sound move and helpful to the entire industry because—

“1. It will help offset the summer slump in TV billing both at the agency and station levels. 2. It will help the advertisers maintain schedules at reasonable efficiency. 3. It will offer substantial inducement to longer term television commitments. 4. It will tend to relieve the mass buying problems in the early fall and the resultant confusion.”

Mr. Fleri said that “several of our clients have expressed interest in this matter.” Asked by the station reps to clarify this statement in the letter, the BBDO head spot buyer explained there may well be reason for fall-winter spot advertisers handled by BBDO to start campaigns earlier, perhaps in August if the rate structure became favorable.

Station Reaction • Mr. Fleri told newsmen that some 30 stations had replied to the letters (which were sent out over the April 23 weekend) and that about one-third of the replies reported the stations were watching the summer rate trend and “if it became an accepted thing, they also would go to a summer rate.”

At the conference with station representatives Mr. Fleri passed around copies of this letter to stations as well as a set of charts showing BBDO’s spot billing taking a decided dip during the hot months (see chart this page).

The station representatives raised several questions:

• Are advertisers flexible enough to take advantage of summer discounts? Assuming that BBDO’s suggested plan is feasible for stations, could advertisers revamp budgets that were made perhaps six months in advance of the summer and revise their allocation this late in the game? BBDO’s answer to this: The agency would like to feel that there is enough flexibility in the budgets of many advertisers to permit a restudy or overhaul of plans to accommodate the summer schedule.

• Should advertisers buy spot only by the numbers? Reps said that buying spot time on the basis only of reduced rates was not only dangerous but unrealistic for both the medium and the advertiser. There are—or at least there should be—other considerations than those based purely on cost (audience composition, cumulative audiences, type of station plan used, marketing objective and the plusses of sight, sound and motion).

• What’s the incentive? The reps wondered what the station could get out of this aside from decreased revenue (via lower rates). This is the toughest question for BBDO to answer. The agency said only that it was probing, not demanding, and Mr. Fleri referred to the probable plusses as enumerated in his letter. Mr. Fleri said it was the agency’s thinking that the inducement might bring advertisers into their fall spot buying as much as for four weeks
earlier than they had been starting it.

Prime Time Drop • It was the agency's belief, as enunciated by Mr. Fleri, that the 7:30-9 p.m. time period on the average indicates the largest drop in viewing, and while he would hesitate to suggest any such move by the stations, he would think it logical that special rate attractions would fall into these periods.

Some reps immediately voiced the possibility that tv stations might wish to counter the demand for more attractive summer rates by increasing winter period rates and keeping summer at present levels. As one expressed it, "Then you'll have your summer discount structure."

In answer to a question, Mr. Fleri told the reps he thought the summer rate plan would be of interest to all advertisers that use tv except those with seasonal products.

PDQ SALE RESULTS
Saturation campaign pays off for Mercury

When a company has 23 sales districts across the country and one of them skyrockets from a rank of 18th in sales to first place from one month to the next, that's getting ahead pretty darn quick.

In the case of the Mercury dealers of the Los Angeles District, which encompasses Southern California, all of Arizona and Las Vegas, Nev., the PDQ results were brought about by a PDQ campaign combining saturation radio and newspaper advertising, starting right after New Year's Day and running until mid-February.

"The basic idea of the PDQ campaign, of course, was to stimulate car buying-Mercury buying, that is-in theusually slow post-holiday season," L.J. Sholtz Jr., account executive on Mercury at Kenyon & Eckhardt, Los Angeles, explains.

"We planned to do this by stressing three points. First was price, especially important following Mercury's move into a new price field. Next was deal, emphasizing that Mercury was in a dealing mood, ready to consider any terms the customer proposed. Finally, quality, to get over the fact that the 1960 Mercury had the highest quality in the car's history, and in every way-workmanship, styling and performance.

Saturation • "We recommended bold use of radio-1,000 spots a week in the Greater Los Angeles area, 300 in San Diego, 250 in Phoenix and correspondingly fewer in the smaller markets, but a sufficient number in all markets so that no one with a radio in any of them could fail to hear at least one spot a day and probably a great many more. Our original thought was to use about 10,000 spots in a four-week period. We wound up with nearer 15,000, stretched over six weeks. The increase was due in part to the enthusiasm of dealers over the success of the campaign in its early stages, which encouraged them to use some of their own money to buy more radio time locally, so that more spots could be broadcast than the number provided for by the group budget.

"The newspaper campaign was planned to include five ads, starting a week before the radio barrage and augmenting radio's oral impact with the visual appeal of pictures of the new Mercury. The ads were scaled by market size, 1,500-line ads in the largest cities, 1,000 lines in B markets and 800 lines in C markets. The factory changed the copy of four newspaper ads of its own to tie into the PDQ theme, bringing the total of PDQ newspaper ads to nine in each market.

"The PDQ theme can probably best be presented as it was on the air, in a one-minute spot that opened with the following jingle, sung by two voices:

GIRL: See the Mercury for '60 PDQ
BOY: Pretty darn quick
GIRL: See the Mercury for '60 PDQ
BOY: Pretty darn quick

SUMMER PROGRAM BACKER:

Summer business methods of tv networks will boost stations "more business than usual this year," according to Edward R. Fitzgerald, broadcast media manager and senior timebuyer of J. Walter Thompson Co., Chicago.

Addressing the annual meeting of Ohio Assn. of Broadcasters, held April 29 at Youngstown, he said the new pricing will cost stations some of their spot advertising.

"Our researchers tell us that one late evening half-hour we were considering declined 27% in audience for June and July under December and January," he said. "Yet look what the tv networks will do for us in extra facilities discounts alone for this same time, and this ignores lower program costs in hot months, sometimes down to zero for the 52-week program backer:

"ABC-TV—Up to 42% in extra discounts for each week advertisers 10:30-11 p.m.
"CBS-TV—A 35% discount on summer program time costs for the all-year advertiser in this time period. They go as high as 45% off in earlier hours.
"NBC-TV—Up to 35%.
"Call it rate-cutting, business-buying, guaranteed circulation, or whatever, this style of pricing costs you spot business—and the inducements are bigger than ever now."

Mr. Fitzgerald asked rhetorically, "What's the answer?"

"Think it over like your competitors have," he said. "We've just received word that the Westinghouse tv stations have announced what they call 'The Optional Equation Plan'—maybe it's a start in the right direction.

Follow The Sun • "Individual stations may look artificially high in summer, and low in winter, while the networks sell their wares easily. And perhaps radio's card should follow the sun—higher in summer, lower in winter. Radio Advertising Bureau has just released a brochure called 'Summertime' which predicts that radio will deliver a bigger audience than tv again this summer. For eight weeks from July 2 to Aug. 27, 1959 A. Sindlinger & Co. found radio's adult audience size leading television consistently. Listening posts for radio are established at the beaches, parks, picnic grounds and even aboard 70% of our boats. Network television gets very expensive if you consider winter only."

Mr. Fitzgerald reminded that "time is worth money to the agency, too." He said the agency can spend 45 minutes working out a minor item where a discrepancy may be only $2. "And we don't go for interruptions you wouldn't impose on your other salesman," he said. "The 'What's 7-Up doing in Zanesville' or 'Schlitz in Akron' questions should be answered before you arrive," he said.

JWT would appreciate more sales research help that doesn't have to be redone because of slight inaccuracies and questionable sources, he said, adding "We want material that can be used directly, without question, no hooks."

He cited other time-wasting data received from broadcasters:

"Some mail pull maps, especially where we have more authoritative coverage.

"Brother-in-law letters from dealers, where they are obviously dictated by station men.

"Some research that tends to play up 'tops.' Now No. 1 position doesn't always qualify a station or
reveal the significant facts that our own appraisal, or the representatives counseling us find either, for that matter, to influence our final judgments and decisions. 

"Negative propaganda, including monitored tapes or logs of competitive stations; very often this is sour grapes. 

"Actually, though, there isn't too much material we receive that is of no value at all." 

"We even find a value in mail still addressed to my predecessor who died in 1948."

Source of Concern = Mr. Fitzgerald scored the new Station Representatives Assn. policy against divulging of broadcast schedules and other plans of competitive advertisers (BROADCASTING, Feb. 1). As predicted, the policy has proved a source of concern in agency and advertiser circles. SRA took the action after a poll of its membership. L. Walter Thompson's Chicago office wrote Lawrence Webb, SRA managing director, expressing "distress" and claiming the policy "deprives us and advertisers of much-needed information" as well as representatives themselves, according to Mr. Fitzgerald. 

Mr. Fitzgerald told OBA delegates that the policy of not disclosing data on competitive broadcast schedules poses a "severe handicap," particularly as it involves radio campaigns.

All tv rates make Houston nervous

While two agencies, BBDO and J. Walter Thompson, were concentrating their attacks last week on summer television rates, a third warned that all tv rates were getting out of hand.

Bryan Houston, president of Fletcher Richards, Calkins & Hold e n, New York, issued the warning at the 14th Annual West Coast Meeting of the Assn. of National Advertisers at Pebble Beach, Calif.

Mr. Houston said some people had predicted that scandals would kill television. That won't happen, he said. The "demise of tv will come... as a result of tv pricing itself right out of your budgets."

The agency president complained of "nervousness when I start to figure out the cost of reaching some cities and then try to justify the cost in terms of efficiency, sales and that beautiful word-profit."

He said that "in some—certainly not all—such instances, this cost is indeed difficult to justify with simple economics alone."

**JWT's Fitzgerald**

**New product success even before ads start**

They call it Wash Up. But the new product (a moist towelette) is off to a fast start and a television success a month before its advertising gets on the air.

These are the ABC's of how to take a new product, a limited budget for the first market and get virtually all outlets to stock it before any advertising appears. At least, this is how manufacturer Lensclean Inc. and its agency, Fladell-Harris Co., both New York, did it. Last winter they looked around for a broadcast "buy", finding one in the documentary, *The Russian Revolution*, produced and syndicated by WPIX (TV) New York and already run twice by that station. It was bought for Wash Up and scheduled May 19.

Between buying television and getting Wash Up on the shelves, manufacturer and agency drew up a careful sales plan to capitalize on the investment. Salesmen went to call on druggists, armed with a printed presentation, describing the coming Wash Up campaign and backed up by a detailed sales-promotion-merchandising array, a specialty of the Fladell-Harris house. Other components of the campaign: a follow-up of 130 minute spots throughout the WPIX schedule placed during spring and summer; radio time on two personality shows over WOR New York, later support in newspapers. One of the promotional extras is a mailing to 5,000 public school educators to call student and family attention to Wash Up's sponsorship of *The Russian Revolution*.

The promotion has been so successful with druggists that a national campaign is planned, according to Lensclean sales manager Irving Goodman.

BOTH: It's the price—low; the deal—high; the quality—good reasons folks are buyin' GIRL: Mercury. See the Mercury for '60 PDQ BOY: Pretty darn quick GIRL: ooh . . . .

A short hard sell commercial urging listeners to head for their Mercury dealers right now to get the greatest money-saving deal in years was sandwiched between the spot's musical opening and its closing also sung by the boy and girl:

BOTH: So come in some time today GIRL: Take one look and you will drive it away See the Mercury for '60 PDQ BOY: Pretty darn quick GIRL: See the Mercury for '60 PDQ BOY: PRETTY DARN QUICK GIRL: Like now!

Success = "We were out to make an impression—and we succeeded," Mr. Sholty says. Interviews with more than 100 Southern Californians at the end of the campaign found 40% who remembered the commercials, particularly the jingle with its PDQ—pretty darn quick theme, with no aid from the interviewer. When a recorded spot was played for them, 55% of the interviewed individuals remembered hearing it before.

The dealers were as much impressed by the PDQ campaign as the public was, Mr. Sholty reports. When 34 owners and managers of Mercury agencies were interviewed, better than 80% called the spots "excellent." More important, 79% of these dealers reported that the PDQ campaign had produced an increase in Mercury sales: 9% credited the campaign with increasing sales "very much," 53% "moderately" and 17% "slightly." Of the rest, 6% said they had noticed no effect on sales and 15% said they didn't know whether there had been or not. No dealer felt there had been any decrease in sales caused by the PDQ advertising.

Throughout the entire district, sales of new Mercurys rose more than 30%, from about 900 in December to about 1,200 in January. In February, when the PDQ ads were used only during the first two weeks, Mercury sales dropped to about 1,150 for the district, which ranked fourth in the nation for that month. Meanwhile, Mercury dealers in eight other districts had adopted the PDQ format for advertising campaigns of their own.
WHO’S TO BOSS NETWORK SHOWS?

Agencies think they're being pushed around by tv networks
and they're figuring how to beef up their negotiating power

Top television advertisers and their agencies are resisting network control over shows and the time periods in which programs are placed.

The latest move toward establishment of a better bargaining position with the networks comes from a major advertising agency—Benton & Bowles, now billing at an annual rate of about $74 million in the broadcast media.

Lee Rich, newly-appointed vice president in charge of media and programming, a post created specifically by the agency in an attempt to strengthen its negotiating hand with the tv networks. (WEEK'S HEADLINERS, April 25), outlined the agency's point of view in an exclusive interview last week. It was his first public statement since assuming authority over both media and programming.

Mr. Rich pointed to the current climate of growing network control over shows and time periods, intimating that this area was one in which the advertiser and agency should strive for a better relationship.

The give-and-take between advertiser and network, once a trademark of network sponsorship, has declined considerably, Mr. Rich says. "Negotiation," he reflects, "is rapidly becoming a lost art today."

Right To Be Heard - It's Mr. Rich's contention—and he's supported by officials in other tv-heavy agencies—that advertisers do not seek to wrest program control from the networks.

Rather, he explains, the major tv agency, such as Benton & Bowles, seeks the right to be heard once a client has expressed interest in a particular program and brings it to a network for scheduling.

In the reality of everyday relationships between agency and network, Mr. Rich continues, this is what has happened: The network has an unlimited checkbook to wrap up new shows (through option) well in advance of a new fall season and then programs an evening's schedule with proposed shows. Only then in most cases does it offer the advertiser an opportunity to buy an existing show.

But, counters Mr. Rich, the advertiser may have an option on a show of its own which it feels has merit. The network may even agree. But inevitably the question arises, "But where can we put it?" Oftentimes the spot in the schedule is already spoken for.

In Mr. Rich's view the advertiser, which through its departmental and agency tv specialists has much the same access to potential properties and similar know-how, is blocked from the creative area of suggesting shows that agency executives believe would serve the viewer's interests by providing him with the opportunity to obtain "the best of available program material."

Pattern That Hurts - Mr. Rich would question the principle only in part. It's the practice that appears to be forming a pattern among the networks that irks the agency negotiator. There is the position that in effect bars advertiser-developed shows because the programs are not controlled (licensed) either in part or in whole by the network. The inference is plain, therefore, that sometimes the networks are inclined to turn down programs because they are not network-owned or controlled regardless of an agency's or advertiser's estimate of the potential, Mr. Rich says.

This practice leaves the agency in a position only of negotiating for available time rather than shows or for desirable time periods. The advertiser's free choice becomes limited and must conform to a network's planning of a full night's schedule. Helping the networks, from this point of view, is the current network prosperity; it's a seller's market.

Mr. Rich is not alone. Others in the agency field have expressed themselves along this line. C. Terence Clyne of McCann-Erickson and Dan Seymour of J. Walter Thompson, for example, are top agency negotiators in television. Mr. Clyne is on record as being directly opposed to network dominance over programs, feeling that such control narrows the field from which new, fresh and creative program ideas can come.

In an effort to strengthen its hand in national tv, Benton & Bowles has taken the path of a centralized authority within the agency. It has invested in Mr. Rich's new office what the agency's president, Robert E. Lusk, has described as "centralization of authority to negotiate, to decide and to commit the agency for both programs and time periods with package producers and network principals."

The Benton & Bowles move fits its past history. The agency claims leader-
PEOPLE work—play—LIVE by RADIO!

WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

Radio's a family affair in the vast 93-county area called "Iowa PLUS"! Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families WORK, PLAY, LIVE by RADIO!

These families recognize and demand mature radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, aggressive, alert, alive! WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's only big-audience station!

WHO for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

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

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., Representatives
ship in “tv show ideas” and has created programs such as the Ann Sothern Show and December Bride, both forerunners in situation comedies. “We and our clients called a trend,” Mr. Rich asserts.

For the next season B&B still has a formidable lineup of programs created by its clients and the agency—not the networks. These include the new Andy Griffith Show for General Foods, and Danny Thomas and Ann Sothern, both fully or partly sponsored by General Foods, and the new Peter Loves Mary for Procter & Gamble as well as the Rifleman, an existing P&G program.

Team Member: Mr. Rich, who has been the agency’s media head for the past three years, was a member of the team that developed these tv properties. He’s also credited with spearheading Benton & Bowles’ drive of the past few years against triple-spotting and program clipping by stations (“a situation that’s cleaned up as far as we are concerned,” he notes).

There’s risk in an agency’s being willing to commit to a show on its own, Mr. Rich says. There are 150 to 200 pilots offered in advance of the “average season,” he continues, and if an agency programmer makes a mistake “it’s a real mistake.” The average half-hour hour show over a 52-week period represents an advertiser investment of some $5 million in time and talent. Often the agency selecting a pilot finds it has a “great pilot but nothing else” necessitating changes in the show and even a re-make of the pilot.

An advertiser and its agency in tv today, Mr. Rich continues, must use “greater care and greater selection.” They must be “sure of quality” but yet proceed with speed in negotiating for time period and optioning a show. There’s often “10 guys in line for a program sight unseen,” he observes.

Despite these problems, Mr. Rich emphasizes the advertiser’s problem is not solely finding or developing a show but rather determining what to with it once an option has been taken on the program.

Mr. Rich sees no hope for agencies effecting local clearances for programs turned down by the networks. It may work for the one-shot program, he observes, but it’s unrealistic for the series to be telecast on a regular basis.

At Benton & Bowles, Mr. Rich, who started with Lord & Thomas as a time-buyer before World War II, works closely with Oliver Barbour, vice president in charge of tv and radio programming; Grant Tinker, vice president and director of programming, and Hal Miller, a media vice president who also becomes manager of the media department. The media department numbers about 100 people, programming has approximately 85. How much time do media people devote to broadcast media? It varies by product, of course, but it is often related to the proportion of the product’s expenditure in broadcasting. (B&B’s broadcast billing comes to some 65% of the total.)

Agency appointments

- Dad’s Nesbitt Bottling Co., L.A., appoints Recht & Co., that city. Media plans will be announced.
- Rival Packing Co. Div. of Associated Products (Rival dog food, cat food, Wagtail dry dog food), N.Y., appoints Needham, Louis & Brorby to handle its account, effective immediately. Advertising previously was serviced by Guild, Bascom & Bonfigli.
- Glamorene Inc. (Glamorene rug cleaner, other products), Clifton, N.J., appoints Dunay, Hirsch & Lewis, N.Y., as its agency. Company formerly was handled by Jules Power Productions Inc., N.Y. Glamorene is a radio-tv user.
- WMAR-TV Baltimore appoints New hoff-Blumborg Adv., that city.
Fifteen network feeds by WSOC-TV within a recent 12-weeks period speaks for the stature of this station's news staff. Ivy Bluff prison break, drama in the snow, Bolivia plane crash, mass sit-down arrests...wherever news breaks in the Carolinas, WSOC-TV is there! Here's another reason why your best buy in Charlotte is WSOC-TV...one of the nation's great area stations.
TV JANUARY GROSS OF $57.7 MILLION

That's $5.7 million more than year ago; P&G top spender

Each of the top 15 advertisers in network television spent more than $1 million gross in January, and of this number, five had $2 million or more each in gross billing. Procter & Gamble's more than $3.6 million headed the list, with American Home Products and Lever Bros. placing $2.8 million and $2.4 million respectively.

This heavy weighting occurred in a month in which network billing totaled over $57.7 million gross (one-time rates), or about $5.7 million above the mark of January 1959. The estimates come from Television Bureau of Advertising based on compilations by Leading National Advertisers-Broadcast Advertiser Reports.

American Home Products' network push included the top two brand advertisers—Anacin tablets and Dristan cold remedy—both of which spent in the $900,000 category.

A No. 3 brand leader—Phillies cigars (Bayuk Cigar Co. of Philadelphia)—highlighted the activity of advertisers of tobacco products (cigars and cigarettes). These advertisers took 7 out of the 15 places among brand advertisers leading in estimated gross time purchases on the networks in January.

While the usual blue-chips in network tv purchased time in the big figures, advertisers in lesser product classifications showed gains in the monthly comparisons:

- Gasoline was up from $263,901 to over $1 million. It was not a sudden spurt however, as this category showed steady improvement through 1959.
- Apparel-footwear increased from $115,323 to $238,680; beer-wine from $499,713 to $860,630; insurance from $688,200 to $928,430 and confectionery-soft drinks from $1.2 million to $1.7 million.

### ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>January 1960</th>
<th>January 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$ 194,780</td>
<td>$ 154,340</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>230,680</td>
<td>115,323</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>4,423,706</td>
<td>3,883,707</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>860,630</td>
<td>499,713</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>7,946,076</td>
<td>6,925,426</td>
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<tr>
<td>Confectionary &amp; soft drinks</td>
<td>1,709,985</td>
<td>1,232,794</td>
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<tr>
<td>Consumer services</td>
<td>519,945</td>
<td>445,674</td>
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<tr>
<td>Drugs &amp; remedies</td>
<td>3,132,122</td>
<td>263,901</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>10,115,759</td>
<td>8,031,161</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>2,834,817</td>
<td>1,476,604</td>
</tr>
<tr>
<td>Gasoline, kerosen &amp; other fuels</td>
<td>27,979,209</td>
<td>1,232,794</td>
</tr>
<tr>
<td>Horticulture</td>
<td>75,350</td>
<td>7,966,076</td>
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<tr>
<td>Household equipment &amp; supplies</td>
<td>2,107,769</td>
<td>1,924,062</td>
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<tr>
<td>Household furnishings</td>
<td>229,003</td>
<td>302,703</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>2,038,730</td>
<td>1,717,936</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$57,756,267</strong></td>
<td><strong>$52,076,179</strong></td>
</tr>
</tbody>
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LNA-BAR: Gross Time Costs Only

### A further look at tv’s network & spot gross for ‘59

The Television Bureau of Advertising's second annual tabulation of advertiser classifications reveals that 28 of the 32 major categories in national, network and regional spot television showed increases in 1959. Gross time billing in network and national and regional spot tv was placed at more than $1.23 billion (Broadcasting March 28), as compared with almost $1.08 billion in 1958.

Following are the total network and national and regional tv investments for 1958 and 1959 and the percentage changes:

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>1958</th>
<th>1959</th>
<th>Change</th>
</tr>
</thead>
</table>
| Agriculture            | $1,378,154 | $3,574,871 | +159.4%
| Ale, Beer & Wine       | 50,502,987 | 55,655,256 | +10.3% |
| Amusement Entertainment | 1,363,393 | 1,363,393 | 0%     |
| Automotive             | 28,724,866 | 29,137,964 | +1.4% |
| Building Material, Equipment, Fixtures, Paint | 17,675,494 | 19,081,057 | +8.0% |
| Chemicals, Institutional | 404,969  | 928,864   | +130.0%|
| Clothing, Furnishings, Accessories | 17,215,439 | 22,896,159 | +33.0% |
| Confections & Soft Drinks | 40,254,724 | 45,500,990 | +12.0% |
| Consumer Services       | 25,325,054 | 35,705,256 | +40.0% |
| Cosmetics & Toiletries  | 126,107,799 | 131,096,620 | +3.7% |

- **1958**
- **1959**
- **Change**

% Change

- **Dental Products** $34,350,671 $38,254,131 +11.4%
- **Drug Products** 98,254,139 123,440,521 +25.7%
- **Food & Grocery Products** 243,515,420 275,180,125 +13.0%
- **Garden Supplies and Equipment** 880,638 1,106,345 +25.7%
- **Gasoline and Lubricants** 27,997,209 32,831,894 +17.3%
- **Hotels, Resorts, Restaurants** 521,705 606,885 +16.3%
- **Household Cleaners, Detergents, Polishes, Waxes** 46,098,594 69,313,146 +49.0%
- **Household Equipment—Appliances** 18,996,479 20,138,110 +6.9%
- **Household Furnishings** 5,353,509 7,628,772 +42.5%
- **Household Laundry Products** 76,237,980 79,443,410 +4.2%
- **Household Paper Products** 15,153,884 16,816,812 +11.0%
- **Household General** 10,257,185 13,142,952 +28.1%
- **Household Paper Products** 18,996,479 20,138,110 +6.9%
- **Pet Products** 11,665,699 14,395,339 +23.4%
- **Publishing** 1,559,069 705,593 -54.7%
- **Publishing and Media** 1,559,069 705,593 -54.7%
- **Retail & Mail Order** 79,443,410 84,464,631 +6.1%
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**TOP 15 NETWORK COMPANY ADVERTISERS JANUARY 1960**

1. Procter & Gamble  
2. American Home Products  
3. Lever Bros.  
4. General Motors  
5. Colgate-Palmolive  
6. General Foods  
7. Sterling Drug  
8. Libbey & Myers Tobacco  
9. R. J. Reynolds Tobacco  
10. Gillette  
11. General Mills  
12. Ford Motor  
13. Philip Morris  
14. Chrysler  
15. Kellogg  

**LNA-BAR: Gross Time Costs Only**

**TOP 15 NETWORK BRAND ADVERTISERS JANUARY 1960**

1. Anacin tablets  
2. Dristan  
3. Phillies cigars  
4. L&M cigarettes  
5. Winston cigarettes  
6. Bayer aspirin  
7. Colgate dental cream  
8. Gillette razors & blades  
9. Pall Mall cigarettes  
10. Chesterfield cigarettes  
11. Kent cigarettes  
12. Tide  
13. One-A-Day vitamin tablets  
14. Chevrolet passenger cars  
15. Salem cigarettes  

**LNA-BAR: Gross Time Costs Only**
In Cleveland, particularly...

LISTENING HABITS HAVE CHANGED!

And the change is not infantesimal, either. The new WHK is the proud papa of Cleveland's largest audience, thanks to Metropolitan Broadcasting Corporation's new concepts of service, news and showmanship. When preparing your Cleveland marketing formula, stir in the right quantity of WHK. Consult Dr. Blair, or General Manager Jack Thayer (EXpress 1-5000).

WHK
Cleveland
A station of the Metropolitan Broadcasting Corporation
AD DEFENSE LAGS
Congressman tells admen to fight back

With the confidence of the American public in advertising at stake, the advertising fraternity has been strangely laggard in defending itself against attacks at all levels of government, Rep. Bob Wilson (R-Calif.) told the 10th annual conference of the Western States Advertising Agencies Assn., meeting April 21-24 in San Diego, Calif.

"Advertising is being undressed publicly in Washington," Rep. Wilson declared at the Friday banquet. "It is time we express some righteous indignation at such treatment. No reasonable person objects to fair-minded inquiry into the activities of a large segment of our economy, but our profession is the victim of a witch hunt that would make Salem green with envy."

As the only advertising man in Congress (he retains his partnership in the San Diego agency, Champ, Wilson & Slocum), Rep. Wilson declared that he was amazed at the apparent apathy of advertising in the face of a fight for life against "encroaching legislation and bureaucratic rulings," not only in Washington but in the state capitals and city halls of the nation as well. "We are in trouble and we in advertising had better do something about it," he warned his colleagues.

The public's image of advertising is already deteriorating in the West according to a survey conducted by WSAAA in March, under the direction of Bill Boylhart of Boylhart, Lovett & Dean, Los Angeles. (See Monday Memo, page 18.) Even more alarming was the revelation that the majority of both media and agency executives feel that the management of their clients, the leading businessmen of the West, are not fully convinced of the value of advertising in their operations.

The Respondents ● About 100 agency executives and approximately the same number from media answered the questionnaire. A consensus of both groups shows that improvement is needed in agency-media relations if advertising in the West is to be successful in meeting the challenge of the expanding market foreseen for the years immediately ahead. In reporting on the study, Mr. Boylhart noted that both agency and media people agree on the need for a better exchange of information between them that would lead to a better understanding of the other's part in the advertising picture.

"There's a strong trend among both media and agencies to go their own separate ways, without any seeming ef-
most local live shows of all san francisco tv stations

and that's not all! • most newscasts of all san francisco tv stations • only over all rating gain scored by a san francisco tv station in 1959 • most total advertisers of all san francisco tv stations • most national advertisers of all san francisco tv stations • that's why, in san francisco, no spot tv campaign is complete without the wbcs station.

kpix 5 san francisco

represented by television advertising representatives, inc. • westinghouse broadcasting company, inc.
only a 7% increase for the rest of the country. "This suggests a great vitality and intensity to promote and sell—all part and parcel of the explosive development and expansion of the West."

Dave Fenwick, vice president of Robinson, Fenwick & Haynes, Los Angeles, reported that copy writers in western agencies are better compensated than their eastern counterparts.

Western regional advertisers are now getting the chance to use big-time network television, George Allison, media director in the Los Angeles office of Yeung & Rubinum, reported. "If TV is making Riverboat and other programs available for regional sponsorship, he said, and the big one-time spectacles, while naturally offered first for national sponsorship, are also frequently available for West Coast advertisers to sponsor in this area. Major league baseball's invasion of San Francisco and Los Angeles has given radio a great impetus, he said, commenting that "we're getting ratings of 20's and 30's with our baseball broadcasts—something we haven't had since the old Jack Benny days." (Union Oil, a Y&R client, is co-sponsor of the L.A. Dodgers play-by-play broadcasts over a special 19-station radio hookup.)

In spot broadcasting, a good working relationship with the station representatives is a major asset for an agency, almost as important as a good working relationship with the agency's clients, Mr. Allison observed. When a good station on a rep's list has a good availability open up, it's important that he gets the right answer when asking himself "What agency should I give first chance at this?"

On Dullness — Taking a long, hard look at a collection of ads that picture people as being made ecstatically happy by towels, or rugs, or vacuum cleaners or other items that are inconsequential to most of us, James C. Nelson Jr., creative director of Hoeffter, Dieterich & Brown, San Francisco, declared that these ads suffer from addressing themselves "not to flesh and blood, but to a set of statistics ... from being a too-perfect marriage of the insignificant with the unbelievable."

"In short," he stated, "they're dull. And dullness, as any novelist, playwright or editor will tell you, is the kiss of death. Dullness is what makes The Prospect, seated in his comfortable living room, turn the little knob or the big, expensive color page or the cold, cold shoulder."

Bill Tara, creative consultant to Campbell-Ewald; Walter Berk, production and art manager, Fuller & Smith & Ross, L.A., and Ted Factor, vice president and L.A. manager of Doyle Dane Bernbach, spoke on the rising influence of advertising art, production

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### How people rate advertising media

The 2,004 persons interviewed in the January 1960 survey of attitudes toward five kinds of advertising were given pairs of adjectives, one favorable, the other unfavorable, and asked to associate the words with advertising in various media. The table below shows the total number of associations respondents made with each medium. (The totals in parentheses are those in a similar survey of 1,203 interviews in 1957.)

<table>
<thead>
<tr>
<th>Favorable</th>
<th>Total</th>
<th>(Total)</th>
<th>(Total)</th>
<th>(Total)</th>
<th>(Total)</th>
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<tbody>
<tr>
<td></td>
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<td></td>
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</tr>
<tr>
<td>TV</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>true</td>
<td>783</td>
<td>359</td>
<td>877</td>
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<tr>
<td>pleasing</td>
<td>881</td>
<td>293</td>
<td>652</td>
<td>511</td>
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<tr>
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<td>877</td>
<td>359</td>
<td>976</td>
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<tr>
<td>sincere</td>
<td>670</td>
<td>268</td>
<td>868</td>
<td>547</td>
<td>212</td>
</tr>
<tr>
<td>in good taste</td>
<td>728</td>
<td>250</td>
<td>794</td>
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<tr>
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<td>879</td>
<td>362</td>
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<td>615</td>
<td>276</td>
<td>944</td>
<td>571</td>
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<tr>
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<td>899</td>
<td>354</td>
<td>1003</td>
<td>486</td>
<td>194</td>
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<tr>
<td>like least</td>
<td>831</td>
<td>221</td>
<td>670</td>
<td>471</td>
<td>182</td>
</tr>
<tr>
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<td>5460</td>
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<td>1692</td>
<td>1467</td>
<td>778</td>
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<tr>
<td>Unfavorable</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>false</td>
<td>971</td>
<td>545</td>
<td>232</td>
<td>199</td>
<td>339</td>
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<tr>
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<td>971</td>
<td>645</td>
<td>377</td>
<td>131</td>
<td>343</td>
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<td>551</td>
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<td>930</td>
<td>615</td>
<td>176</td>
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<td>323</td>
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<td>in bad taste</td>
<td>925</td>
<td>598</td>
<td>173</td>
<td>132</td>
<td>434</td>
</tr>
<tr>
<td>not beneficial</td>
<td>671</td>
<td>582</td>
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<td>185</td>
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<td>163</td>
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<td>744</td>
<td>616</td>
<td>153</td>
<td>154</td>
<td>535</td>
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<tr>
<td>Total</td>
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<td>1053</td>
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<td>1158</td>
<td>1286</td>
<td>2030</td>
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<td>8015</td>
<td>9349</td>
<td>6498</td>
<td>6355</td>
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<tr>
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<td>3445</td>
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<td>2753</td>
<td>2808</td>
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### TV ADVERTISING LOSING FACE? Survey claims it slips in public favor

A severe deterioration in the public's attitude toward television advertising was reported last week by a Chicago research firm.

In the past three years television advertising dropped sharply in the public favor. Advertising in radio, newspapers, magazines and billboards gained.

Results of two studies, one conducted in 1957 and the other early this year, were released by Louis Cheskin Assoc., a Chicago market and motivation research firm. The 1960 study was based on 2,004 interviews in New York, Philadelphia, Chicago, San Francisco and Houston. The 1957 study covered 1,203 interviews.

Both were controlled association tests. Respondents were asked to identity the media they associated with several pairs of adjectives. Each pair contained one word that could be construed as suggesting a favorable attitude and another suggesting an unfavorable attitude (examples: true-false, pleasing-irritating). By adding the favorable and unfavorable associations supplied for each medium by persons who were interviewed, the Cheskin firm arrived at two evaluations.

The first was an evaluation of the medium's impact, as measured by the total number of associations, either favorable or unfavorable, that respondents were able to make. The more words respondents were able to associate with any medium, the stronger the opinion about the medium they had.

The second is an evaluation of the public's attitude, favorable or unfavorable, toward each medium.

Here are some highlights of the two reports:

- In both surveys television had by far the greatest impact of all media—14,691 total associations in 1960 and 6,513 in 1957 (see table this page). But between the first and second surveys and new business, respectively, in the West. Burns W. Lee, head of his own L.A. public relations firm, discussed the relationship of public relations and advertising. Bruce Altman, vice president of Kenyon & Eckhardt, L.A., in a report on "The Marketing Concept," described some of the things an agency does for an account besides provide copy, art and media buying services.

### Business briefly

**New business**

*Rushing 'Klondike' — R.J. Reynolds Tobacco Co., which earlier announced**
How opinions changed in three years

The chart below shows the percentage of favorable associations that each medium received in 1957 and 1960. For example, 84% of all objectives that respondents associated with television in the 1957 survey were favorable. This year only 49% were favorable.

<table>
<thead>
<tr>
<th>Medium</th>
<th>1957</th>
<th>1960</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>84%</td>
<td>53%</td>
</tr>
<tr>
<td>Radio</td>
<td>49%</td>
<td>31%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>19%</td>
<td>28%</td>
</tr>
<tr>
<td>Magazines</td>
<td>59%</td>
<td>31%</td>
</tr>
<tr>
<td>Billboards</td>
<td>76%</td>
<td>31%</td>
</tr>
</tbody>
</table>

The public's attitude toward TV underwent a marked change. In the first survey 83% of all words associated with television were favorable. In the second survey the figure was 49%, (see chart below).

In the 1957 survey radio was second only to television in its impact (3,445 total associations), but in 1960 it fell to third place behind newspapers (8,015 for radio, 9,349 for newspapers). In 1957 only 19% of the respondents' associations with radio were favorable. However, in the current Cheskin survey, radio managed to increase its position to a 34% mark.

Who is Cheskin? For the past 15 years Louis Cheskin has been director of Color Research Institute of Chicago, of which Louis Cheskin Assoc., specializing in motivation research, is a subsidiary.

Among professional research executives in several Chicago advertising agencies that Broadcasting checked last week Mr. Cheskin was regarded as an authority on research in color and package design. There was disagreement about his qualifications to conduct the kinds of studies he released last week.

One of Mr. Cheskin's staunch supporters is Harold D. Hadley, former research vice president for the newspapers' Bureau of Advertising and one-time research chief for the Morey, Humm & Johnston advertising agency (now Geyer, Morey, Madden & Ballard). Dr. Hadley, now a consultant, has described Mr. Cheskin and his work as "remarkable". Mr. Cheskin did several research jobs for Dr. Hadley during the latter's tenure at the MH&J agency.

The connection between Mr. Cheskin and the former executive of the Bureau of Advertising led to speculation that the Cheskin studies released last week had been commissioned by newspaper interests. Mr. Cheskin said no newspaper interests were involved. The 1957 survey of public attitudes toward advertising in the various media was commissioned by a toiletries account.

The 1960 survey was part of a broader study for a client who has not been identified.

Sponsorship next season of The Tall Man and Wagon Train, also has signed for a third NBC-TV series, Kildare. The new action-adventure program, starring Ralph Aeager and James Coburn, will be telecast Mondays (9:30 p.m. NYT). Developed by Preston Wood, NBC program development chief, and NBC's program development unit, the series is being produced by Ziv-UA in association with NBC. William Conrad is producer. Agency: William Esty, N.Y.

'Triple Crown' coverage is Jos. Schlitz Brewing Co., Milwaukee, Wis., pursued half of CBS-TV's planned coverage of 1960's three crown events of horse racing. Broadcasts include: Kentucky Derby on May 7 (Sat. 5:15-5:45 p.m. EDT); Preakness at Pimlico on May 21 (Sat. 5:30-6 p.m. EDT), and the Belmont Stakes on June 11 (Sat. 4:30-5 p.m. EDT). Agency: J. Walter Thompson Co., Chicago.

Derby Day Midas Mufflers Inc., Chicago, signed for The Derby Review, a special 15-minute program before running of the Kentucky Derby on CBS-TV May 7. Preview will be from 5 to 5:15 p.m. (EDT), race coverage from 5:15 to 5:45 p.m. (EDT). Agency: Edward H. Weiss Co., Chicago.

Goes halfway. Chevrolet, via Campbell-Ewald Co., Detroit, signed half-sponsorship of Route 66, a new adventure series produced by Screen Gems and scheduled for next season on CBS-TV (Fri. 8:30-9:30 p.m. EDT). The program stars Martin Milner and George Maharis as youthful adventurers on cross-country travels.

Caesar specials are Revlon Inc., N.Y., will sponsor hour-long specials starring Sid Caesar and Audrey Meadows on CBS-TV Thursdays, May 5 and June 2 (10-11 p.m. EDT). This week's show, "Riptoe through TV," with guest stars Charlton Heston, Howard Morris and Chita Rivera, will include spoofs of the medium with sketches on courtroom dramas, foreign films and classical music. Agency: Warwick & Leglar, N.Y.

Timex spot buy is U.S. Time Corp. (Timex watches), N.Y., last week made its first purchase of TV spots, which will reportedly "tie-in" with its network commercials. The $500,000 buy covers two week periods in June and August, with prime time ID's in 53 markets. Agency: W.B. Doner, N.Y.

'Lost' spots are 20th Century-Fox is planning saturation radio-TV campaigns in an undetermined number of markets across the country to pre-sell a new release, "The Lost World," in a manner similar to the successful launching of "Journey To the Center of the Earth" during the Christmas Holidays. Two special films of 15 minutes and 3½ minutes in length are being shot simultaneously with the picture's production. These will be offered free to TV stations and will also be edited down to three sets of spots, each of 60, 30 and 20-second length. The campaign starts in June and will continue through July.

Comes forward is The AP Parts Corp. (auto mufflers), Toledo, Ohio, signed sponsorship of CBS Radio news analysis program, Behind the News With Walter Cronkite, which began May 1 (Sun. 7-7:05 p.m. EDT). Agency: Gray & Rogers, Phila.
The TV networks' gross time billings in February of this year totaled more than $55.5 million, a 13.7% increase over the same month a year ago.

Television Bureau of Advertising figures released last week were compiled by Leading National Advertisers-Broadcast Advertiser Reports.

They show network gross billings at $113.3 million-plus for the first two months of the year, representing a 12.2% gain over the same period last year. Each of the networks went up in February-ABC-TV by 25.5%, CBS-TV by 10.5%, and NBC-TV by 10.4%.

Broken down into parts of the day, nighttime billings were up 20.1% for the first two months.

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**Are television ratings getting conservative?**

While the American Newspaper Publishers Assn. fired the final anti-broadcast salvos from its convention in New York last week (see page 48), the American Marketing Assn. pitted partisans from two camps against each other at a media research luncheon Thursday (April 28).

Don Durgin, vice president of NBC Television Network Sales, said TV is tending to conservatism in its rating measurements. James Gediman, executive vice president of Hearst Advertising Service, protested that print efforts to combat broadcast research have led to "a verbal and statistical miasma that threatens to drown us all in a sea of ambiguity."

Mr. Durgin said "TV throws away more viewers per average program than the total number of noters of the average full-page ad in even the largest magazine." He outlined the Nielsen evolution in 10 years from a "total audience" including all homes viewing any part of a program to the present average minute, which takes no account of audience turnover during a program. Mr. Durgin deplored an opposite trend in print measurement, which he said is leading to extravagant claims of "ad-page exposures."

Mr. Gediman, who pointed out that Hearst interests cut across several media, questioned cost-per-thousand buying. Mr. Durgin answered that this was an "over-publicized" measure that does not govern the network schedule.

Television is "by far the best researched medium," Mr. Durgin said, but the "plethora" of data available causes confusion.

His colleague on the platform ridiculed such print refinements as "exposure," "pass-along" and "cumulative" readership, saying that if this pattern persists, researchers will have to agree on some new "umbrella to measure all possible impingements upon the nervous system." He commended Audit Bureau of Circulations as the only way to know whether a paper is gaining or losing and advised his listeners not to buy arithmetic but basics.

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**Omaha ballet**

Ballet bounded onto KETV (TV) Omaha on a 5-5:30 p.m. program. And that's more, it was a sponsored local show. It featured 35 youngsters, aged 5 to 16, from Omaha's Ballet Theater, which sponsored the show. Mrs. Elia Hosman, the theater's impresario, reported 10 new applications for her school and many inquiries in the wake of the production. Although many calls were from parents in behalf of their children, some adults were obviously interested, she reports. Mrs. Hosman has announced that she is considering sponsoring a complete ballet series on KETV next fall.

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**Increased tv code dues now in effect**

Dues paid by subscribers to the NAB Television Code have been revised, effective May 1, to finance expansion of the TV Code Review Board's staff and enforcement structure.

The new rate will be the highest quoted half-hour figure on each tv station's rate card. Fees for the three tv networks have been increased over 800%, or from $1,500 to $13,000 yearly.

Heretofore the 380-plus station subscribers have paid $405 yearly. NAB member stations have been credited with $250 out of their association dues toward code subscription. The $250 credit will still be applied to station members.

The increase in dues was directed at the March meeting of the NAB TV Board (BROADCASTING, March 14). The code structure is to be strengthened by addition of a New York office to service agencies, advertisers and networks. Staff people will be added in Washington and Los Angeles. The latter office serves the tv film production industry.

Expansion plans for the code have been under direction of Gaines Kelley, WFMY-TV Greensboro, N.C., member of the code board.

**KQAQ signs on**

KQAQ Austin, Minn., signed on the air at 5 p.m. April 16. The new station, operating on 970 kc with 5kw, has announced a no-rock 'n' roll policy. KQAQ broadcasts from 5 a.m. to 7
Greetings
to the
AWRT
9th Annual
National
Convention
from
Alice Heinecke representing SESAC

Hear the latest SESAC RECORDINGS. Find out about the right music at the right price with the “BIG 6 FOR ’60” 6 practical purchase plans to choose from. Featuring “DRUMMERS” SESAC’s new recorded sales starters, station promos and production spots. For further information visit The SESAC exhibit at the AWRT Convention, booth 10 – Pick-Carter Hotel, Cleveland.

SESAC INC. THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.
AIR CITY COUNCIL? Chicago stations grid for equal access fight

Station managers and news directors of Chicago TV stations will continue to press for equal access-with-equipment to city council proceedings—without any reservations or strings attached. That was made plain last week after they met to discuss progress in action to remove the council's ban on tape recordings and sound newreel cameras. The meeting was held to plan strategy in advance of another council rules committee hearing for radio-TV representatives.

Faced with the prospect of a hearing postponement Tuesday (May 3), local broadcasters planned to meet informally with some committee members and thrash out the problem. Meanwhile, stations routinely appeared at the council's full chamber meeting Wednesday but were barred again with their equipment. Stations involved are NBC's WNBQ (TV) and WMAQ, CBS' WBBM-AM-TV, WGN-AM-TV and ABC's WBKB.

The "strings attached" reservation stems from a proposal by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV), to committee members at the first media hearing April 21. He offered his station's facilities for a weekend (Saturday, 10 a.m.-12 noon) taped telecast of council proceedings on a six-week test basis—with the promise of no editing and designed as a public service feature.

Dim View = Other radio-TV station managers and newsmen took a generally dim view of the Quinlan proposal, contending it had no direct relation to the problem of spot news access. And unofficially, while labeling the offer a good one, they feel the proposal would be unacceptable if made a condition for gaining unlimited recording and newfilm access to council sessions.

The offer caught other broadcasters completely by surprise and intrigued the rules committee, which asked them to discuss it and report back their reactions. Electronic newsmen were permitted to cover the initial hearing with 16mm hand cameras but without sound. Attending were station managers, news directors and commentators, and attorneys for both CBS and NBC.

Failing to gain access, some news directors have hinted at court action, providing they can marshal support from management levels, as a means of posing a test case. Meanwhile the state's attorney's office (for Cook County) has filed suit in Chicago circuit court, charging the council with violations of the U.S. Constitution and state laws and requesting that the council open its hearings to radio-TV. State's Attorney Benjamin Adamowski asked the court to issue a writ of mandamus against Chicago Mayor Richard J. Daley and the aldermen.

UPI Survey = According to a UPI nationwide survey, there is only spotty opposition to radio-TV news coverage of city council meetings around the country. However, two of those spots represent the nation's largest cities and Chicago is presently the "hot spot". A similar New York City ban is protested periodically.

Radio-TV coverage is permitted by city councils in Philadelphia, but broadcast are limited to particularly important sessions. The UPI survey notes that broadcasts are either carried or are possible in Seattle, Los Angeles, Denver, Cleveland, Detroit, Miami and a number of other major cities.

Something new added to Chicago's WLS

WLS Chicago, long identified with farm programming and one of the country's 23 clear channel outlets, gets aspanking new image today (May 2), while switching to 24-hour operation. The station, in which AB-PT acquired the remaining 50 percent ownership earlier this year, has completely revamped its programming format under Ralph W. Beaudin, president of WLS Inc. and general manager of the station. Among the innovations: a new sound in music with stress on standards; the addition of six disc jockey personalites; the cancellation of all locally-contracted, commercially-sponsored religious shows (about 12 hours weekly), which brought in about $400,000 in annual revenue; expansion of its news staff and coverage, with newscasts featuring short headline bulletins. One major program casualty: the famous WLS National Barn Dance.

The new WLS image was heralded in Chicago and New York with a $100,000 advertising drive in newspapers and trade publications and distribution of live canaries to radio time buyers. Armand Belli, national sales manager, coordinated the campaign, with WLS' new agency, Reach McClinton & Co. of Illinois.

Big names at AWRT

In what promises to be one of the more interesting convention speaker lineups of the year, the American Women in Radio & Television plan to present James T. Aubrey Jr., president of CBS-TV, FCC Chairman Frederick W. Ford, Rep. Oren Harris, and E.K. Hartenbrower, chairman of the TV Code Review board of the NAB.

The convention, which gets underway May 6 at the Hotel Pick-Carter in Cleveland, will feature a keynote address on "Challenge and Change" by Mr. Aubrey, at 10 a.m. Messrs. Ford, Harris and Hartenbrower will take part in an industry forum which will start immediately following Mr. Aubrey's address.

NAB seminar speaker

Dr. Frederick L. Schuman, political science authority and author, will address the second annual NAB Executive Development Seminar, to be held July 10-22 at the Harvard Graduate School of Business Administration. Dr. Schuman will speak on "World Politics: Retrospect and Prospect." He is Woodrow Wilson professor of government at Williams College. During World War II he was principal political analyst of the FCC's foreign broadcast intelligence service.

The seminar is directed by Charles H. Tower, NAB economics-broadcast personnel manager. Dr. J. Sterling Livingston, Harvard business professor, will be academic director of the seminar, with William P. Gormley Jr., assistant dean in charge of advanced management, as administrative director.
take a look at mel-o-toons!

104 full color animated cartoons based on the 104 most popular children’s records

Now your young audience can see, as well as hear, their very favorite stories and characters. For each 6 minute animated cartoon uses as its sound track the actual recording on which it is based. And each recording has been proved a best-seller by actual across-the-counter sales figures. Mel-O-Toons gives you top animation. Top entertainment. It’s the perfect combination for record ratings in the successful tradition of POPEYE and WARNER BROS. CARTOONS. Write, wire or phone…

Titles include such favorite classics as: TREASURE ISLAND, PINOCCHIO, PETER AND THE WOLF, CINDERELLA, SLEEPING BEAUTY, HANSEL AND GRETEL, TOM SAWYER, DAVID AND GOLIATH, SINBAD THE SAILOR, SNOW WHITE, RUMPELSTILTSKIN, THE UGLY DUCKLING.

New York, 247 Park Ave., Murray Hill 7-7810
Chicago, 75 S. Wacker Drive, Dearborn 2-2030
Dallas, 1011 Bryan Street, Riverside 7-4553
Los Angeles, 400 S. Beverly Gs., Crestview 6-5886

UNITED ARTISTS ASSOCIATED, INC.
Show-buying made easy

or how to pick a net that's lst or
2nd—never 3rd—every night*)

<table>
<thead>
<tr>
<th></th>
<th>1st or 2nd</th>
<th>3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>ABC</td>
<td>Net Z</td>
</tr>
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<td>Tuesday</td>
<td>ABC</td>
<td>Net Z</td>
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<tr>
<td>Wednesday</td>
<td>ABC</td>
<td>Net Y</td>
</tr>
<tr>
<td>Thursday</td>
<td>ABC</td>
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<td>ABC</td>
<td>Net Y</td>
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<td>ABC</td>
<td>Net Z</td>
</tr>
<tr>
<td>Sunday</td>
<td>ABC</td>
<td>Net Z</td>
</tr>
</tbody>
</table>

*Source: Nielsen 24 Market TV Report, week ending April 17th, 1960, all nights, 8-10:30 P.M.

This final Nielsen* (before daylight saving) nails down ABC’s supremacy with a double bang!! Not only did ABC average out 1st or 2nd every night of the week...ABC also did rather well in the half-hour prime-time division: In these 35 half-hours ABC was first or second 28 times; Net Y 25 times; Net Z 17 times. (In fact, Net Z had more thirds than firsts or seconds.)

ABC TELEVISION ©
Changing hands

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

- WDAF-AM-FM-TV Kansas City, Mo.: Sold by National Theatres & Television Inc. to Transcontinent Television Corp. for $9.75 million in cash. National Theatres bought WDAF stations in 1958 from the Kansas City Star, paying $7.6 million in sale forced by an antitrust consent decree. This marked National's first move into station ownership. Last year it acquired 90% ownership of National Telefilm Assoc. (syndicated TV film producer) which owned WNTA-AM-FM-TV Newark, N.J. (New York City) and KMSP-TV Minneapolis, Minn. National sold KMSP-TV to 20th Century-Fox last December for $3.5 million. Multiple broadcaster Transcontinent owns WGR-AM-TV Buffalo and WROC-TV Rochester, both New York; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California, and 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. No change in staff or management is contemplated.

WASHINGTON, D.C.: Sold by Mutual Broadcasting to Belk, department store executive, for $200,000 plus other considerations (CLOSED CIRCUIT, April 18). Sale was necessitated by Belk's purchase of WIST Charlotte for approximately $580,000 (CHANGING HANDS, April 18). Mr. Belk, who is associated with the southeast chain of Belk department stores, is buying the Charlotte outlet personally. WSOC is 250 w fulltimer on 1250 kc. Transaction was handled by Howard S. Frazier.

APPROVED The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 97).

- WLEC-AM-FM Sandusky, Ohio: Sold by Jay Wagner and associates to Cleveland Broadcasting Inc. for $420,000. Cleveland Broadcasting owns WERE-AM-FM-TV Cleveland and WERQ-AM-FM Erie, Pa. Mr. Wagner will remain as general manager of the Sandusky station.

- KGKB Tyler, Tex.: Sold by Oil Center Broadcasting Co. (L.S. Torrans, president) to KGKB Inc. for $125,000. Purchaser is Harry O'Connor.

- Transcontinent into K.C. Completing the $9.75 million deal by which multiple owner Transcontinent Television Corp. buys WDAF-AM-FM-TV Kansas City (see CHANGING HANDS, page xx) are David C. Moore (r), president of Transcontinent, and B. Gerald Cantor (l), president of the seller, National Theatres & Television Inc.

31.41%, Wallace Barbee, 26.6%, and others. Mr. O'Connor, an employee of KGKB, has a 40% interest in KTXO Sherman, Tex. Mr. Barbee is in insurance.

- KLOU Lake Charles, La.: Sold by Gulf Broadcasting Co. (Robert Earle and associates) to Albert D. Johnson for $142,500. Mr. Johnson is former manager of KENS-AM-TV San Antonio, Tex. Mr. Earle and associates own WIBR Baton Rouge, La.

WQMR's new format

WQMR Silver Spring, Md., whose recent switch to a "quality music" format has been an "overwhelming success," takes another step in that direction effective today (May 2) with "musical clusters."

Connie B. Gay, president and board chairman, said that musical clusters are designed to give the listener a feeling of all music and no commercials. Actually, musical clusters provide 12 unbroken minutes of music followed by three of news, weather and commercials.

Ed Winton, vice president and sales manager, said that since the switch Feb. 1, billings currently stand at the highest point in the station's history. All this has resulted in a new rate card for WQMR which goes into effect June 1.

For the Connie B. Gay Network (WTCT Ashland, Ky.; WFTC Kinston, N.C.; KITE San Antonio; WYFE New Orleans and WGAY [FM] Washington) which has achieved prominence through country music broadcasting, quality music has suddenly emerged as big business. WQMR never repeats a segment more than once in three or four months and each selection must be approved by either Mr. Gay or Mr. Winton prior to air time.
When an air personality is blond, handsome and just twenty-four years old, you can expect he will appeal to teenagers. Dean Lewis definitely does. But will he make a hit with parents? Dean Lewis does that, too.

Each Saturday morning, Dean plays big brother to Central Ohio teenagers on WBNS Radio. Their problems are aired by a panel of their peers, a school or government official is interviewed and, of course, there's entertainment as well as serious discussion.

Daily from 3:00 to 5:00 P.M. on WBNS Dean slips into his adult-appeal personality and charms the housewives right out of their aprons with the same skill and success he has established with those bewildering bobby-soxers.

The responsible influence Dean exerts with youngsters resulted this year in his being named one of Columbus' ten outstanding young men by the Columbus Junior Chamber of Commerce. It also won him an award from the Catholic Youth Organization last year for "outstanding service to the youth of the community." He has been commended by the Red Cross and Tuberculosis Society and awarded the Chamber of Commerce Youth Service Plaque.

Here's a bright young man to help you tell your sales story the way you want it told. Ask John Blair for avails in the "Dean Lewis Show."

### WBNS-RADIO

**prime mover of 1,500,000 central Ohioans**
IS THERE NEWSPAPER PAYOLA?
Publishers fear they're next in line

Newspaper publishers, who invariably front-paged payola charges concerning radio and television in recent months, kept the doors tightly shut at a meeting room in the Waldorf-Astoria Hotel in New York last Tuesday (April 26). The occasion: a session at the annual American Newspaper Publishers convention during which the subject of "newspaper payola" was raised and explored.

The picture that emerged after a briefing session was that publishers were concerned with the possibility that "payola" accusations might be levelled against newspapers, and management had to establish certain rules governing free tickets, trips and gifts.

The topic was discussed at a session for newspaper publishers with over 50,000 in circulation and was not raised, according to briefing officials, at meetings of newspaper executives of lesser circulation. It is ANPA tradition to suggest a list of topics that might be examined at the various executive sessions (closed to newsmen). Newspaper officials in attendance are free to pursue or ignore some of the subjects.

Free Tickets, When - A summary of the "payola" discussion, provided by Otis Chandler of the Los Angeles Times (KTTV TV) Los Angeles, made these main points: the consensus of the meeting was that newspapers were re-examining the practice of accepting free tickets for distribution to management and staff people; the general attitude toward gifts was that those of small value, not exceeding $10, might be permissible, and free trips were acceptable only if legitimate news reasons existed.

Publishers indicated that they accepted passes for working reporters and photographers covering news events and did not contemplate any change in this area. Some publishers acknowledged that, from time to time, free tickets had been distributed to other members of the staff, but reported there seemed to be a trend away from this practice.

Mr. Chandler reported that publishers, on the whole, felt that trips to restricted military installations often had to be accepted because they were the only way that on-the-spot inspections of such sites could be obtained. He noted that publishers in attendance were especially critical of free trips arranged for a single newspaper or for the newspaper "brass" in a single city.

Publishers expressed the belief that the use of brand names and names of restaurants and night clubs was proper in news stories if they constituted a service to readers.

Concern Over Image - At another 50,000 session, publishers expressed serious concern over "the newspaper's image" and urged the Bureau of Advertising of the ANPA to get busy. The first assignment handed to the Bureau by publishers: Look into ways to combat radio-tv's "boxcar figures" for advertising impressions and sets-in-use.

Publishers were articulately voluble about their complaints. They charged that while newspapers are tied to paid circulation figures, radio and tv use audience figures that are "unreliable and sometimes irresponsible." One publisher reported that a researcher advised him there is a 75% turnover in broadcast interviewer personnel in two months. Another publisher claimed that a radio-tv interviewer failed to ask many questions of customers at a gas station and volunteered to fill in many of the answers. Another anecdote: There were more viewers reported than there were people in a given market.

Despite the entreaties of some publishers for additional Bureau of Advertising support, the Bureau itself on Wednesday (April 27) devoted a full afternoon to outlining its accomplishments during the past year. A considerable portion of the Bureau's session was devoted to a description of some of its presentations aimed at increasing investment in newspapers by particular industries or advertisers. Though the emphasis was on the positive contributions a newspaper could make for the advertiser, the presentations made some references to what they called the "weaknesses" of television and radio - the "lack of authority" in radio-tv advertising, as compared to newspapers, and the "often unsubstantiated" figures on radio-tv audiences.

Presentations discussed included those to Armour & Co. (Dash dog food), Gulf Oil Corp., Florida Citrus Commission, the Duncan Coffee Co., Seagrams Distillers and the Firestone Tire & Rubber Co.

Russ Stewart, general manager of the Chicago Sun-Times, was elected board chairman of the Bureau of Advertising of ANPA, succeeding Louis A. Weil Jr., publisher of the Lafayette (Ind.) Journal and Courier. Jack Tarver, president of the Atlanta Journal and Constitution, was elected to succeed Mr. Stewart as vice chairman (WSB-AM-FM-TV Atlanta).

Radio should provide more data—Saunders

"More service—and that means more work" were asked of radio broadcasters by Hildred Saunders, vice president and radio-tv director of Honig-Cooper & Harrington, Louisiana.

Stations are overlooking stories they have to tell timebuyers about time periods nobody asks for, Miss Saunders told an April 28 meeting of the Southern California Broadcasters Assn. A number of Los Angeles stations, she stated, deliver more women listeners in class B time than they do during peak traffic hours, yet no station salesman or representative gave her that information; she had to dig it out herself.

"I am sure you'll agree it's your job to get all the facts to us," she said,
If successive recording quality is a major problem with you, a 4½” camera equipped with an RCA-7389-A Image Orthicon will give you the initial picture quality you need to overcome it. The picture signal provided by this new 4½” camera tube is of such excellent quality that it permits a series of successive high quality recordings. The large target area makes possible a much higher signal-to-noise ratio, greater resolution and better half-tone values than any 3-inch tube can produce.

For live broadcasting, however, or making copies from a single master, you need look no further than RCA’s regular line of performance-proved 3-inch Image Orthicons. Whether you’re programming in color or black-and-white, there’s a standard RCA camera tube to do the job—and give you better picture quality than that provided by the best TV receiver. The new RCA-7513 Image Orthicon, for instance, can be used either for color or black-and-white, and provides sharp, noise-free pictures remarkably free from “halo” and edge effects and having excellent corner resolution.

Your local RCA Distributor of broadcast tubes carries a complete line of RCA Image Orthicons. Get in touch with him for full information on any type you may need, or write RCA Commercial Engineering, Section E-13-0, Harrison, N. J.
Any year, any time...largest share of audience* of all Pittsburgh stations! Look as far back as you like and you'll find KDKA-TV consistently ahead of any other Pittsburgh station. And that's not all! Strongest local programming of all Pittsburgh TV stations! Stronger personalities to give
products their endorsement! Kids' shows, women's shows, variety shows—all rated FIRST in their time periods by NIELSEN. Most national and local advertisers of all Pittsburgh TV stations—confirmed by BAR, December 1959. Most first-rated news shows of all Pittsburgh stations!* That's why, in Pittsburgh, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, KDKA® TV PITTSBURGH.

*Pgh. area N.S.I., Feb., 1960

® WESTINGHOUSE BROADCASTING COMPANY, INC. Represented by Television Advertising Representatives, Inc.
“facts about everything; not just coverage, but programming policies, commercial policies, station talent, merchandising, promotion, publicity, audience composition, special packages, ratings, cost-per-thousand, the works. But ask yourselves: Are you getting these facts—these sales tools to us? Or are you trusting us to dig them out ourselves and if it’s the latter, are you sure all agencies do dig, do get your facts and get them right?”

Rep appointments

- KXXR San Jose, Calif.: Torbet, Allen & Crane Inc. as national representative. The firm, with its Vernard, Rintoul & McConnell affiliation, will represent KXXR in San Francisco, Los Angeles, Chicago, Detroit and Dallas, while Hugh Feltis & Assoc. continue in Seattle and Portland, Ore.
- KWKY Des Moines, Iowa: Broadcast Time Sales Inc., N.Y.
- WLOS Tawas City; WDOG Marine City, both Michigan; WNKY Neon; KBGN Bowling Green, both Kentucky; WBPT Lyons, Ga.; WPTX Lexington Park, Md.; KORC Mineral Wells, Tex.; WCEN Cannonsburg; WEZN Elizabethtown; WLEM Emporium; WKMC Roaring Spring, all Pennsylvania: Hil F. Best Co., Detroit.
- WOTT Watertown, N.Y., and WTBO Cumberland, Md: Burn-Smith Co.
- WKIZ Key West, Fla.: Richard O'Connell, N.Y.

WHO WATCHES MONDAY TV?
Study analyzes Monday night audience

Nearly three-quarters of U.S. adults can be found in front of a TV screen some time on a Monday night. If it happens to be the Monday they're giving out movie Oscar awards, 67.5 million of that number around for 90 minutes.

The Monday research is in a special report on “Television Audience Characteristics” compiled by Sindlinger & Co., Ridley Pa., from the regular first quarter's Sindlinger Television Activity and a special issue reporting on the April 4 show on NBC-TV presented by the Academy of Motion Picture Arts & Sciences. Both are being made available to interested parties on request.

A composite of the Monday evening market emerges from the first-quarter compilation. It gives audience characteristics for an average of 13 Monday evenings this year, with ratings on occupation, household income, age and education. In 18,589 interviews throughout the country during 13 weeks, Sindlinger found 72% of the adult population looking on an average Monday. This audience is in many respects of "higher quality" than the population itself. This is what your Monday customer looks like:

- He's predominantly in the 12-44 age group—60% for the average TV Monday night, against the 50% for the total population.
- He has a job—90% of all clerical, sales, craftsmen, foremen and kindred occupational groups in the country. Alongside these are more than 50% of the managers, proprietors, officials, executives, professional and technical groups in the U.S.
- He's better educated than the country as a whole—50.7% went to high school and 14.5% to college and beyond.
- He has money to spend—49.8% in the under-$5,000 bracket, 26.3% from $5,000-$7,499, 13.5% from $7,500-$9,999, 6.8% from $10,000 and over and 3.5% not determined. Income is significantly better than that of the population generally.

The Monday evening audience is made up of 44,539,000 males and 48,010,000 females, the Sindlinger study shows.

The Sindlinger Television Activity Service was on a custom basis until September 1959 and since then has been syndicated, offering rating data and audience characteristics. (Added series on product use, plans to buy, and other questions — by program — are available on a custom basis.) During the summer and fall, the company will add other days of the week until all seven are reported.

27 Shows Figured — These are the 27 shows that figured in the first-quarter Monday Service:

- ABC: Cheyenne, Bourbon Street Beat, Adventures in Paradise, Man With a Camera, Frank Sinatra Tonight Show, Bing Crosby Show, Ted Mack and the Original Amateur Hour.
- CBS: Masquerade Party, The Texan, Father Knows Best, The Danny Thomas Show, the Ann Sothorn Show, Hennessey, Dupont Show with June Allyson, Kate Smith Show, CBS Reports ("Nigeria").

Albert E. Sindlinger, president of the business analyst firm, in releasing the Monday report, drew attention to the importance of audience characteristics in comparing the qualitative aspects of a TV audience with the characteristics of the desired market. He gave examples of low rated shows which nevertheless could deliver the market a sponsor wants.

KGY by-the-sea = KGY Olympia, Wash., soon will be moving into its unique, new over-the-water (Puget Sound) home, scheduled for completion this month with full occupancy expected by the middle of June. With the move comes a power increase to 1 kw and all new equipment for the 38-year-old station. Cost for project? About $70,000. For do-it-yourselfers, here's the breakdown: concrete piling for the building's foundation, $5,000; contractor's building price, $38,000; new transmitter and associated equipment, $8,000; self-supporting tower and ground, $8,500; office furnishings, $4,000; miscellaneous extras, $2,000; state sales tax, $2,620 and $1,500 for the architect's fee, plus $40 per month rental for the tidelands over which the building sits and adjoining parking lot. Location of the new studio, which has a 50-year lease, is 1240 North Washington. And, continuing the "1240" theme, phone is Whittall 3-1240.
STATION JINGLES GOOD ENOUGH TO EAT !!!

the new TRADEMARK SERIES

STATION IDENTIFICATION JINGLES

A sparkling melody with its way through the many versions, including the sound of tomorrow, sold on an exclusive basis in your area.

Pilot Stations:
- WMGM, New York
- WEMP, Milwaukee
- WEMP, San Antonio
- KONO, San Antonio
- KWMK, St. Louis

Sold on an exclusive basis in your area.

Commercial Recording Corporation
P.O. Box 6726 • 3104 Maple, Dallas 19, Texas
Phone RI 8-0037

Tom Merriman, president • Bob Farrar, vice pres.
Dick Morrison, vice pres., gen. sales mgr.
**THE RADIO-TV REVOLUTION**

**Florida meeting told to improve programs**

Radio and television have come of age technologically and should now exert all efforts to better programming and coping with the "information revolution."

This was the general agreement of five industry leaders featured last week at the second annual Broadcasting Day at the U. of Florida. In attendance were representatives from the Florida Assn. of Broadcasting.

Charles H. Tower, manager of the National Assn. of Broadcasters' Dept. of Broadcast Personnel and Economics, termed the present time as "the winter of broadcasting's discontent." He struck hard at legislative attempts to further control the industry.

"But," Mr. Tower stressed, "if charges leveled at the industry in recent months are even 50% accurate, the industry must do something about it." He welcomed students into the industry for their "enthusiasm and new ideas."

**Etv Network** - Also emphasizing the need for more trained people was John F. White, president of the National Educational Television and Radio Center. He cited the birth and development of educational broadcasting as "the fourth network" in only seven years and said one of the biggest needs now is the development of a training program for professional educational broadcasters.

Matthew J. Culligan, former NBC Radio chief and now with McCann-Erickson, tossed in the term "information revolution." He said that within the next 10 years the American public will have more information hurled at them than ever before. "The real problem, though," he maintained, "is that the public will not be able to understand the information."

This problem can be solved only through research, Mr. Culligan said. He pointed with pride to the fact that the industry is already well into researching.

"The Joy of It," "Research for the pure joy of searching," Mr. Culligan described as the key. "Some of the world's most important discoveries were made in this type of research, sometimes quite by accident. You never know what you may come up with."

Grady Edny, national radio program director for Storer Broadcasting Co., predicted another network—for sports only—within the next decade. "It will be a boon to local stations," he said. He foresees the emergence of scores of new smaller stations in the near future.

Lee Ruwitch, executive vice-president and general manager of Miami's WTVJ-TV, pointed to his station's emphasis on editorializing as one answer to better programming. He maintained that TV stations can editorialize more "effectively" than newspapers because of bigger audiences. He also rapped newspapers as being "unprogressive" in their editorial treatment.

**Air conditioning, radio best in summer**

Radio listening and air-conditioner sales reach their annual peaks simultaneously during June, July and August. Irv Trachtenberg, group sales manager of Radio Advertising Bureau, recommended last week the "use of one to sell the other." Summer radio is an "unparalleled advertising vehicle for your product," he told some 85 Chrysler Airstemp distributors attending an advertising and sales promotion workshop in Dayton, Ohio, April 25.

Television Bureau of Advertising, in association with WHO-TV and WLWD (TV), both Dayton, conducted a tv seminar for the same group on the following day.

"Health and weather," Mr. Trachtenberg reminded, "are the two reasons why people buy air-conditioners. Summer radio, with its tremendous increase in in-car and out-of-home listening, can exploit both these factors," he said, pointing out that about 70% of air-conditioner sales are made during the three summer months. Mr. Trachtenberg offered the distributors complete RAB counselling on all phases—including budget and individual station recommendations—of their local or regional summer radio campaigns.

The joint TVB-member station presentation explained techniques, cost, simplicity, flexibility and other factors in the use of tv, with Dayton cited as the basic example. James Hirsch, national sales director for TVB noted the power of tv as an advertising medium and its reach in today's society. The two stations gave specific details on time periods, rate structure and professional talent.

**Indiana U. to have BPA course**

Radio tv promotion will be part of Indiana U.'s broadcast advertising course starting this fall. It will be held under auspices of the Broadcasters' Promotion Assn., which is turning an eye toward new sources for broadcast executives of the future.

The need among stations for competent promotion people has prompted BPA to undertake the pilot project, described as the first among universities offering broadcast courses. It was set up by BPA's educational and professional standards committee, headed by John F. Hurlbut, WFBM Indianapolis, Ind.

The committee will work closely with Elmer G. Sulzer, radio-tv communications director at Indiana U., whose radio-television department is offering the promotion course. BPA will supply the course outline and sample promotion pieces for classroom work and guest speakers from among its Indiana state membership ranks. Once the 1960-61 course is completed, BPA will evaluate the project and make its report available to other schools.
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO
delivers more
toy the money

Free-spending Californians and Nevadans are clustered thick in Beeline station broadcast areas. For example, KFBK is located in the heart of the Metropolitan Sacramento Market which ranks 9th nationally in retail sales per household and 43rd in total retail sales. National ranking for total food sales is 39th and total drug sales is 49th (SRDS)

The city of Sacramento is the capital of California. It is also the center of an area having huge, diversified food-canning, industrial, dairying and agricultural activity plus several very large military establishments.

As a group, Beeline stations give you more radio homes than any combination of competitive stations at by far the lowest cost per thousand (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

BROADCASTING, May 2, 1960
Suit charges forced XEG Monterrey sale

XEG Monterrey, Mexico, figured in a $10 million lawsuit filed last Monday in an Indiana circuit court.

The action was brought in Lake County (Ind.) court by James A. Savage, retired San Antonio businessman and former owner of the Mexican station. Named as defendants are Harold S. Schwartz, Chicago advertising agency and sales representative; Ben Jaffe and his son, Eugene, of Flossmoor, and Jerome Kutak, of Hammond, Ind.

In the suit Mr. Savage charged that the defendants caused his imprisonment in Mexico and conspired to force him to sign over the station at a fraction of its true value.

Mr. Schwartz said he had not been officially apprised of the action and dismissed it as a "nuisance suit." A veteran Chicago advertising executive, Mr. Schwartz said he serves as sales representative for both XEG and XERB Rosarito Beach, Mexico. At one time his agency placed substantial mail order business on the border radio outlets, but the volume has diminished considerably in recent years, he explained. He is credited in Chicago advertising circles with placing hundreds of thousands of dollars in the Mexican stations over the years. He formerly represented other border station properties, he pointed out.

Media reports

Broadcast interests stay □ Last week's sale of the Pittsburgh Sun-Telegraph, a Hearst newspaper, to the Pittsburgh Post-Gazette did not involve any of the broadcast interests held by the papers. The Sun-Telegraph is owned of WCAF-AM-FM and owns 50% of WTAE (TV) Pittsburgh. The Independent Post-Gazette is owner of WWSW-AM-FM Pittsburgh and has a 50% interest in WQIC (TV) Pittsburgh. The Hearst chain also owns WBAL-AM-FM-TV Baltimore, Md., and WISN-AM-FM-TV Milwaukee.

Island named □ Broadcast Island was the prizewinning name for the area where WCKR and WCKT (TV) Miami has its studios, according to an announcement by Niles Trammell, president of Biscayne Television Corp. Thousands of entries were received in a contest challenging viewers to name the island. The winner received a color TV set.

Wings for KOL □ The Federal Aviation Agency has granted approval for KOL Seattle, Wash., to construct a heliport next to its studios. The heliport, de-
Is this common sense?
Spending $10,000,000,000 to lose $350,000,000 a year?

Doesn’t make sense, does it? Yet that is exactly what is being urged on the U. S. by the lobbyists for more government-in-the-electric-business. And all America’s taxpayers would have to pay for this peculiar deal.

AVOIDING SHARE OF TAXES

Here’s how it works. The advocates of federal electric power systems want government to spend $10,000,000,000 more on top of about $5,500,000,000 of taxpayers’ money already spent. These so-called “public power” systems are exempt from federal income taxes, and largely from any state or local taxing.

On the other hand, $10,000,000,000 spent by independent electric companies would produce about $350,000,000 yearly in federal, local and state taxes, at today’s rates.

TAXPAYERS PAY TWICE

So the “public power” proposal boils down to hitting most taxpayers twice: use their taxes to build government power systems—and tap them for the share of taxes that government systems escape.

UNNECESSARY SPENDING

The tragic fact is that more spending for such federal power programs would be unnecessary. The hundreds of independent electric companies are able and ready to provide for the nation’s growing electric needs. They are financed by investors instead of taxpayers. They’ve proved they can supply plenty of low-price power without using tax money to do it.

WHAT YOU CAN DO

The choice seems so easy you wonder why it’s necessary to talk about it. But that $10 billion may be spent for more federal “public power” because so very few people know the facts.

Will you help spread the word? The coupon below will bring you more facts and figures. Check the pieces you want. They’ll come promptly, at no charge.

AMERICA’S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Please send material checked below:

☐ The new, free booklet, “Who Pays for Government-in-the-Electric-Business?”... telling how my taxes are affected when the government gets into the electric business, and important facts about the independent electric companies.

☐ Names of companies that sponsor this message.

NAME (Please print) ________________________________

ADDRESS ________________________________

CITY __________________________ ZONE ___________ STATE __________________________

BROADCASTING, May 2, 1960
THE CLARK-HARRIS PAYOLA HOP

Hearing rocks 'n' rolls to melody of the 'All-American Boy'

The vagaries of the music business, from historic song-plugging to promotion of record plays via television and radio, provided a week of payola excitement for the House Legislative Oversight Subcommittee.

Five days of open and closed hearings produced torrents of newspaper headlines based on conflicting testimony involving Dick Clark, ABC-TV network disc jockey, and lesser-paid jockeys in financial deals ranging from $25 into thousands of dollars (see payola story page 60).

Star of the week, Mr. Clark was left for Friday plucking as the subcommittee refused request of counsel to let his American Bandstand (ABC network) story be told early in the week.

Instead the subcommittee's strategy followed another course. Mr. Clark and his employer, Leonard H. Goldenson, were put off while legislators used the first four days of the week to introduce sheafs of payola evidence. This was designed to show Mr. Clark's dominant influence among disc jockeys in the sale of records. Mr. Goldenson is president of American Broadcasting-Paramount Theatres and the ABC radio and tv networks.

The subcommittee's strategy forced the ABC-Clark side to reveal much of its defense in advance without benefit of Clark-Goldenson testimony. This provided the subcommittee an opportunity to discredit many of their arguments before they could take the stand.

Exposure Methods • Much of the early-week testimony dealt with the methods record label owners use to obtain exposure on radio and tv, especially Bandstand. The subcommittee's evidence dealt with the treatment of composers and artists by record label owners as well as the payments slipped to broadcast performers and disc jockeys in an effort to obtain air plays.

Some of the week's highspots, prior to Mr. Clark's appearance:

• A Clark witness presented a survey showing that American Bandstand plays of records in which Mr. Clark had some sort of business interest followed the popularity ratings of all records heard on the programs.

• Three subcommittee witnesses contended the statistics were nonsense and unreliable. One drew entirely different conclusions by processing the same punch cards in other ways.

• A composer and a popular singer disagreed with the testimony of a label owner whose record "The All-American Boy" was played 18 times in two months on Bandstand. Here the subcommittee was offering evidence designed to show that Mr. Clark played the record after the label owner switched his pressing contract from RCA Victor to a Clark-interest pressing firm, Mallard Pressing Co., Philadelphia.

• The testifying singer, Billy Parsons, whose name appeared on the record though a Bobby Bare did the actual vocalizing, complained that he was fast piling up debits as the popularity of the record reached the $500,000 mark. Promotion expenses for the record were charged against his royalty statement faster than royalties were added, he complained, a liability he resented in his testimony.

• Lists of specific payments to disc jockeys, including Mr. Clark, were introduced in evidence. These were made by Universal Record Distributing Co. and Jamie Record Co., Philadelphia. Active management of both was Harry Finfer, Universal vice president-manager.

• Subcommittee documents, which Mr. Finfer supported in testimony showed Mr. Clark received $31,575 profit on a Jamie stock deal while one-fourth owner of Jamie.

• The Jamie payments were aimed to show that disc jockey Clark in effect made payments to other disc jockeys. Pressed as to his reason for a long list of payola payments to disc jockeys, including Mr. Clark, Mr. Finfer said he paid them "to listen to records and see if they consider them good enough to play." As to Mr. Clark, he explained, "I wanted his expert knowledge." And when asked why sums varied, he said a payment "was limited to what his program could do." Questioning brought out that Universal distributes Jamie records, holding about 100 titles.

The "All-American" Story • Three witnesses before the subcommittee headed by Chairman Harris (D-Ark.) were

Trend conformer • Records in which Dick Clark had a possible interest through holdings in publishing, pressing and label companies were performed in equal ratio to popularity ratings on the Clark ABC programs, the House Oversight Subcommittee was told April 26 by Bernard Goldstein, vice president of Computech, New York data processing firm. Here he shows chart comparing plays of Clark-interest records with all record plays on basis of popularity as shown by Billboard and Cashbox.

The chart was designed to show that Mr. Clark did not favor his own interests in performing records on network. Three statisticians were introduced who disputed the conclusions drawn by Computech, including one who drew different conclusions.
asked about “The All-American Boy” promotion, in an effort to show how Mr. Clark’s interest in Mallard Pressing Co., Philadelphia, was tied into American Bandstand.

Harry Carlson, president of Fraternity Records, an independent label that owned the recording, said he had not contacted Mr. Clark or Tony Mammarella, producer of Bandstand, but dealt only with Ed McAdams of Mallard. The subcommittee questions were planned to show that Bandstand pushed the record because Mr. Carlson shifted his pressing contract from RCA Victor to Mallard. Mr. Carlson said a statement that the record had passed the million mark was due to an overenthusiastic comment by his brother, Paul Carlson, personal manager of Billy Parsons, whose name appears on the label as vocalist.

Mr. Carlson said he never paid payola but used promotion men in a number of cities. He said if a distributor orders 1,000 records he may give him up to 300 extra copies.

Billy Parsons, billed as “All-American Boy” vocalist, apparently complained he wasn’t getting paid for a performance he never made. The actual voice on the record belonged to his friend Bobby Bare, he said. Mr. Parsons said he was paid $3,000 travel expenses to promote the record but this was credited to his royalty account and he still owes Fraternity Records $6,000 for all the promotion. He testified he got minimum scale for appearing lip-sync on Bandstand but these payments, too, were charged against the statements.

He said he had sought release from his Carlson contract.

Oliver Lunsford, “All-American Boy” composer, traced the history of the song from its taping by Kane Recording Co., Cincinnati. He said Mr. Parsons showed him a royalty statement from Fraternity Records listing over 100 disc jockeys and sums the recording company had paid them. “I remember the name Milt Grant [WTTG (TV), Washington, D.C.] as appearing on the list,” he said. He added that the record rose to No. 2 in popularity after it was pushed on Bandstand.

Mr. Grant flatly denied after the hearing that he had ever taken money, adding, “The most important thing to me is my audience’s belief in the integrity of my program.”

What Does It All Mean? A A major witness on the Clark side, Bernard Goldstein, vice president of Computech, New York computing firm, submitted a series of tables, with conclusions, based on American Bandstand plays.

Mr. Goldstein said the Computech report found that based on popularity as defined by Billboard and Cashbox rating charts “the number of record performances in which there existed a possible interest (for Mr. Clark) is consistent with the number of record performances in which no such potential interest existed. In brief, this analysis establishes that the playing of interest records was consistent with the popularity of these records based upon independent and authoritative popularity ratings.”

Records played by Mr. Clark were classified as “A” and “B” in the study. The A titles were those in which there could be direct or indirect financial benefit to Dick Clark, according to Mr. Goldstein. B titles were those in which no direct or indirect financial benefit existed. The study, he said, was a census of plays from Aug. 5, 1957 to Nov. 30, 1959.

Of the Clark plays, 27% were A titles, according to Mr. Goldstein, with popularity ratings of about 24% for all interest and general records. Mr. Goldstein said he preferred Billboard to Cashbox ratings, suggesting the latter have “an intuitive approach.” At the request of Rep. Moss, Mr. Goldstein calculated the 27% A rating would rise to 29.4% if all plays of “Bandstand Boogie,” Mr. Clark’s theme song, were eliminated from the statistical universe. Rep. Moss questioned the failure to include AmPar labels in the A class since American Broadcasting-Paramount Theatres, which owns the ABC networks and the record company, is Clark’s employer.

Thomas Noonan, research director of Billboard, said the magazine’s popularity ratings are based on air exposure plus record sales, using a weighted formula. He described Mr. Clark as the most important exploitation element in the industry.

Included in A records were those involving Arch Music Co., Sea Lark Enterprises Inc., January Corp., Mallard, Hunt, Swan and Jamie records; artists Duane Eddy, Laverne Baker, Dale Hawkins, Leslie Uggams and Robert Xgrzux; Chips Distributing Co.,

Harry Carlson
Recorded ‘All-American Boy’

Harry Finfer
Identified payments to d.j.’s

Joseph L. Tryon
Same cards, different results

BROADCASTING, May 2, 1960
Payola roll unwinds in House

Payola was given a number of radio disc jockeys by Universal Record Distributing Co. and Jamie Record Co., both Philadelphia, over a two-year period, the House Legislative Oversight Subcommittee was told at the hearing last week (see story below).

The subcommittee listed a series of payments to disc jockeys by Universal, headed by Harry Finfer who also is one-third owner of Jamie. Testimony showed Dick Clark, conductor of the ABC American Bandstand, received a total of $31,575 "profit on stock plus salary" for a $125 investment (125 shares) in Jamie stock bought June 16, 1957 and repurchased by the company for $15,000 Dec. 9, 1959.

Profit on the sale of stock by Mr. Clark was listed as $14,875, or 11.9051% of the investment. In addition Mr. Clark was shown to have been paid $16,700 in salary (52 weeks at $200 and 28 weeks at $225). These deductions were cited: Federal income tax withheld (at 75%) $12,525; social security tax $120; Philadelphia tax $250.47, a total of $12,895.47.

Rep. John E. Moss (D-Calif.), subcommittee member, said he would turn this information over to Internal Revenue Service and Social Security Administration to find if any regulations or laws had been violated by the method of payment, noting the stock sale came under a low capital-gains tax rate.

The list of Universal payments to disc jockeys during a two-year period (July 1, 1957-June 30, 1959) included $7,375 to George Woods, WDAS Philadelphia; $4,600 to Tony Mamarella, WFIL Philadelphia and ABC American Bandstand producer ($500 at time of his baby's birth); $3,811 to Larry Brown, WPEN Philadelphia; $2,700 to Joe Niagara, WIBG Philadelphia; $2,625 to Bud Brees, WPEN; $1,625 to Red Benson, WPEN (see full list below).

Subcommittee counsel and members read a number of names taken at random from a photostat list purporting to show payments by Jamie Records. The list was not introduced in evidence nor were names of recipients fully identified. The transcript shows the following:

May 13, 1958 to Lew Platt, manager of disc jockey Hound Dog, Buffalo, $100; July 18, 1959, Paul Landerman, Harrisburg, $50; July 28, 1959, Ed Hurst, $100; Aug. 7, 1959, Joe Niagara, $100; Aug. 15, 1959, Harry Miller, $60; July 2, 1958, Joe Fineman, $400; July 2, 1959, Bob Carr (Cleveland promotion man), $100; July 3, 1959, Carson Rennie, Cleveland, $100; July 6, 1959, Thomas A. Sedgwick, $100; July 2, 1959, Earl Wolf, Detroit promotion man, $100; Sept. 3, 1959, Doug Henderson, Philadelphia disc jockey, $200, and Oct. 27, 1959, $50; Dec. 30, 1959, Bob Mitchell, $75.

A separate, color-mi t t e e chart showed these Jamie payments (possible duplications in some cases): June 4, 1959, Bill Camperman, Allentown, Pa., $91.11, travel to Miami; June 15, 1959, Joe Niagara (or Niagra), WIBG Philadelphia, $500; June 17, 1959, Harvey Miller, WIBG Philadelphia, $100; July 2, 1959, Joe Finan, Cleveland, $400; July 2, 1959, Bob Skoff, Cleveland, $100; July 6, 1959, Thomas A. Sedriri, Cleveland-Detroit, $100; July 2, 1959, Earl Wolf, Cleveland-Detroit, $100; Sept. 3, 1959, Doug Henderson, WDAS Philadelphia, $200; Oct. 27, 1959, Doug Henderson, $50; Nov. 30, 1959, Bob Mitchell, WIBG Philadelphia, $75; Nov. 2, 1959, Tom Donahue, WIBG, $75; three $1,500 travel expense items for Mr. Finer, described by the committee staff as including occasional payments of $2.50 to $50 to rural disc jockeys; Feb. 9, 1959, payment of $300 check endorsed by Carole Silverberg, former Jamie employee, attributed to Mr. Niagara; Feb. 27, 1959, George Johnson, WDAS, $25; Feb. 28, 1959, Frank Ward, Miami, $100; March 6, 1959, Bill Allen, Nashville, $200.

Other payments listed by the committee include: May 1, 1958, Ed Hurst, WRCV Philadelphia (formerly at WPEN), $50 and July 28, 1958, $100; Aug. 7, 1958, Joe Niagara, $100; Aug. 15, 1959, Paul Landerman, $25; Sept. 9, 1958, George Woods, WDAS Philadelphia, $300. Following is an official subcommittee list of payments made to disc jockeys by Universal Radio Distributing Co. from July 1, 1957, to June 30, 1959, as brought out during Mr. Finer's testimony:

July 1, 1957—December 31, 1957

Lloyd Smith (Fat Man), WHAT Phila. $180.
Gradly Hurst, WRCV Phila. 275.
Tom Donahue, WIBG Phila. 350.
Ed Hughes, WICK Scranton 75.
TV Whiffield, WHAT Phila. 220.
Jack DeRiley, WPEN Phila. 600.
Paul Landerman, WDAS Harrisburg 400.
Hy Lit, WHAT & WDAS Phila. 325.
Milt Thomas, WDAS Phila. 475.
Larry Brown, WPEN Phila. 1095.
Bud Brees, WPEN Phila. 25.
Steve Wade, WAED Allentown 50.
Tomy Mamarella, WFIL Phila. 500.
Vae Williams, WHAT & WDAS Phila. 100.
Jack Barry, WVCH Chester, Pa. 50.
Bill Camperon, WHOL Allentown 35.
Gert Kutzman, WPEN Phila. 100.

January 1, 1958—June 30, 1958

Joe Niagara, WIBG Phila. $600.
Tom Donahue, WIBG Phila. 300.
George Woods, WDAS Phila. 1700.
Tomy Mamarella, WFIL Phila. 1100.
Lloyd Smith (Fat Man), WHAT Phila. 35.
Milt Thomas, WDAS Phila. 300.
Paul Landerman, WDAS Harrisburg 275.
Kate Williams, WHAT & WDAS Phila. 250.
Jack DeRiley, WPEN Phila. 350.
Gert Kutzman, WPEN Phila. 50.
Larry Brown, WPEN Phila. 787.
Hy Lit, WIBG Phila. 1100.
Bud Brees, WPEN Phila. 300.
Ed Hurst, WRCV Phila. 225.
Julian Graham, WDAS Phila. 25.
Billy Durepur, WDAS Phila. 15.
Bill Camperon, WHOL Allentown 25.

July 1, 1958—June 30, 1959

Paul Landerman, WHGB Harrisburg $600.
Red Benson, WPEN Phila. 1325.
Larry Brown, WPEN Phila. 1929.
Bud Brees, WPEN Phila. 825.
Ed Hurst, WRCV Phila. 300.
Bill Curtis, WHAT Phila. 437.
George Woods, WDAS Phila. 3825.
Tomy Mamarella WFIL Phila. 2400.
Hy Lit, WIBG Phila. 1225.
Mike Lawrence, WIBG Phila. 300.
Milt Thomas, WDAS Phila. 50.
Bill Frair, WHOL Allentown 225.
Vae Williams, WHAT & WDAS Phila. 625.
Bill Camperon, WHOL Allentown 175.
Tom Donahue, WIBG Phila. 225.
Jack DeRiley, WPEN Phila. 600.
Julian Graham, WDAS Phila. 285.
Julian Graham (Lee Fisher) WDAS Phila. 150.
Dough Henderson, WDAS Phila. 425.
Sid Mari, WHAT Phila. 200.
George Johnson, WDAS Phila. 276.
Joe Niagara, WIBG Phila. 1300.
Lloyd Smith (Fat Man), WHAT Phila. 75.
Carson Rennie, WPEN Phila. 300.
Wm. Franklin, WHAT Phila. 25.

* $400 consisted of accounts receivable for records purchased by his record shop.

Dick Clark Albums and Be My Girl.

Other Statisticians * The credibility of the conclusions drawn by Mr. Goldstein was kicked around by subcommittee members and three statisticians called as subcommittee witnesses.

Joseph F. Daly, chief mathematical statistician of the U.S. Census Bureau, said the main Goldstein conclusions weren't supported by the computer's own figures. Mr. Goldstein had testified as a mathematical computer but Mr. Daly said the witness had entered the statistical field when he drew conclusions. "This business of statistics should be left to people trained in that art," Mr. Daly said. He suggested experiments be devised to show the effect of

60 (GOVERNMENT) BROADCASTING, May 2, 1960
Michigan—Your Opportunity

Big, brawny Michigan is bustling all over. In small towns and large, its skilled, fast-moving people are busy making goods and money. They're busy buying, too—food, drugs, appliances, clothing, home furnishings, all manner of merchandise.

So make Michigan a major target this year. And make the WWJ Stations in Detroit your major buys for solid coverage and impact throughout the business heart of the state.
performance on popularity. "This looks as if they were groping for something," he observed.

Morton S. Raff, U.S. Bureau of Labor Statistics, testified the Goldstein report "offered no real evidence on that point at issue." He added, "The figures do not support the conclusion that preferential treatment was not given Clark-interest records."

Finally, Joseph L. Tryon, teacher of economics and statistics at George-town U., described the Goldstein analysis as "of practically no value." He drew a series of conflicting conclusions based on his own processing of the Computech cards. "Averages tell nothing about the way individual records were treated on the shows," he contended, adding that averages "can cover up favoritism shown some Clark-interest records."

Mr. Tryon said there is no criterion relating the number of plays to popularity ratings. "For given popularity," he added, "Mr. Clark played interest records more frequently and over a longer period."

Rep. William Springer (R-Ill.) commented, "Clark played titles in which he had no interest, for a given level of popularity."

Song Plugging History: Paul Ackerman, music editor of Billboard, laid the historical background of payola in the music publishing and record business, recalling development of song-plugging to obtain exposure. He saw a need for a higher level of morality in the music industry; protection of small business interests; legislation making payola and "subversion of the airways" a criminal offense, and self-policing by the record industry. Mr. Ackerman said the magazine had fired an employee whom the subcommittee found lacking advance information on its record-popularity polls.

Witnesses listed in executive sessions during the week included Alan Freed, disc jockey released by WABC New York, ABC o&o station, when he refused to sign an affidavit that he had not taken payola; Bernard Lowe, song writer, music publisher and Harry Chipetz, head of Chips Distributing Co.; George Paxton, Coed Records and George Goldner, record manufacturer.

The oversight subcommittee ran smack into a new mess at the weekend when it received a report that someone had broken into the office of a member of the Federal Power Commission, Arthur Kline. This raised rumors that a subcommittee investigator might have been involved. The subcommittee is planning to investigate reports that power commission members have had ex parte contacts with utility officials. Chairman Harris said investigators denied any knowledge of the office-rifling.

AFTER PAYOLA: STATION SALES

Harris predicts 'transferability' curbs

Next target of the redoubtable Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is radio and tv station sales.

This was made clear last week when the Arkansas Democrat observed that he believed Congress will enact legislation to limit "the transferability of radio and tv licenses in an attempt to put an end to speculative practices which have developed in the industry in connection with the buying and selling of radio and television station properties."

Mr. Harris told the Overseas Press Club April 25 in New York that by making radio and tv stations less attractive to speculators, the quality of broadcasting will be improved.

"It is hoped," he said, "that in the future those who invest their funds in these properties will do so because they are motivated not solely by the desire for quick financial gain but by the desire to render an important community service in return for reasonable profits."

The FCC, Rep. Harris added, will be given "greater" powers to determine the public interest of proposed transfers. He also said the 1952 McFarland Amendments resulted from industry pressure to weaken the power of the commission and make "quick turn-overs in station properties" easily possible.

Among other things, the 1952 amendments forbid the FCC to take into consideration any other person but the proposed transferee or assignee in acting on applications for stations transfers.

Previously the commission had, for a few years, a policy of accepting other applications for a station which was up for sale approval.

In other sections of the same speech, Rep. Harris:
- Called for establishment of a single spectrum board to divide the radio spectrum between government and civilian users. This is an outgrowth of hearings last year before Rep. Harris' committee. Mr. Harris has introduced HR-8426 to accomplish this purpose, but no hearings have yet been held or scheduled.
- Implied he did not think much of reported proposals for the appointment of a frequency usage adviser to the President (Broadcasting, April 4).
- Warned that if uhf television is not used, it will be reassigned to other services.
- Predicted that Congress will prohibit deceptive programming and payola.

IN THE CONGRESSIONAL HOPPER

Here are capsuled versions of congressional legislation of interest to broadcasting and allied fields:

HJ Res 664, Rep. Harris B. McDowell Jr. (D-Del.)—provide for appointment for eight years of Morgan H. Moulder, assistant attorney general in charge of antitrust division to give "a measure of the independence afforded federal judges." Judiciary Committee, March 28.

HR 11411, Rep. Edward W. Clark (D-N.Y.)—call for establishment of a single spectrum board to divide the radio spectrum between government and civilian users. This is an outgrowth of hearings last year before Rep. Harris' committee. Mr. Harris has introduced HR-8426 to accomplish this purpose, but no hearings have yet been held or scheduled.

HR 11622, Rep. Morgan M. Moulder (D-Mo.)—to deny tax deductions for any advertising not designed to promote sale of goods and services (aimed at ads designed to influence public opinion on public issues or to influence the action of office-holders but apparently does not exclude "good will" or "innocent" advertising). Ways & Means Committee, April 6.

HR 11789, Rep. B.F. Sisk (D-Calif.)—allow the Federal Trade Commission to join practices for which it seeks a cease and desist order, pending disposal of an FTC complaint. Commerce Committee, April 18.

HR 11805, Rep. Harlan Hagen (D-Calif.)—same as HR 11789, foregoing, April 19.

HR 11877, Rep. Oren Harris (D-Ark.)—to authorize FCC to grant "conditional" license renewal for one year to demonstrate appropriate in public interest, consider payola offenses in such renewals and make mandatory such one-year license renewals where payola pattern or practice is shown over six-month period. Commerce Committee, March 28.

HR 11411, Rep. Morgan H. Moulder (D-Mo.)—call for Senate and House committees review and veto power over rules and regulations proposed by federal agencies under their jurisdictions, the first committee to act determining whether the rule goes into effect. Rules Committee, March 28.

HR 11622, Rep. Morgan M. Moulder (D-Mo.)—to deny tax deductions for any advertising not designed to promote sale of goods and services (aimed at ads designed to influence public opinion on public issues or to influence the action of office-holders but apparently does not exclude "good will" or "innocent" advertising). Ways & Means Committee, April 6.

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HR 11805, Rep. Harlan Hagen (D-Calif.)—same as HR 11789, foregoing, April 19.

HR 11877, Rep. Oren Harris (D-Ark.)—same as S 3343, foregoing. Commerce Committee, April 22.

HR 11921, Rep. Toby Morris (D-Okl.)—same as HR 11789, foregoing, April 26.

HR 11936, Rep. Randall S. Harmon (D-Ind.)—require advertising of imported articles to identify country of manufacture. Commerce Committee. April 27.
The illustration above shows an imaginary Madison Avenue agency. Each square is an office with openings as indicated. The hour is late. Our man from H-R (in the reception room, lower left) and the agency’s V.P. in charge of media (in his office, upper right), hard workers both, are the only folks present. Being a dedicated rep, the man from H-R wants to reach the V.P. to tell him the latest about WMAL-TV. Being a dedicated media man, the V.P. is equally anxious to listen. (Sad story?) Each sets out for the other at the same instant, walking at the same speed, slow enough to cover the ground, fast enough to get the problem over in time to catch a late train.

But there are complications. Each visits every office once and only once in the fewest possible straight lines, the V.P. heading for the reception room, the man from H-R heading for the V.P.’s office. (We have to throw in rules like this or there would be no puzzle.)

Although they catch occasional glimpses of each other, they don’t meet.* What route does each take?

Send us the solution and we’ll provide you with a copy of Dudeney’s “Amusements in Mathematics,” published by Dover Publications, Inc., N.Y.

*See why it’s a sad story? They meet for tea the next day.

wmal-tv

Channel 7, Washington, D. C.

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

BROADCASTING, May 2, 1960
Magnuson threatens tax on television

Television faces the possibility of paying approximately $11.5 million annually in federal excise taxes to be earmarked for educational TV.

This is the impact of a bill which Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, has ready to introduce if the House does not act favorably on pending legislation to make outright federal grants for etv.

The new legislation would put a 1% federal excise tax on all commercial TV revenue—network, spot and local. With the 1959 estimated TV billing of $1.15 billion, this would amount to an annual tax of $11.5 million. Grants under the program for etv would be made jointly by the FCC and the Health, Education & Welfare Dept. No limit is set for individual grants, which would be for one year only, but an etv station could receive concurrent grants. The money would be used "to assist in establishing, improving and operating educational television stations."

An Advisory Board on Educational TV Grants would be established by the bill to help FCC and HEW in disbursing the accrued monies to etv. The board members would be appointed by the President and would receive $50 per day and travel expenses when engaged in board business.

Tired of Waiting — Pointing out that the Senate has twice passed a bill allocating $1 million to each state for etv, Sen. Magnuson said he is tired of waiting for the House to act. An etv bill (HR 10609) that is somewhat different from the Senate version (S 12) introduced by Sen. Magnuson has been approved by the House Commerce Committee and now is awaiting floor action in the House.

Sen. Magnuson said he would introduce the new measure if the House fails to approve an etv subsidy, opposed by the administration as unneeded and on budgetary grounds. "I don't know how far we will get, though," the Washington Democrat admitted.

HR 10609 is slightly less generous than S 12. It would authorize only $750,000 for each state to use for etv, plus $10,000 in matching funds for state surveys. Also, under the House bill, no one project may receive over $150,000.

SEC. 317 COMMENT

FCC is told it has 'gone too far this time'

The FCC has gone beyond the generally accepted interpretations of Sec. 317 and is grossly unfair to broadcasters.

That is the general view of some 40 small market stations filing early comments with the commission on its controversial plugola notice of March 16. Deadline for filing comments to the Commission's notice of inquiry was today (May 2).

Many of the smaller stations which filed told the FCC that the only means they have of being kept supplied with current record releases is through subscription plans. Facilities in remote sections or on the fringes of metropolitan areas emphasized they are the ones most deeply affected by the commission rule (Broadcasting, March 21).

A few went into great detail to explain the problems facing small market stations in obtaining records.

The Problem — WLSI Pikeville, Ky., said that, since it was in a remote area, obtaining records "has always been a problem." The station explained that it subscribes to six record distributing services and has found that "it is better" to take all the records offered because otherwise it must "wait a long time to purchase." The station said that it throws away the records it finds unacceptable. "It never occurred to us," WLSI said, "that this method of obtaining records would require sponsorship identification."

Another station, WLTC Gastonia, N.C., said: "We get practically no national business because of the feeling that our area is adequately covered by the stations in Charlotte, about 20 miles away." For this reason, it suggested, none of the record manufacturers "are particularly anxious for us to play their records." The station admitted that manufacturers "are interested enough to send us some records but certainly not interested enough to offer payola for playing them."

KTOK Oklahoma City said that the operation of small market stations would not have at his disposal the great number of recordings which he now has under the present system of supply especially at reduced prices. The station underscored the fact that in many small areas there is no retail outlet which stocks a wide selection
A PART OF EVERY COMMUNITY PROJECT

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area...a circumstance that must be reflected in audience response to advertising carried.

WTHI-TV
CHANNEL 10 • CBS-ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.
of records. KTOK pointed out, as did many others, that the intent of the supplier should have no bearing on whether the broadcast of such records requires an appropriate announcement or not. The fact that a station is supplied with free or reduced-price recordings has no bearing on whether or not it will be broadcast.

Other comments by the smaller market stations:
- Music selection is always based on audience appeal. Intelligent programming dictates that records played should be either the current best sellers or old favorites, neither of which can be influenced by freebies.
- The receipt of single copies of records (worth 50 cents) is not "valuable consideration" within the meaning of Sec. 317.
- Broadcast stations cannot be held responsible for the sins of a very few and "other means" should be found to penalize those who have betrayed the public trust and interest.

The Texas Assn. of Broadcasters, in a 50-page brief filed with the FCC said that if the agency does not alter the scope of Sec. 317, "broadcasters will operate in an aura of fear, never being certain that their presentations are not tainted in some respect which would subject them to possible license loss or penal sanctions."

The association said that the March 16 public notice "makes a mockery of the responsibilities to the public carried by broadcast licensees and a sham of their belief in the industry itself."

A SEC. 315 CASE
FCC says sheriff's show is not news

Programs using political candidates on programs other than bona fide news presentations had better be prepared to give their opponents equal time. That was the gist of an FCC decision last week in a Sec. 315 complaint lodged by a West Virginia primary candidate for Congress.

The commission supported Stanley R. Cox's complaint against WCLG Morgantown, W. Va., that the station has featured his opponent in a public affairs program and denied him equal time.

WCLG admitted that Mr. Cox's opponent, Sheriff Charles Whiston, has been featured on a five-minute noon-time broadcast, Sheriff's Office Calling, in which arrests and other activities of interest are recited. At the conclusion of the show, the sheriff has a "thought for the day" of approximately 30 seconds duration. The station said that it had refused Mr. Cox's bid for equal time "on the ground that the program is a public service feature."

Congress did not intend to exempt "the program in question" from the requirements of Sec. 315 if the FCC said. The sheriff's appearance on the program while he is a candidate for office is "a Sec. 315 use of the facilities of station WCLG, thus entitling his opponent for the same office in the same party's primary to equal opportunities' within the meaning of Sec. 315."

This marks the first decision made by the commission favoring an equal time complaint. Two previous decisions have denied requests for equal exposure. In the case of KWTX-AM-TV Waco, Tex., weathercaster Jack Woods, a candidate for reelection whose opponent for the Texas Legislature requested equal time, the FCC found that Mr. Woods' show was a bona fide news presentation and that he was not even identified by name. A New Orleans circuit court upheld this decision

The FCC also denied a request by Robert J. Dieli, Democratic candidate for Congress in Ohio who charged that Rep. Samuel J. Devine (R.-Ohio) had appeared on a panel show over WBNS-AM-TV Columbus, when his appearance was not incidental to the discussion. The FCC decided that since both men were candidates in separate primaries and the congressman ran unopposed, no equal time provisions applied.

Alabaman says NBC staged demonstration

The FCC last week had no comment to make concerning the validity of a complaint made by an Alabama state official that NBC "staged and directed" racial demonstrations involving Negro college students in Montgomery.

Public Service Commissioner Ralph A. Smith, who made the charge, has written the commission urging an investigation.

In releasing a copy of his letter to the FCC, Mr. Smith stated "I do not know the motive behind the National Broadcasting Company in promoting these interests . . . But there is the possibility that this is being done in order to serve interests outside the United States."

Sandro Van Ocre, a member of the NBC news staff, spent about 10 days in Montgomery.
One, if by land, and two, if by sea... an ingenious device, but it took Paul Revere more than two hours to alert the minutemen of 1775. Today, in less time than he could mount his spirited steed, our forces of mass communication can span the nation and circle the globe. It's one reason why America is great and strong—and free. Take radio, for instance. No other force of communication can match its speed. But speed isn't everything. To stay free, we must be not only constantly alert, but well-informed. KRLA maintains a fully-staffed, fully-equipped News and Public Affairs Department. Its job is to provide complete news coverage every quarter hour, twenty-four hours a day... spot news coverage where and when it happens... and to produce seven news documentaries each week. This is a big chapter in the story behind the swift rise of KRLA to a position of unquestioned leadership.

MINUTEMAN: 1960?

Newest among the leaders serving America's greatest radio market

KRLA
RADIO LOS ANGELES

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

FCC cancels 16 construction permits

Sixteen tv granter—all uhf and some holders of permits for as long as six years—had their cps cancelled last week by the FCC. This brings to 21 the number of uhf grants which have been deleted in the commission's current drive to shake out idle uhf permits (Broadcasting, Feb. 22).

The 16 cancelled last week were all permit-holders who had not answered the FCC's Feb. 19 letter of inquiry. This letter asked what action the grantees had taken to activate their stations.

Last month five uhf permits were cancelled, but these were at the request of the cp-holders.

The remaining 34 uhf grantees who have not put their stations on the air have asked for oral argument before the FCC. The commission will probably schedule these arguments sometime in the near future.

The 16 cancelled last week:

WSTF(TV) Stamford, Conn. (ch. 27); WEAL-TV Orlando, Fla. (ch. 18); WOPPTV) Chicago, Ill. (ch. 44); WCKG(TV) New Orleans, La. (ch. 26); WITH-TV Baltimore, Md. (ch. 72); WHEF-TV Brockton, Mass. (ch. 62); WNYT-TV Buffalo, N.Y. (ch. 29); WTVG(TV) Mansfield (ch. 36) and WWOCC Masillon (ch. 23), both Ohio; WOKK-TV Sunbury, Pa. (ch. 38); WACA-TV Camden, S.C. (ch. 14); KNBT-TV Brownwood (ch. 19) and KXYZ-TV Houston (ch. 29), both Texas; WARL-TV Arlington, Va. (ch. 20); KVAN-TV Vancouver, Wash. (ch. 21); WLT(7V) Wheeling, W. Va. (ch. 51).

The five uhf grants deleted last March were:

WIND-TV Chicago, Ill. (ch. 20); WKONE-TV Keene, N.H. (ch. 45); WPRTV Albany, N.Y. (ch. 23); WEOL-TV Elyria, Ohio (ch. 31); KSPG(TV) Tulsa, Okla. (ch. 17).

Ike to speak during Conelrad drill

President Eisenhower will be heard during the nationwide Conelrad drill to be held tomorrow (May 3). The President, along with Defense Secretary Thomas S. Gates Jr. and Office of Civil Defense Mobilization Director Leo A. Heneghan, will deliver remarks and advice during the "Presidential Message" portion of the test.

Tomorrow's drill will involve all broadcast stations in the U.S., except those in Alaska, Guam, Hawaii, Virgin Islands and Puerto Rico. The test will be held from 2 to 2:30 p.m. EDT.

All am stations not holding National Defense Emergency Authorizations for operation on Conelrad frequencies of 640 and 1240 kc, as well as fm and tv stations, will remain silent during the test's duration unless authorized by the FCC to operate during the drill.

A major aspect of tomorrow's test will be the requirement by individual Conelrad stations to provide most of their own programming for the drill. Only a small part, particularly the "Presidential Message" segment, will be fed to stations by the four major radio networks. Suggested programming has been furnished each Conelrad station.

Wide interest in the drill is demonstrated in the fact that a 14-station fm network has been created in Illinois to complement the am set-up. This will give the state approximately 95% coverage. Illinois listeners will be sent questionnaires asking about the quality of reception.

Stations don't like Conelrad proposal

Adverse comments from broadcasters are pouring into the FCC on its proposal which would require them to foot the bill for installation of standardized Conelrad alert signal equipment (Broadcasting, March 21). Cost to individual stations has been estimated anywhere from $150 to $500.

The commission rulemaking would
That's what you'll be paying, through your government, to build the new interstate highway system by 1976. Some $40 billion for 41,000 miles. It is probably history's greatest public works project. It will benefit the economy and promote national defense. But $40 billion is a lot of money. If the costs are not being fairly shared—and if your dollars' value is not being fully realized—you should know about it.

Q. Wasn't that $40 billion figure somewhat lower at the start?
A. Some $12.4 billion lower. The Federal-Aid Highway Act of 1956 asked $27.6 billion for 40,000 miles. Of this, 90% was to come from a Federal Highway Trust Fund, 10% from the States. But two years later the cost was $40 billion.

Q. That's a mighty big boost. What was the reason for it?
A. In some part, it was the addition of 1,000 miles of roadway. For the most part, however, it was the sharply raised cost estimates of the States through which the system passes. The States you pay, pay all costs, then seek a 90% repayment from the Trust Fund.

Q. Where, specifically, are all the dollars coming from?
A. Under the 1956 law, the federal gasoline tax covered 80% of the costs. Other road-user levies would make up the rest. But when Washington raised the gas tax from 3¢ to 4¢ a gallon last October, it also raised gasoline's share of the cost to about 85%. This percentage is to hold until the 1¢ boost ends June 30, 1961. Then, other vehicle levies will fill the gap. In short, the road user is footing the whole bill.

Q. Isn't that as it should be?
A. If the new system were meant simply as a motoring convenience, yes. But the highway bill was passed principally for its national defense and overall economic values. It will help the military move men and materials quickly. It will stimulate industrial complexes, lift land values, open up new tax sources. So it would seem defense and general funds should also help finance the highway project.

Q. Will the road-user taxes you mentioned cover the cost?
A. They could—with two big "ifs": first, if costs don't rise any more and second, if the road-user revenues are earmarked for the program.

Q. Let's look at the first "if." Is another cost likely?
A. The facts certainly suggest so. Remember that, only two years after the original estimates were computed, the costs had already risen by 45%.

Q. You suggest, then, that we're not getting good dollar value?
A. Some of us think not. Bureau of Public Roads officials have said that minimum BPR standards were being exceeded and that plush design may be adding to cost. And Virginia's Senator Harry F. Byrd wrote these words to the Secretary of Commerce, "On the basis of the kind of experience we have had with the interstate system to date, it is not difficult for me to foresee costs rising to a point in excess of $50 billion by 1975."

Q. You also suggested that all road-user revenues are not going to the highway fund. Isn't that true?
A. Unfortunately. In 1959, the federal government collected $3.6 billion in road-user taxes—mainly on gasoline. Of this, 39%—$1.4 billion—was turned over to Treasury's general fund. Some states also divert road tax revenues. In 27, constitutions forbid this. But in 1958, $303,326,000 was diverted. That's 6.5% of $4.7 billion taken in.

Q. If the taxpayer pays anyway, what's wrong with present financing?
A. It's unfair two ways. First, the road user—mainly the motorist—is paying for more than the roads. He's footing a huge bill for national defense and economic development which should be paid from other funds. Consider this: at the Defense Department's suggestion, bridges over the system are to be raised from 14 to 16 feet so that missile-carrying trucks can pass. This will add roughly $1 billion to the highway bill—but nothing to motoring convenience.

Q. And what do you see as the second wrong we face?
A. Present practices are pushing gasoline taxes—and thus, gas prices—unnecessarily high. They've caused two tax hikes already, 1¢ in 1956 and 1¢ in 1959. (Taxes now take nearly 50% of the pump price.) And Washington is now asking another ½¢. If all the road-user revenues had gone into the highway fund, last year's 1¢ rise in gasoline taxes wouldn't have been necessary.

Q. What do you think we should do to right these wrongs?
A. Simply be consistent. The government shouldn't have it both ways. If it's wrong to divert general funds to highways, it's also wrong to divert highway revenues to the general fund. We should bring defense and general funds into the program and earmark all road-user revenues for it. We must naturally see to it that no waste creeps in.
FCC Justifies Its Request

The FCC has made public its justification to Congress for authorization to suspend licenses and to impose fines in appropriate cases. The justification closely follows the proposed legislation prepared by FCC General Counsel John Fitzgerald last February (Broadcasting, Feb. 8).

In its congressional request the commission asked for legislation comparable to that of the Federal Trade Commission which is authorized to issue cease and desist orders to restrain offending practices pending final determinations. The FCC said that it was making the request because the only sanction presently available to it is license revocation.

Under the proposal, the FCC would issue a show cause order upon an offending licensee, giving it 30 days in which to appear and answer charges. If, after the hearing, the commission determines that either cease and desist or suspension orders should be issued, it would do so.

Enjoining powers requested by the FCC would be effective until the show cause order "shall have been dismissed . . . or set aside." The commission recommended that upon "proper showing a temporary restraining order and preliminary injunction shall be granted without bond." Suits would be filed in the district of the offender.

New Sec. 313 The FCC also seeks to add a new Sec. 313 to the Communications Act which would empower it to impose fines on broadcast licensees thus "providing an effective tool in dealing with violations" not serious enough to warrant revocation or suspension. The commission asked that it be allowed to impose fines of $1,000 for each day of the violation's duration.

Requesting also the modification of Sec. 312, the commission asked for authority to suspend licenses or construction permits for not more than 90 days in cases where there are false statements knowingly made in application, or repeated failure to "operate substantially as set forth in the license," or for failure to observe a commission cease and desist order.

The text of the FCC's justification follows: Sec. 312 of the Communications Act to read as follows:

Sec. 312. (a) Any station license or construction permit may be revoked or suspended for a period not to exceed ninety days, and any such license or construction permit may be revoked or suspended:

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to Sec. 308.

"(2) because of conditions coming to the attention of the commission which would warrant it in refusing to grant a license or permit an original application; or

"(3) for failing to observe a condition or duty imposed failure to operate substantially as set forth in the license;

"(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this act or any rule or regulation of the commission authorized by this Act or by a treaty ratified by the United States;

"(5) for violation or failure to observe any cease-and-desist order issued by the commission which has occurred.

"(b) Where any person (1) has failed to operate substantially as set forth in a license, or (2) has violated or has failed to observe any of the provisions of this act, or (3) has violated or failed to observe any rule or regulation of the commission authorized by this Act or by a treaty ratified by the United States, the commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a license or a permit pursuant to subsection (a), or issuing a cease-and-desist order pursuant to subsection (b), the commission shall serve the licensee, permittee, or person involved, an order to show cause why an order of revocation or suspension or a cease-and-desist order should not be issued. Any such order to show cause shall contain a statement of the rule or rule with which respect to which the commission is inquiring and shall call upon said licensee, permittee, or person to appear at a hearing at a time and place stated in the order, and in no event less than thirty days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the commission may provide in the order for a

make all broadcast stations install equipment making automatic broadcast of the Consigned attention and the triggering of public receivers. Approximately 60 stations, most of them in small markets, have already filed their opposition with the FCC. All labeled the proposed equipment as being unnecessary and unwarranted because of the cost factor. Many maintain the present alert signal is adequate. KCRL Midland Tex., for instance, told the FCC that the present alerting system would deny navigational information to a potential enemy just as effectively as the proposed tighter standards.

KBRZ Freeport, Tex., suggested that purchase of the equipment should be paid for by the Office of Civil & Defense Mobilization. The idea of the government picking up the tab was also suggested by several other stations.

Crosley Broadcasting Co. said that the need for stricter tolerances for the attention signal have not been thoroughly studied. The multiple station owner said however that they would comply with the commission's decision.

Deadline for comments has been moved back to June 13 at the request of the National Assn. of Broadcasters.

Antitrust Trial Ends

The antitrust trial against Screen Gems, Columbia Pictures and Universal Pictures ended last Wednesday (April 27) in U.S. District Court in New York. Judge William B. Herlands reserved decision and ordered the defense and the government to submit briefs by May 26. The government has contended that the acquisition by Screen Gems of the tv distribution rights to pre-1948 Universal features library lessened competition in the field. The trial began on March 14 (Broadcasting, March 21).
The spectacular shot is not always the bread and butter shot. It's that ability to sink putts consistently inside 6 or 8 feet which separates the pros from the amateurs. And so it is in business, too. The real pay-off comes when television and radio stations also possess that "quality touch"... a touch which is evident in day in and day out practices so vital in producing a winner. May we put this winner to work for you?

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

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS
Broadcast Bureau backs initial decision

The FCC's Broadcast Bureau last week supported an initial decision awarding tv ch. 2 in Portland, Ore., to Fisher Broadcasting Co., but the bureau took the applicant to task for not reporting the fact that it has used some of its broadcast facilities to advertise its own products.

The bureau disclosed that the applicant, licensee of KOMO-AM-TV Seattle, had not reported to the commission that its parent company, Fisher Flouring Mills had been a regular advertiser over its Seattle facilities. Although Fisher said that it has treated the flour business as any other advertiser in every respect, the bureau suggested that the initial decision was not in accord with FCC policy.

There is no evidence, the bureau asserted, that the Fisher interests have used stations they own to promote or enhance private business enterprises in which they have an interest. So, it recommended that no penalty be assessed against Fisher.

In exceptions filed, Tribune Publishing Co., co-applicant for ch. 2, told the commission that stations owned and operated "by the Fisher empire" have been used extensively "to promote the selfish interests of the Fisher companies." Tribune stated that the flour mill is the largest advertiser on KOMO and that bank, timber and insurance companies owned by the family have also been similarly used by the Fisher interests without informing the FCC.

Two tv cases decided

FCC hearing examiners last week issued initial decisions in comparative hearing cases involving tv ch. 8 in Moline, Ill., and ch. 10 in Charlotte Amalie, St. Thomas, V.I.

Hearing Examiner Charles J. Frederick decided in favor of Community Telecasting Corp. in Moline while denying the competing applications of Tele-Views News Co., Midland Broadcasting Co., Illiway Television Inc., and Moline Television Corp.

Principals in Community are Mal Foster, 10%, director-president, and 17 other stockholders none having more than 10% interest. Mark L. Wodlinger, 10%, formerly sales manager of WOC-TV Davenport, Iowa, is general manager of Community. Mr. Wodlinger has a five year option to purchase 18.2% of the company's stock.

Hearing Examiner Thomas H. Donahue decided for Island Teledisco Service for the St. Thomas ch. 10, after Supreme Broadcasting Co. dropped out. Principals in Island Teledisco are Robert Moss and Robert Noble Jr., equal partners. Mr. Moss is producer for veteran air personality Martin Block on WABC New York. Mr. Noble formerly sales manager of WABC, is now living in St. Thomas and will prepare for station construction.

Privacy suits settled

A total of $1,752,000 in damage suits, filed against CBS-TV, the Ford Motor Co. and network-affiliated stations in four states, have been settled out of court by an Olympic pole-vaulting star for $35,000.

Legal counsel for Don Laz, former U. of Illinois athlete, said the suits charged unauthorized use of a film strip during a commercial on The Ed Sullivan Show in 1958 and thus an invasion of the athlete's privacy. The suits, according to Richard Theis, Urbana, Ill. attorney, were filed and dismissed in Geneva, Ill. ($840,000); Bristow, Okla. ($137,000); Detroit ($275,000), and Cleveland ($500,000).

DBA seeks advice on weather problems

Daytime Broadcasters Assn. has petitioned the FCC for rulemaking or an advisory ruling for emergency operations by daytime, limited time or specified hours standard broadcast stations, so that they may operate all hours during periods of severe weather conditions despite license limitations.

The DBA asserted that the commission has been giving "tacit approval" for years to limited time facilities which have stayed on-the-air past scheduled hours to report emergency weather conditions. FCC rules provide, DBA said, that stations remaining on the air, or beginning their broadcast day before scheduled hours, had only to inform the commission by letter of the conditions which prevailed.

However, DBA stated, the commission apparently has reversed the long established policy. Last winter, the association reported, KWPC Muscatine, Iowa, operated past its scheduled closing hours to report on a severe blizzard in the area. The station informed the FCC by letter that it had operated past its scheduled sign-off because of the storm and was told "it had improperly operated outside of its regular hours during . . . the storm."
A moderate low-fat well-balanced breakfast for a woman of 45

Overweight not only detracts from personal appearance, it steals from a person's chance for a long and healthy life. As a service to those advising about weight control, a moderate low-fat, well-balanced breakfast is presented here for your consideration. Its fat content of 10.9 gm. provides 20 per cent of the total calories which makes it a moderate low-fat morning meal. For women in this age group and for most others, it provides about one-fourth of the recommended dietary allowances as shown in the chart below. This basic cereal and milk breakfast is well-balanced and nutritionally efficient as demonstrated by the Iowa Breakfast Studies.

Recommended Daily Dietary Allowances* and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

<table>
<thead>
<tr>
<th>Nutrients supplied by Basic Breakfast</th>
<th>Calories</th>
<th>Protein</th>
<th>Calcium</th>
<th>Iron</th>
<th>Vitamin A</th>
<th>Thiamine</th>
<th>Riboflavin</th>
<th>Niacin equiv.</th>
<th>Ascorbic Acid</th>
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<td>Totals</td>
<td>503</td>
<td>20.9 gm.</td>
<td>0.532 gm.</td>
<td>2.7 mg.</td>
<td>588 I.U.</td>
<td>0.46 mg.</td>
<td>0.80 mg.</td>
<td>7.36 mg.</td>
<td>65.5 mg.</td>
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<td>Recommended Dietary Allowances—Women, 45 Years (58 kg.—128 lb.)</td>
<td>2200</td>
<td>58 gm.</td>
<td>0.8 gm.</td>
<td>12 mg.</td>
<td>5000 I.U.</td>
<td>1.1 mg.</td>
<td>1.5 mg.</td>
<td>17 mg.</td>
<td>70 mg.</td>
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<td>Percentage Contributed by Basic Breakfast</td>
<td>22.9%</td>
<td>36.0%</td>
<td>66.5%</td>
<td>22.5%</td>
<td>11.8%</td>
<td>41.8%</td>
<td>53.3%</td>
<td>43.3%</td>
<td>93.6%</td>
</tr>
</tbody>
</table>

Cereal Institute, Inc.: Breakfast Source Book.
Chicago: Cereal Institute, Inc., 1959.

*The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.
THE MANY WOES OF MATTY FOX

He's $4 million in debt; SEC makes public stipulation revealing Skiatron's history

Matthew M. Fox is some $4 million in debt. His pay-tv company, Skiatron of America, has total liabilities of almost $4,650,000 and the company from which he holds the pay-tv franchise has spent over $1 million on pay tv without realizing any return. These facts were brought out last week in a hearing before the Securities & Exchange Commission in which the accuracy and completeness of a statement made to the public by Skiatron Television & Electronic Corp. were being examined.

Despite vigorous objections from attorneys representing company executives, a stipulation describing in detail the history and prospects of Skiatron's on-air and wire pay-tv systems was made public. Francis Purcell, attorney for Mr. Fox, announced that for the past month "very serious" and "delicate" negotiations were being held by Mr. Fox with a major movie company. He said that release of the stipulation now "could have a damaging effect."

Hearing Examiner Robert M. Hislop overruled Mr. Purcell's motion, stating that the hearing was public and that if witnesses had been called to testify to the material in the stipulations (drawn up mainly to expedite the hearing), the information would now be public. Mr. Purcell appealed to the commission, members of which were reached by Mr. Hislop's ruling.

Julian Jawitz, attorney for Arthur Levey, Skiatron president, said that a "potential deal of great magnitude could be thwarted" by releasing the statement immediately. He said that facts at the time the stipulation was drawn would be rendered untrue if the negotiations are successful.

The SEC hearing on the affairs of Skiatron, which had dragged on for several months, came to a close last week with the company consenting to issuance of a stop order. Trading was suspended in Skiatron common stock in December 1959, with continuances, on grounds that the company's registration statement was misleading and inaccurate and did not permit the public to evaluate the stock. A stop order voids the registration statement's effectiveness and may have an effect on suits brought by stockholders against the company. However, it will not affect the suspension, which may be lifted at the discretion of the commission.

History of SubscriberVision - In 1951, Skiatron proposed a pay-tv system in which signals would be coded or "scrambled" over the air and decoded at the place of reception by special devices attached to receivers. The company did not have the financial resources necessary to activate this system and tried to find backers. In March 1954, it entered into contracts with Mr. Fox making his Skiatron of America (S of A) exclusive licensee of the system throughout the world, for compensation of 5% of gross revenues. Mr. Fox was to be responsible for the commercial development and exploitation of the system, including programming.

Efforts to obtain FCC approval of a pay-tv experiment were unsuccessful from 1954 to 1957 at which time the conditions set forth were limited. Skiatron and S of A did not have the financial resources themselves and, according to the statement, the companies felt that restrictions the FCC had placed "could not be met . . . by an economical operation."

The companies then switched their main effort to a wire system. The wire system contemplates the running of coaxial cables under and above the streets (following the existing facilities of the telephone company). Drop-offs would reach into each home and each subscriber's tv set. Unused channels on existing tv sets would be used. The viewer would pay for each program viewed (the total being recorded electronically by the set) and would pay a set fee of $4.33 per month additionally. Under the wire system, S of A would pay 2% royalties (from program fees only) to Skiatron instead of 5%, due to the greater expense of operation.

Patents Pending - The stipulation says that the presently issued and outstanding patents held by Skiatron are not integral to either of its pay-tv systems. Although it has filed patent applications, "no opinion can be expressed at this time whether [they] will ripen into patents or whether such patents, if issued, would in the event of future litigation be adjudged valid."

Initial cost of establishing wire system to reach approximately 102,500 subscribers and assuming 50% acceptance would be some $13 million, it is estimated. And, the amount of subscriber acceptance could not be predicted entirely accurately.

During the past six years, Mr. Fox entered into several programming agreements, notably with impresario Sol Hurok and with Horace Stoneham, president of the San Francisco Giants.

In the case of Mr. Hurok, S of A was obligated to pay $250,000 per year to him as consultant fees and on behalf of his efforts to negotiate agreements between that company and performers affiliated with him. However, the contract states that neither Mr. Hurok nor any of his corporations have the right or power to make any agreement on behalf of any of their artists or attractions. This contract was terminated by mutual agreement. However, S of A retains an option to reinstate it, if it can get a pay-tv system operating.

In the case of the Giants, the contract, dated May 27, 1957, called for payments of $2 million a year, of which only $750,000 has been paid.

The stipulation states that Mr. Fox and S of A have $1 million outstanding debts in court judgments and that he has borrowed some $3 million from lending institutions. (For further details on Mr. Fox's fiscal dealings, see Broadcasting, March 21.) As the stipulation puts it: "A solution for Fox's financial position is therefore a condition precedent to the development, promotion and operation of a subscription television system by [S of A] for the benefit of [Skiatron]."

Furthermore, it says, Skiatron has no available source of income at the present and must rely upon Mr. Fox or "some successor to the 'Fox franchise'."

Even were the system to begin immediately, Skiatron would get only 21/2% of direct proceeds with the rest going to S of A.

Speculation has been rife as to the film company with which Mr. Fox's lawyer said he was negotiating. The rumors have apparently caused concern among motion picture exhibitors.
who are unrelenting foes of pay-tv. But as of last week, Skiatron and Skiatron of America were without funds, without significant patents and without any substantial number of programming sources committed to them.

**W. Va. tv transfer protested by rival**

The FCC has granted a protest by a West Virginia tv station and designated for hearing the transfer of control of a rival facility, over which charges of misrepresentations and economic injury have been made.

WSTV Inc., licensee of WBOY-TV Clarksburg, asked the commission to designate for hearing the transfer of control of WJPB-TV Weston. WJPB filed for transfer on Jan. 28, announcing the proposed sale of 50% interest by J. Patrick Beacom to Thomas P. Johnson and George W. Eby for $100,000. The transaction followed a merger agreement when Messrs. Johnson and Eby, as principals of Telecasting Inc., opposed WJPB-TV for ch. 5. The station, now on ch. 35, holds a permit for ch. 5, granted Nov. 4, 1959. Messrs. Johnson and Eby are principals in the now-dark ch. 22 WENS (TV) Pittsburgh.

WBOY-TV told the FCC that a hearing on the transfer should be held to determine whether “there were willful misrepresentations” in the transfer application as to the respective ownership interests of the Telecasting Inc. stockholders. Other multiple charges of misrepresentation and withholding information were also made by WBOY against both the Weston facility and the proposed purchasers.

In a related development, Mr. Johnson’s request for positive control of Telecasting Inc. was accepted for filing by the commission on March 21. Mr. Johnson acquired an additional 1,000 shares for $450 from A. Donovan Faust to raise his total holdings to 7,500 shares or approximately 60% interest in the licensee of the darkened WENS.

**Trial postponed again**

The second trial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, accused of conspiring to rig the grant of ch. 10 in Miami, was postponed last week for the third time. Federal District Judge Alexander Holtzoff set the new date for Oct. 4 after Mr. Whiteside’s attorneys asked for a delay of at least three months. The attorney is convalescing following a gall bladder operation April 22. Their first trial last spring ended in a hung jury.

**YOU'RE ONLY HALF-COVERED IN NEBRASKA**

**YOU DON'T USE KOLN-TV!**

This is Lincoln-Land—KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

You can talk about TV markets in Nebraska until you’re blue in the face; but when all’s said and done, you’ll come up with just two big ones—the extreme East and Lincoln-Land.

In the East, you must choose from the three top TV stations covering the area. In Lincoln-Land it’s no contest; KOLN-TV is the station, hands down. Latest Nielsen credits KOLN-TV with 65,500 TV HOMES during prime 6 to 9 p.m. viewing time. Compare this figure with that of any Omaha station!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.
Construction Has Started On World's Tallest Structure...

1676' Dresser-Ideco Tower at Cape Girardeau's KFVS-TV

"Dresser-Ideco is well qualified to undertake an engineering project of such magnitude," says Oscar C. Hirsch, president of KFVS-TV at Cape Girardeau, Missouri.

"We have long had a great desire to bring high quality television reception of our many excellent CBS and locally originated programs to a much larger audience in the five-state market area we serve," explains Mr. Hirsch. "This area includes 1,000,000 people in 56 counties but we wanted to double it... to bring first-class reception to many thousands of people who never enjoyed it before.

"To do the job, we plan for an antenna height of 2,000 feet above average terrain. This calls for a 1676-foot tower... the tallest structure ever built by man.

"A tower of this height is obviously a challenge to structural engineers working in the high tower field. Efficient solution of all the engineering problems involved requires a lot of tall-tower design and construction experience. We looked over the field, and after careful investigation decided that Dresser-Ideco had the tall-tower experience needed to tackle a project of this magnitude."

The KFVS-TV story is the latest in a long series of Dresser-Ideco tall tower stories. The majority of the nation's TV antenna towers over 1000' tall were built by Dresser-Ideco, including many previous record holders and the only two multiple antenna Candelabra® platform towers in the country. So, if you plan to increase market coverage with a taller antenna tower, you can eliminate construction worries and safety problems by relying on Dresser-Ideco. We put more actual tall-tower building experience at your command than you can buy anywhere else in the world. Call on Dresser-Ideco Company, Tower Division, 875 Michigan Avenue, Columbus 15, Ohio. (Branch: 8909 South Vermont Ave., Los Angeles 44, Calif.)
FCC TAKEN TO TASK FOR 'FAILURES'  

Lee senate confirmation hearing turned into commission roast

It was "damn the FCC" day in the Senate Commerce Committee last Wednesday (April 27) when nominees Robert E. Lee and Edward K. Mills appeared for confirmation hearings on their appointments.

Commissioner Lee, reappointed for a second seven-year term, was grilled for 90 minutes—not on his own qualifications to succeed himself but on the alleged failures of the commission to fulfill its statutory obligations. The Republican was raked over the coals—as a representative of the FCC—for just about every major problem facing the commission and many faults of the industry.

Mr. Mills, appointed to fill the remaining 14 months of former Chairman John C. Doerfer's term, disclosed that he is involved in a conflict-of-interest which might bar his confirmation to the commission. After hearing the details (see page 78), Committee Chairman Warren Magnuson (D-Wash.) said the Mills case would be referred to the Attorney General for a ruling. Mr. Mills was not questioned further by the committee.

Not Mad At Lee ■ The senators, with 11 of the 17 committee members present, made it clear that they were not criticizing Robert E. Lee. It was just as clear, however, that the Democratic committee members were somewhat put out with the FCC. The words "drift" and "indecision" were frequently used by the senators. Bearing the brunt of the attacks:

■ The agency's alleged failure to use the powers it already has to curb payola, after being put on notice two years ago, and quiz rigging. "I think the commission has been very lax in equivocating about what power it has or has not," charged Sen. Magnuson in stating that FCC action would have stopped at the budding stage the scandals uncovered by the House Legislative Oversight Subcommittee.

■ Continued postponement of a final decision authorizing vhf boosters. Commissioner Lee was pressured openly by Sens. Gale McGee (D-Wyo.) and John Pastore (D-R.I.) to change his vote on the proposed rule and break a 3-3 tie.

■ The commission's Sec. 315 decision that KWTX-TV Waco, Tex., did not have to offer equal time because its weatherman is a candidate for state legislature. "Do you think it was the intent of Congress to encourage discrimination...?" Sen. Ralph Yarborough (D-Tex.) asked.

■ The legality of a station limiting the amount of time it sells to any political candidate or refusing to sell any time at all.

■ FCC failure to require a certain percentage of public service programming in prime time and to define that type programming.

■ The future of uhf with the prediction by Sen. Mike Monroney (D-Okla.) that uhf probably would be the principal band for tv transmissions in the future.

Other major items discussed by the senators included educational tv (see story, page 64), the FCC's proposal for shorter license periods and injunctive

The inquisition ■ Senate Commerce Committee members didn't appear to be very concerned with FCC Commissioner Robert E. Lee's qualifications to succeed himself when he appeared before them for a confirmation hearing last week. Instead they grilled him for 90-minutes about alleged failures of the commission to do its job properly. Among 11 of 17 committee members attending the harangue were (I to r at front of semi-circular table facing Commissioner Lee in foreground) Sens. Andrew F. Schoeppel (R-Kan.), Warren G. Magnuson, the committee's chairmen (D-Wash.), John O. Pastore (D-R.I.) and A.S. Mike Monroney (D-Okla.).

BROADCASTING, May 2, 1960
powers, FCC's monitoring activities, or lack of, and Defense Commissioner Lee's travel on behalf of Conelrad and civil defense.

Ample Authority • Commissioner Lee agreed with Sen. Yarborough that the commission has "ample authority" to act against payola. Sen. Pastore wanted to know, then, why the FCC took no action when it was sent copies of testimony of the 1958 BMI-ASCAP hearings during which the payola question was raised. "You had the whole thing two years ago, yet you did nothing," he charged in accusing the FCC of letting things "drift and drift and drift" without taking action until Congress does.

To which, Sen. Magnuson added: "I frankly don't think the commission has accepted their responsibility. . . We have sent this stuff down to the commission and continued to work to get it investigated."

Sen. Magnuson, also chairman of the Independent Offices Appropriations Subcommittee, pointed out that the FCC had never asked Congress for more funds to expand its activities and told Commissioner Lee to be prepared to do so when the agency appears for its 1961 appropriations. "The record is replete with questions that I have asked: Do you need more money or help for monitoring?" the chairman said. "The answer has always been no. . . We have asked time and time again whether or not you had the authority and you have always said you had."

While, In the Northwest • Sen. McGee opened his questioning on one of his favorite subjects — vhf booster tv service. He charged that the commission's postponement of rulemaking five times which would authorize new vhf boosters has made "second or third or fourth class tv citizens" of people in the Northwest. He pointed out the latest delay was until June 30—the date Commissioner Lee's present term expires. "Suppose we treated your nomination with this same drift," Sen. McGee mused.

The commissioner said that he would register, not license vhf boosters now technically operating illegally but would limit all new boosters to uhf. He said the latest FCC vote on the rulemaking was 3-3 (he was against). When Sen. McGee suggested that he could do a great service by breaking the tie, Commissioner Lee replied that he was not ready to do so.

Sen. Pastore, who held booster hearings in the Northwest last winter, wanted to know why the FCC couldn't "cut the red tape" and authorize boosters on a case-by-case basis without taking into consideration the overall picture. "Why do you have to wait to get a panoramic program?" he asked. The Rhode Islander said that if he were the senator from Wyoming (Sen. McGee) he would advise his constituents to go ahead and build their vhf boosters without official sanction. And he said, he would tell them to "come to me" if the FCC takes any action against them.

When Sen. McGee wondered what the commission would think about this course of action, Commissioner Lee replied: "If you told me to jump, I'd ask you how high. . . I am in a delicate spot." Earlier at the very beginning of his testimony, the nominee told the committee: "I happen to like what I am doing and I would like to continue doing it."

An Old, Old Story • Sen. Yarborough accused KWTX-TV of gross unfairness in continuing to expose its weatherman, who is a candidate for the state legislature. (He incorrectly stated that the station did not employ the man, Jack Woods, until after he entered public life.) He also was highly critical of the FCC's ruling, upheld in court (Broadcasting, April 25), that the opponent was not entitled to equal time.

"I am greatly disappointed that he

---

FCC nominee Edward K. Mills disclosed last week that he is a lifetime tenant of a trust fund which may involve a conflict of interest blocking his eligibility to serve on the commission.

Appearing before the Senate Commerce Committee for his confirmation hearing, Mr. Mills, a New Jersey Republican, disclosed his outside interests and noted that commissioners are prohibited by Sec. 4 (b) of the Communications Act from having a financial interest in the manufacture or sale of radio apparatus.

He said the trust was set up by his father and is administered by a New Jersey bank. Trust stock in RCA (worth $50,000) and General Telephone ($25,000) was sold at his request, Mr. Mills said, but because of capital gains taxes the trustees refused to sell securities in Westinghouse Electric and General Electric. The GE stock is worth $90,000 and would be taxied at $20,000 if sold, he said. He did not give the value of the Westinghouse stock but said its disposal would cost $7,000 in taxes.

The FCC nominee, a deputy administrator of the General Service Administration from 1956 until Jan. 2, 1960, said that he had no control over the holdings of the trust, the income of which he shares with his brother. He said that several proposals are being studied for negating the conflict-in-interest problem but that no answer has been found.

Opinion Sought • Mr. Mills said that he had sought an opinion from the FCC general counsel, who declined to give one. The committee members agreed that such an opinion should not come from a commission staff, who would be a subordinate of Mr. Mills if he is confirmed.

The commission candidate said that he and his wife had sold stock they owned individually in four electronics firms—Bendix, General Electric, General Dynamics and a transistor manufacturer. He did not give the value of these holdings. Mr. Mills was appointed by President Eisenhower to serve until June 30, 1961, the remainder of the term for which former Chairman John C. Doerfer was appointed.

"I want my record to be clean before this committee acts on my nomination," Mr. Mills said. Sen. Magnuson said the problem would be referred to the attorney general for an opinion. He dismissed Mr. Mills from further questioning until such opinion is forthcoming.

Mr. Mills, who heard the questioning of Commissioner Lee just before his appearance, said that he had learned a lot from the verbal barrage. "A very educational program," he stated.

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Mills may have conflict of interest
Once upon a time there were two men, Adam and Zeb.

Adam risked all his savings to set himself up as an independent neighborhood merchant.

Zeb took a factory job which required no risk from him.

Neighborhood competition finally caused Adam to go broke and give up his store. He was out of work and out of savings.

Circumstances eventually made Zeb’s job unnecessary. He was out of work, but he had his savings. And his severance pay. And his unemployment compensation.

Nobody felt sorry for Adam. The neighborhood shoppers felt justified in patronizing the most efficient merchant. It was Adam’s own responsibility if he couldn’t keep up. Let him retrain himself and find another job.

Many people felt sorry for Zeb. They said the factory should let Zeb stand beside the new equipment and be paid even though he was not needed. By assumption, he owned the job which he had not created.

America was built by the Adams. Is it going to the Zebs?

**REPUBLIC STEEL**

**CLEVELAND 1, OHIO**

The constant search for better and better steels is one of the basic ways Republic Steel is trying to reduce costs and combat inflation.

Materials showing exceptional promise in this respect are consumable electrode vacuum-melted steels. These are now being produced by Republic in substantial quantities for the missile programs.

These vacuum-melted steels are proving to be stronger, more ductile, and of more uniform properties than those produced by more conventional methods.

Republic has the largest capacity for production of these steels in the industry, and continues a broad research program into their properties and potential military and civilian applications.
[Lee] thinks that the Waco weatherman case is fair play . . . We have got to be watchdogs over the commission, too, if this is the commission's idea of fair play," the Texan said.

Sens. Pastore, Yarborough and others said that KWXT-TV should take Mr. Woods off the air because of the exposure he received even though he is not identified by name. Mentioned several times during this discussion were (1) the special watchdog subcommittee, headed by Sen. Yarborough, of the Commerce Committee and (2) the committee's May 12 hearing on a bill which would require stations to give presidential and vice presidential candidates one hour free time weekly for eight weeks before the November election.

Several times during the hearing a question would arise with Sen. Magnuson deferring further discussion by referring it to the "watchdog" group. He said the subcommittee will request $45,000 to get its work started.

Noting that hearings begin May 12 on the free time bill and that the FCC will be called up later for an "informal discussion," the chairman gave this notice: The FCC had better be prepared for " . . . a great deal of discussion and conferences and hearings on several matters."

Legislation Coming ■ Sens. Yarborough and McGee got from Commissioner Lee the opinion—to which they violently dissented—that a station could, under the law, limit the amount of time it sells to any candidate as long as the limitation is applied equally to all. Sen. Pastore asked the commissioner to supply the committee with a brief on the FCC's authority to curtail this practice after several instances had been cited. He indicated that legislation is planned in this area.

Sen. Magnuson warned that the committee is going to keep a close watch on the allotment of time for political broadcasts during the 1960 elections. This, he said, would fall under the watchdog subcommittee. In one of the few instances in which a Republican member spoke up, Sen. Hugh Scott (Pa.) agreed with the stipulation that the shoe fits both parties. Sens. Scott and McGee also are members of Sen. Yarborough's special subcommittee.

Sen. Pastore disputed the contention that Sec. 315 prohibits the FCC from requiring stations to sell political time. He interpreted the equal time provision as applying to free time only and as having no bearing on time sold to a candidate by a station.

Agate Type ■ Sen. Monroney said the FCC has the authority to set up standards and requirements in public service programming and to enforce them. He noted public service requirements are mentioned in "agate type" in the license renewal forms and refer to a document (the Blue Book) now out of print. He said new rules, regulations and definitions should be issued and widely distributed in "10-point type."

The Oklahoman said he was not referring to "types" of programming but "amounts" and time periods in which they are offered.

He was joined in this by practically all the Democratic members present. "I think you can define what is public service without getting into censorship," said Sen. Magnuson. Others said the commission has the authority to require a certain percentage of public service programming in prime time.

The Texas senator said that "it is time for the FCC to assert its regulative power for better dissemination of programs . . ." He said the FCC should require reports on public service programming "several times each year" from every station and make sure the claims are factual through monitoring and an enforcement program.

Sen. Pastore's view: "The fact is that the networks and the broadcasters have been left pretty much on their own honor as to whether or not they are equitably allocating the time with reference to public service programming." Commissioner Lee agreed that Congress should keep closer watch.

In the FCC's defense, the nominee noted that the agency is "very close" to adopting rulemaking which would result in station licenses for less than three years (BROADCASTING, Feb. 8).

Sen. Magnuson asked the witness several times if this could be done without legislation and drew an affirmative reply each time. The senators liked the idea of the short authorizations. Commissioner Lee also said he thought, rather than trying to set up an "arbitrary yardstick" on public service, the FCC should require stations to tell what they do to meet the needs of the public and evaluate their service from such a narrative report.

Final No From Military ■ Long a champion of uhf, the commissioner said that if the band is going to be used for tv the FCC should start considering ways and means immediately. He said the commissioners present disposition is to favor a "no" vote on the government on a proposed swap for more vhf space (BROADCASTING, April 11).

After this is forthcoming, the commission will probably come to grips with the problem, he said.

Sen. Monroney commended Commissioner Lee for his activities on behalf of civil defense and Connelrad but at the same time wondered if maybe the commissioner wasn't out of Washington too often. Commissioner Lee replied that his civil defense travel was a decrease in the future, although he noted that he was going to Montana next week. In his defense, he said that he always tried to schedule his trips so that he would not miss the regular Wednesday meeting and that in 1959 he missed only three regular meetings and only two so far in 1960.

While pleasantries were being exchanged just before Commissioner Lee was excused from the witness stand, Sen. Pastore said to no one in particular: "Wouldn't it be a shame if he were not confirmed after all this."

Also scheduled to testify last Wednesday was FTC Chairman Earl W. Kintner, who has been reappointed for a full seven-year term. The committee, however, put off his confirmation session until next Wednesday (May 4).

New catv regulation considered by FCC

Indirect FCC regulation of about one-half of the nation's community antenna tv systems may be just around the corner. The commission reportedly is giving favorable consideration to a proposal to take microwave facilities owned by the catv interests they serve out of the common carrier classification and place them in the "private users" category.

This could be accomplished through
rulemaking, and without legislation, and would put the catv-owned micro-waves under broadcast-type regulations. Then, it is expected, the FCC would prohibit such microwaves from relaying to their simultaneous duplication of the programming of a local station.

Such microwave-catv operations represent something less than one-half of the community systems in operation, an FCC source reported. And, it was stated, the commission would take necessary steps to prevent a catv operator from selling his microwave to negate the rule if it is adopted.

Ever since catv made its impact felt in sparsely-settled areas, stations affected have been fighting for federal protection. The Senate Commerce Committee has approved a bill (S2303) placing catv under FCC regulation and a new group has been formed in Washington (CLOSED CIRCUIT, April 25) to press for passage.

**Government briefs**

**NBC 'emergency' plan** - NBC last week asked the FCC to allow it to demonstrate the transmission of sound within the video information thereby providing an emergency source of sound in the event of failure of the regular sound circuit. The network asked permission to insert the interleaved sound in NBC-TV network programs as they originate or pass through New York studios. WRC-TV Washington will also contain interleaved sound and would be available to FCC personnel for study.

**More time** - Clear Channel Broadcasting Service and KSL Salt Lake City, Utah, were granted more time (May 2 to June 1) for filing reply comments in the FCC's proposed clear channel rulemaking. Earlier deadline for comments (April 1) brought deluge of replies (BROADCASTING, April 4). Proceeding is concerned with addition of class II unlimited channels on 23 class I-A clear channels and increase of maximum authorized power for clear channel stations above the present 50 kw.

**Uhf changes** - The FCC finalized rulemaking last week to shift the educational tv reservation in Kalamazoo, Mich. from ch. 74 to ch. 46, now commercial. Ch. 74 will revert to commercial use effective June 6. Western Michigan U. petitioned for the change.

**Move to L.A.** - KHJ-AM-FM Hollywood will make the move to Los Angeles. The FCC last week granted the RKO General stations modification of licenses to change their studio location from Hollywood while renewing their licenses.

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CBS' CONVENTION BLUEPRINT

RTES hears plans for convention coverage

The wide open topic of “How to Report a Political Convention” was answered with some staggering statistics Wednesday (April 27). Paul Levitan, director of special events, CBS News and executive producer for coverage of the 1960 conventions on CBS Television and Radio, and J. Gilbert Baird, sales promotion manager, Major Appliances Div., Westinghouse Electric Corp., took the wraps off their respective convention plans at this season’s last round table luncheon of the Radio & Television Executives Society, New York.

CBS News, Mr. Levitan said, began entering details in its convention plan book nearly two years ago. The document, resembling “a military invasion blueprint,” contains more than 300 pages in its final form. Item: housing in both Los Angeles and Chicago for a staff of 278.

Westinghouse, with 5,000 major appliance and television dealers and more than 100,000 dealers who handle its portable appliances, has been getting ready to provide radio-tv commercials, most of them live, for no less than 50 hours on the air between July 11 and Nov. 8, according to Mr. Baird. Betty Furness, commercial spokeswoman for Westinghouse, and Walter Cronkite, CBS News’ anchor man at the conventions, also were RTES luncheon guests.

Sure of Audiences • What about audiences for this year’s major political events? Mr. Baird dispelled doubts on that score, despite the current lack of excitement about the Republican convention. “We are not worried about audiences,” he asserted, “because 1956 proved that people are interested. At that time both conventions were pretty well cut-and-dried. And what happened? Both conventions got the same big audiences—both got a big 88.3% of all tv homes, on the combined networks.

“The average time per person watching the Democrats was 9 hours 39 minutes. The average watching Republicans was less—7 hours 22 minutes—but the Republican convention was 11 hours shorter,” the Westinghouse executive stated.

A sidelight on the extent of viewing in 1952 and 1956: “Betty Furness was seen so often . . . she got a lot of write-in votes in November,” Mr. Baird recalled.

Westinghouse has set-up rules for its radio-tv messages. Tv commercials will all be 90 seconds long; radio commercials will all be one minute. Whenever possible, Mr. Baird said, the commercials must be live. Frequent ad libs based on the excitement of the convention will be used in order to “make Westinghouse an intimate part of a viewer’s convention experience.” Complete tape facilities will be available for occasional use where there might be a tricky problem, he explained, and some product stories, like total electric homes, submarines etc., will have to be on film.

That Live Feeling • There will be a complete set of recorded commercials for radio, but “We are going to introduce as much live into radio as we can, to give it the live feeling we are reaching for in television.” Mr. Baird also pointed out that while a sponsor is entitled to seven minutes of commercial time per daylight hour, and six minutes per nighttime hour, during the 1956 conventions Westinghouse averaged 3 minutes 20 seconds an hour. “There were many times when we went well over an hour between commercials,” he added.

Other guests at the RTES meeting included representatives of the three advertising agencies handling Westinghouse commercials: Lansing B. Lindquist, vice president and director of tv and media, Ketchum, MacLeod & Grove; Tom Losee, executive vice-president, M-E Productions Inc., and Hal Davis, vice-president, radio-tv, Grey Adv.

NEW WAGE OFFER

Writers Mull offer of tv film producers

The tv-radio branch of the Writers Guild of America, West, meeting Thursday evening (April 28) was expected to approve terms of an offer made by a group of tv film producers headed by Four Star and to turn down the offer of the tv networks for their filmed program production. At least such action was recommended by the executive board of the Guild’s broadcast branch as well as by the WGAW council.

Never in WGAW history has the membership overriden the action of these governing bodies.

In essence the Four Star offer is to raise minimum scale 10% for the first two years of a four-year contract with a second raise of 5% compounded for the final two years. The network proposal was for 10% plus 1%. Both offers contain a 5% pension plan, but the networks want it based on minimum scale while the Four Star plan would base the percentage on agreed salary up to a maximum of double minimum scale.

Both offers include recognition of the right of writers to participate in proceeds from the broadcasting of tv films in foreign markets. The networks’ offer is to consider foreign broadcasts on the same basis as domestic reruns.

The other plan calls for no payment now but appointment of a fact-finding committee to study the matter which will become a topic for inclusion in the negotiations for the next contract. In either case the new pact is to be retroactive to Feb. 1, 1960 and extend to Jan. 31, 1964.

Could End Strike • Acceptance of the Four Star plan would end the writers strike against Four Star Television, Brennan Westgate Productions, Marterto Enterprises, Wyatt Enterprises (all members of the Alliance of Television Film Producers) plus Mayberry Enterprises, Louis F. Edelman Tvp Productions and Northgate Productions. Other members of ATFP would still be struck, however, as would the Assn. of Motion Picture Producers for both theatrical movies and tv films. The WGA strike against ATFP and AMPP began Jan. 16. In March the writers also...
Look ma, no actors

Television drama is catching up with those avant-garde commercials that use no dialog. The first play of a double bill on the CBS Television Workshop yesterday (May 1, noon-12:55 p.m. EDT) used neither actors nor words. "After-thought," by Guy Parent, tells a story of love and crime by such audio-visual devices as a florist's bill, a rejected engagement ring, a telephone click, concert tickets, flowers, soft music, the thud of a weapon and the thump of a dead body. The author of the half-hour experimental script is a cameraman-writer with Canadian Broadcasting Corp., Montreal. CBS-TV Workshop signed off for the season yesterday to return Sunday, Oct. 2.

Radio-tv business grows for news wires

The growing importance of broadcast operations in the activities of United Press International and Associated Press was stressed in the groups' annual reports released last week during the convention of the American Newspaper Publishers Assn. in New York (see separate story, page 48).

UPI's report, embodying contributions by various company executives, stressed the growth in membership and expansion of services during the past year. Radio station membership in the U.S. was placed at 2,002, up from approximately 1,900 in the previous year. A total of 419 tv stations receive some form of UPI service, consisting of the newswire, newsfilm or facsimile. It was pointed out that if UPI included its overseas activities, the figures would be "considerably higher."

William R. Higginbotham, manager of United Press Movietone, reported that during 1959, the unit moved, for the first time, in the area of delivering newsfilm by video tape cable circuits. The system was put into operation in the U.S. and Canada for the Khrushchev visit to this country, and in Europe during President Eisenhower's tour of the Middle East. Mr. Higginbotham said that similar ventures will be undertaken by UPMT during 1960 on "big news" events.

Dean C. Miller, national radio manager, described steps taken in the past year to improve coverage to stations. Cited by Mr. Miller were: expansion of weather and sports coverage; increased emphasis on "in depth" spot coverage and activation of the high-speed, coast-to-coast double trunk wire, "pumping" more news more rapidly into UPI's broadcast news headquarters in Chicago.

AP Praises Stations - The report issued by the AP board of directors, supplementing an earlier one issued by the association's general manager (Broadcasting, April 18), praised radio-tv stations for their cooperation in helping to provide news coverage. The report noted there has been "a notable increase in the exchange of news among fellow members; as of today there are member stations in 692 communities in which there are no member papers, and two-thirds of the stations also are protecting the association regularly on the news of their areas."

The report pointed out that this is the 20th anniversary of the AP membership's final approval of the board's program for serving commercial broadcasters. Broadcast membership has grown over the years, according to the report, and now numbers 2,042 radio-television stations, as compared with 1,878 at the end of 1958.

Benjamin M. McKelway of the Washington Star (WMAL-AM-FM-TV, Washington) was re-elected president of AP. Others elected were: Richard W. Clarke, New York Daily News (WPIX-TV, New York), 1st vice president; Raymond L. Spangler, Redwood City (Calif.) Tribune, 2nd vice president, Lloyd Stratton and Robert Booth, both of AP, were re-elected secretary and treasurer respectively. Frank Starzel continues as AP general manager.

![Mohawk Midgetape Professional 500](image)
HOW TV RESHAPES EDUCATION

Study sees major changes in school design

The impact of teaching by tv will bring about substantial changes in the design of the nation's schools, according to a study by Educational Facilities Labs, an independent New York group set up by the Ford Foundation.

EFL conducted a 10-month research and development program in a move to aid American colleges and other schools with physical problems involving space, layout and design. Collaborating was Dave Chapman Inc., industrial design firm, headquartered in Chicago.

Among its findings:
- Television means teaching both larger and smaller groups than has been conventional.
- Teachers can use tv, audio tapes, records and other communication modes more easily if integrated audio-visual systems are installed in all rooms.
- Video tape recorders will be available "within a few years," enabling schools to use programs to their best advantage "just as commercial tv stations can now."
- Television does not pose any special problems with respect to lighting, ventilation and acoustics for instruction purposes.
- A variety of tv equipment is available to schools today within a broad range of prices.

The board of EFL, established by the Ford Foundation in 1958, includes Frank Stanton, president of CBS Inc.; Milton C. Mumford (chairman); president of Lever Bros.; Alvin C. Euriich (vice chairman), director of Fund for Advancement of Education, and Clay P. Bedford, president of Kaiser Aircraft & Electronics Corp.

Educational Facilities Labs said it initiated the survey in response to many inquiries on the implication of television for school design. And, it adds pointedly: "Today, with over a half-million students receiving some of their instruction by television, teaching by tv is no longer an experiment."

Ambitious debate plan hits some snags

The ambitious plans of a three-network coverage of the Humphrey-Kennedy debate during the West Virginia primary campaign all but fell apart last week. As of Thursday (April 26), only NBC-TV still had hopes of telecasting both candidates for the Democratic presidential nomination (Broadcasting, April 25).

CBS-TV turned down the April 22 offer of the Charleston Gazette to pick up its sponsored one-hour tv debate, which will originate at WCHS-TV Charleston, an ABC affiliate, and will be carried by stations in Wheeling, Clarksburg, Parkersburg and Bluefield. CBS-TV wired the newspaper Thursday, that "because of problems arising out of Sec. 315 of the Communications Act, it is impractical for us to accept your offer."

ABC-TV, meanwhile, had not expressed further interest in carrying the debate. NBC-TV still was negotiating with the senators over an undisclosed time period, and apparently, a way to avoid conflict with Sec. 315.

Film sales

American Civil War (Produced for Westinghouse Broadcasting; distributed by Trans-Lux Television Corp.)
- Sold to WAGA-TV Atlanta; WMAL-TV Washington, D.C.; WKRC-TV Cincinnati; WBRC-TV Birmingham; KLZ-TV Denver; WPRO-TV Providence; WAST (TV) Albany, N.Y., and KOL-TV Reno, Nev.
- Now in 30 markets.

Home Run Derby (ZIV-United Artists TV)
- Sold to Hardaway Motors Co. and Midas Mufflers for WTVM (TV) Columbus, Ga.; Super Tire Market for KSL-TV Salt Lake City; Don Allen Chevrolet for WSOC-TV Charlotte, N.C., and John Barry Motors (Volkswagen) on KODE-TV Joplin, Mo.
- Now in 125 markets.

Felix The Cat (Trans-Lux)
- All cartoon segments currently being dubbed into Spanish for distribution through Freemantle International Inc. to Spanish speaking countries in the Western Hemisphere.
- Now in 65 U.S. markets.

Adventures of Jim Bowie (ABC Films)

Meet Mcgrew (ABC Films)
- Sold to WHBQ-TV Memphis, Tenn.; KVVM-TV Monahans, Tex.; WCYB-TV Bristol, Va.; WITN-TV Washington, N.C.; KFDX-TV Wichita Falls, Tex.; WALB-TV Albany, Ga.; WTHI-TV Terre Haute, Ind., and KDAL-TV Dulluth, Minn.

CBS-TV units win Lasker medical awards

KMOX-TV St. Louis and CBS Reports were among the winners of the 1959 Albert Lasker Medical Journalism Awards announced Thursday (April 28) by the Albert and Mary Lasker Foundation, New York.

KMOX-TV, a CBS-owned station, won the 11th annual broadcast media award for The Changing Mind, a series of 13 programs on community progress in the treatment of the mentally ill, and a program depicting corneal transplant surgery. CBS Reports' presentation of "The Population Explosion" received the broadcasting division's special award for its examination of the world's population growth. Fred Friendly, Av Westin and Howard K. Smith produced the network program, which was sponsored by Bell & Howell and B.F. Goodrich.

Program notes

Silent comedies
- Comedy classics of the silent screen era comprise a new film package to be put in syndication by National Telepix Inc., N.Y. The company acquired distribution rights to 400 Hal Roach comedies, which will be prepared for national syndication with original music composed and conducted by Jack Saunders. Each unit is to run 13½ minutes, it's reported. The films feature such early-day film stars as Laurel and Hardy, Will Rogers, Jackie Cooper, Mabel Norman and the Keystone Cops.

Reports on UA
- United Artists Corp., which had estimated total revenues of approximately $95 million for the year ended Jan. 2, could boost its 1960 revenues to $125 million, according to a

Another 'Race'

David L. Wolper Productions, whose Race For Space documentary was broadcast last week on a "fourth network" of 104 stations which individually broadcast the hour-long filmed program, will produce six more such programs, starting with "The American Woman in the 20th Century." David Wolper, head of the company, announced that Malvin Wald has been signed to write the script and Jack Haley Jr. to produce this program. The others will all be in production by summer, Mr. Wolper said. They will be released either by the tv networks or independently as Race For Space was."
Here are the next 10 days of network color shows (all times are EDT).

**NBC-TV**
- May 2-6, 9-11 (6:30-7 a.m.) Continental Classroom.
- May 2-4, 9-11 (11:15-12:30 a.m.) Price Is Right, participating sponsors.
- May 2-6, 9-11 (12:30-1 p.m.) It Could Be You, participating sponsors.
- May 2 (9:30-11 p.m.) The Hallmark Hall of Fame, Hallmark through Foote, Cone & Belding.
- May 3, 10 (8:30-9:30 p.m.) Ford Startime, Ford through J. Walter Thompson.
- May 3, 10 (9:30-10 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.
- May 4, 11 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.
- May 4, 11 (9-10 p.m.) The Perry Como Kraft Music Hall, Kraft through J. Walter Thompson.
- May 5, 12 (9:30-10 p.m.) The Art Carney Show, AMC Spark Plugs through D.P. Brother and United Motor Service through Campbell-Ewald.
- May 6, 13 (9:30-10 p.m.) Masquerade Party, Hazel Bishop through Donahue & Coe, Block through Grey Ads.
- May 7 (10-10:30 a.m.) Howdy Doody Show, Continental Baking, Nabisco through Ted Bates.
- May 7 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles.
- May 7 (7:30-8:30 p.m.) Bonanza, RCA through Kenyon & Eckhardt.
- May 8 (9-9:30 p.m.) Music On Ice, sustaining.
- May 8 (9-10 p.m.) The Dinah Shore Chevy Show, Chevrolet through J. Walter Thompson.
- May 9 (9-10 p.m.) Another Evening With Fred Astaire, Chrysler through Leo Burnett.

**Research report on the company issued recently by Francis I. du Pont & Co., N.Y. In March of this year UA acquired Ziv Television Programs, which is seen as the major source of increased revenues. Ziv's 1959 revenues were estimated at $25 million and operating income at $4 million. The report also notes that with the increase in UA's TV filmung, the company "is looking to the acquisition of TV stations, which would be a logical outlet for its feature films."

**Mounties coming** - California National Productions Inc., New York, has acquired U.S. distribution rights to R.C.M.P., a TV film drama series based on exploits of the Royal Canadian Mounted Police. Currently shown on the CBC network, the series was produced by Crawley Films Ltd., under contract with the CBC, the BBC and Crawley, McConnell Ltd. Foreign distribution rights were assigned to Freemantle International Inc. Gilles Pellerier stars as Corporal Gagnier in the 39 half-hour episodes.

**Prize winner** - WPON Pontiac, Mich., was among the winners of awards for outstanding educational and cultural programs given by the Detroit Ad- visory Council on Educational Television and Radio. *Youth Forum*, broadcast each Sunday 1-1:30 p.m., was the winning program. It features a panel of teenagers discussing various topics of importance.

'Danny' re-runs - NBC-TV has acquired exclusive re-broadcast rights to all episodes of *The Danny Thomas Show* now carried on CBS-TV, and will schedule the repeat telecasts as Monday-through-Friday daytime programming, starting on a date to be announced. NBC-TV has re-run rights to 218 episodes produced to date and others that may be produced later. The transaction was negotiated with Martin Enterprises Inc., of which Danny Thomas is a principal.

**Musicians, Telemeter sign for pay-tv work**

As an example of things-to-come in the pay TV field, the American Federation of Musicians announced last Thursday (April 28) that it has signed an agreement with Paramount Pictures International Telemeter Division for the employment of musicians in a taped production of "The Consul" for showing over the Toronto pay TV system.

The two-hour production of Gian Carlo Menotti's opera, is being taped in New York, using 28 musicians. Herman D. Kenin, AFM president, said the pioneer contract establishes a "new high in wages" for recording musicians and specifies "precedent making guarantees for the exclusive use of live music." Mr. Kenin reported that each musician will be paid not less than $60 per session (three hours of recording), plus a five percent pension-welfare contribution.

Under the terms of the contract for the pilot opera, AFM said, Telemeter agrees to negotiate a two-year collective bargaining agreement covering the employment of musicians in all its productions. The union added that the company has agreed to utilize only live music in all of its pay-as-you-see TV productions.

A spokesman for Telemeter later confirmed the details of the initial agreement and indicated that contracts with other unions will be signed "as the need comes up." He noted that Telemeter plans to produce dramatic plays, musicals, ballet and other entertainment forms but could not provide additional details at this time. The Toronto system has been presenting feature films almost exclusively, except for the feeding of some hockey games and amateur boxing bouts from Madison Square Garden in New York. No date has been set for showing "The Consul."
SR BOUQUETS
Magazine awards
given to 16 shows

Sixteen shows (one of them radio, the rest tv) and a congressional committee share bouquets with magazine advertisers in this year's Saturday Review Advertising Awards.

A special citation, only the third to be made in eight years of the awards, went to the House Special Subcommittee on Legislative Oversight "for finally exposing the specious programming and advertising practices of television and radio, from the fixed-quiz scandals and payola to sponsor misrepresentations, which were undermining the integrity of these great communications media and endangering their ultimate ability and that of the advertisers to serve the American public; for setting in much overdue motion governmental policies and industry measures to remedy a sorry situation that had ill served the public interest; for reaffirming the unique power of congressional investigation to safeguard the general welfare, a power too vital to be curtailed despite recurrent abuses of it by Congress."

On the Air # The judges, representing agencies, advertisers, educators and other professionals, singled out these sponsors and programs for public-interest citations in the SR April 23 issue:

Ford Motor Co., Leonard Bernstein & the New York Philharmonic, CBS-TV, "for a masterful display in a mass medium of the art of teaching understanding and appreciation of great music. . . ."

The Khrushchev Visit, ABC-TV, "for distinguished coverage . . . scooping the other networks . . . by providing the network's own interpreter whose unedited translations . . . often providing an illuminating contrast with the smooth, diplomatic versions of [Khrushchev's] official interpreter."

NBC News, NBC-TV, "for independence of editorial opinion and willingness to comment sharply, often courageously, on news of the day. The team of Chet Huntley and David Brinkley have continued to perform responsibly at a general level much above what passes for news coverage elsewhere. . . ."

Olin Mathieson Chemical Corp., Small World, CBS-TV, "for a forthright, intelligent, probing exploration of a provocative, controversial subject matter. . . ."


CBS, Young People's Concerts With Leonard Bernstein, CBS-TV, "for making classical music meaningful and enchanting to children . . . ."

The Texas Co., The Metropolitan Opera, CBS Radio, "for faithful devotion year after year to the music-loving public of the United States. . . ."

Prudential Insurance Co. of America, The 20th Century, CBS-TV, "for adult, responsible reporting of the history of our times. . . ."

NBC, NBC Opera, NBC-TV, "for original and tasteful presentation of opera to a mass audience. . . ."

National Telefilm Assoc., The Play of the Week, WNTA-TV, "for creating a new, original format, breaking through the old programming stereotype of the single slot, thus making available to a discriminating audience, seven days a week, a distinguished example of serious drama. . . ."

Just Missed # These six were runners-up in a "close" vote:

Bell Telephone System, Bell Telephone Hour, NBC-TV; American Gas

"A rose by any other name . . ."

The 20 Mule Team Products Div. of U.S. Borax & Chemical Co. is putting 52 of its Death Valley Days programs into rerun syndication through Crosby/Brown Productions. The Borax Co. has completely revamped the shows to remove all identification with itself, even to eliminating the familiar bugle call opening. The rerun series has been retitled The Pioneers.

Any station acquiring the right to show The Pioneers may do so at whatever time of day it sees fit. There are no restrictions to the number of commercials that may insert into each half-hour episode, although they are tailored for three commercial breaks. Nor is there any restriction as to the nature of the program's sponsorship; even competitive products are permitted. The station is asked not to schedule The Pioneers opposite Death Valley Days, but that is all.

Well, nearly all. U.S. Borax is not selling the tv series outright, either to the stations nor to Crosby/Brown. Instead, they are being made available on an exchange basis, giving the programs to the stations in exchange for commercial time to be used to advertise the company's soaps and powders. Barter is the usual word for the process. But U.S. Borax prefers to call it exchange.

The company has limited distribution of The Pioneers to the 75 markets in which it wishes to increase its own tv advertising to housewives. The list closely matches the top 75 markets in the nation. While the stations may broadcast the programs whenever they wish, the Borax commercials are to be put on during the daytime hours when the women of the house make up the tv audience.

The deal is non-commissionable. That is, the station gets the program and gives the spots on a straight trade basis with no payment to the U.S. Borax agency (McCann-Erickson), which, like Crosby/Brown, is paid a fee for its services. Whether there is any commission to the station representative depends on the station's contract with its rep.

Crosby/Brown was instructed to place the series in the 75 markets chosen by U.S. Borax and was given four months to complete the assignment, with the requirement that the program must be placed in 60% of the markets if C/B is to retain distribution rights to the series. Last week, with the time half gone, the program was set in 36 markets, 47% of the total, and tentative arrangements made by C/B in 25 others were awaiting approval of the company and its agency. The series has already started on more than 30 stations.

Hillman awards given

ABC Radio news commentator Edward P. Morgan received the Sidney Hillman award for radio news at the 10th annual awards luncheon given in New York last Tuesday (April 26) by the Hillman Foundation and its parent organization, Amalgamated Clothing Workers of America. Singleed out for a special award was National Telefilm Assoc.'s tv drama series, The Play of the Week. Ely Landau, NTA board chairman, accepted the award. Mr. Morgan was honored for his program Edward P. Morgan and the News (Mon.-Fri. 7-7:15 p.m. EDT), which is sponsored by the AFL-CIO. The awards carry a scroll and a $500 cash prize.
'On parle francais' on new Manitoba tv

CBWFT (TV) St. Boniface, Man., ch. 6, began telecasting on April 24 as the first French-language tv station in western Canada. Station will use videotape and film programs from the Canadian Broadcasting Corp. French-language network in Quebec province. CBWFT uses same tower and antenna as CBWT (TV) Winnipeg, Man., which formerly telecast French-language programs on Saturdays and Sundays. St. Boniface is across Red River from Winnipeg.

CFCF-TV Montreal, Que., has now officially been granted its license by the Canadian Dept. of Transport for an English-language station on ch. 12. At the same time Paul L'Anglais and associates has been granted a ch. 10 tv station license for French-language programs at Montreal. Both were recommended for licenses by the Board of Broadcast Governors (BROADCASTING March 28).

Channel Islands' tv contract offered

Great Britain's Independent Television Authority has announced that if the Tv Act is extended to the Channel Islands it will offer the program contract to Channel Islands Communications (Television) Ltd. This group, under the chairmanship of Sen. George Troy of Jersey, includes Arthur Harrison, managing editor of the Jersey Evening Post, and Gervaise Pegg, managing director of the Guernsey Star. Reliable sources report that the act is likely to be extended to cover the islands and that construction will probably begin in late 1961 or early 1962, subject to certain technical difficulties that the ITA hopes to overcome. This station is expected to have a coverage area of 100,000 people and should give service to all the islands with the possible exception of Alderney.

Southam to divest

Southam Co. Ltd., Toronto, Ont., Canadian newspaper chain with interest in radio and television stations, plans to divest its control of radio stations in cities where it also has newspapers. It will expand its interest in radio and television stations throughout Canada through purchase of minority holdings. Southam Co. was unsuccessful in bids for tv station licenses recently at Toronto and Vancouver.

The plan calls for reduction of own-ership of CJCA Edmonton, Alta., and CFAC Calgary, Alta., to less than 50 percent. Southam has minority interests in CFPL-AM-FM-TV London, Ont. CHCH-TV Hamilton, Ont.; and CKOY Ottawa, Ont.

■ Abroad in brief

Uhf in Germany • It is expected that a second tv network operating on uhf will go into operation in West Germany in early 1961. The Bonn Government, the broadcasting organization of the federal states and several private organizations are among the applicants. The West German set manufacturing industry has predicted that there will be 1,600,000 uhf sets in operation there by that time.

Sales off • Television and radio set sales in Canada dropped in the first two months of this year as compared with the same period last year, according to a report of the Electronics Industries Assn. of Canada. Television set sales in the first two months of 1961 totaled 53,381 units compared with 63,442 in the same period last year. Radio set sales totaled 70,601 sets in the first two months of 1961 compared with 79,213 sets in the same 1959 period. Ontario accounted for almost half the radio set sales and just over a third of the tv set sales in the period.

Another satellite • CHBC-TV Kelowna, B.C., has inaugurated its fourth satellite transmitter in the mountainous Okanagan Valley of British Columbia. CHBC-TV-4 is on ch. 8 at Oliver, B.C., with 220 w video and 110 w audio. CHBC-TV-1 is on ch. 13 at Penticton, B.C., CHBC-TV-2 on ch. 7 at Vernon, B.C., and CHBC-TV-3 on ch. 70 at Prince Town, B.C.

Syndication service • CKGM Montreal has established a subsidiary called WES Radio & Television Consultants and Management Co. for the syndication of Canadian radio programs to be produced by CKGM for distribution across the country. The first feature offered is 25 weekly "minitutorials" by Don Jamieson. Several stations have already been signed, according to CKGM.

New tv station • CJAY-TV are call letters of new ch. 7 television station at Winnipeg, Man., which plans to open this fall. Equipment has been ordered from RCA-Victor Co. Ltd., Montreal, Que. Construction has started on a three-story building at Polo Park in the south Winnipeg area. A. G. Cobb, director of engineering of CKWS-AM-TV Kingston, Ont., named technical director of CJAY-TV.
FATES & FORTUNES

Broadcast Advertising

Ralph Whiting, formerly vp, account supervisor and chairman of executive committee of Earle Ludgin & Co., Chicago, to Young & Rubicam, that city, as vp and account supervisor. Previously, he was advertising director of Armour & Co. (fresh and canned meat products).

Samuel Novenstern, formerly sales development representative at NBC-TV, appointed media director at North Adv. Inc., N.Y.

Donald W. Young, formerly advertising, sales promotion manager, CBS Chicago, joins Milburn McCarty Assoc. Inc., as manager of new Chicago office.

Charles A. Eaton Jr., appointed associate media director at C. J. LaRoche & Co., N.Y.

Remus A. Harris, appointed marketing counsel for Dunay, Hirsch & Lewis, N.Y.


Bud Dobie, formerly vp, Lennen & Newell, N.Y., joins Ted Bates & Co., that city, as account executive on Brown & Williamson Tobacco Corp.


Robert W. Teichmann, formerly account executive at Wintelz & Fling, Chicago, to Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity. He will work on agency's Gale Products Co. (outboard motors) account, division of Outboard Marine Corp.

A. Joseph Obront, art director at BBDO, joins Wunderman, Ricotta & Kline, N.Y., in similar capacity. Andrew Torre, formerly with copy department of Mack Leblang Co., there, becomes copywriter at WRK.

Richard C. Coblens and Richard Neely, elected vps of BBDO. Mr. Coblens is account group head in New York for California Oil Co., Mr. Neely is group supervisor for Standard Oil, Calif., in BBDO's San Francisco office.

George Dewey Roberts Jr. and Gilbert J. Headley, formerly of merchandising department, Young & Rubicam, N.Y., elected vps.

R. Harvey Whidden, appointed executive vp for marketing for Bulova Watch Co.

Donald R. Strimble, promoted from assistant advertising manager of cereals to advertising manager of ready-to-eat cereals at Quaker Oats Co., Chicago.

George P. Machnichol Jr., elected chief executive officer of Libbey-Owens-Ford glass, succeeding John D. Biggers who recently retired.

Maitland Jones, formerly senior vp and creative director of Fletcher Richards, Calkins & Holden, N.Y., to Kastor Hilton Chesley Clifford & Atherton, there, as vp and creative director.

Bill B. Thomas appointed to art staff of Tracy-Locke Co., Dallas.

Gregor Macafee, planning analyst, joins sales staff at Grant Webb Co., San Francisco.

William F. O'Dell becomes president of American Marketing Assn., effective July 1. John F. Maloney, president of New York chapter, elected director, national association of AMA.


The Media

Glenn C. Jackson, general manager of WTTM Trenton, N.J., elected resident vp of Peoples Broadcasting Corp., which owns station.

Robert C. Burris, vp and sales manager of KEYT (TV) Santa Barbara, Calif., assumes duties of station manager.

Keith S. Field, station manager of WARA Attleboro, Mass., elected vp of Attleboro Radio Assn. Inc., which owns WARA.

Ralph F. Glazer, formerly manager of San Francisco office, CBS Radio Spot Sales, becomes eastern sales manager, for spot sales. Mr. Glazer joined CBS in 1951 as manager of sales service with KNX Los Angeles. Subsequently, he shifted to KNX-CBS Radio Pacific Network sales department, later becoming eastern sales manager for CRPN and spot sales account executive.

Lee Ellis, sales manager, KFMU (FM) Los Angeles, appointed general manager of Imperial Broadcasting System (KPRO Riverside, KROP Brawley, KREO Indio, KYOR Blythe, all Calif.). He succeeds Frank Crane, now vp of Torbet, Allen & Crane, rep firm.
H. D. (Bud) Neuwirth named director of sales for WIP Philadelphia. He had been assistant to John Kluege, president and board chairman of Metropolitan Broadcasting Corp., which owns WIP. William Dalton appointed business manager of WIP. He formerly held similar position with WHK Cleveland.

William T. Dean, account executive at KMOX St. Louis, appointed sales manager.

Bob King, formerly general manager of KSWO-TV Lawton, Okla., to WTVP (TV) Decatur, III., in similar capacity, succeeding Ben K. West who becomes general manager of KOCO-TV Oklahoma City.


James Hesen, Robert Hennessy and Robert M. Hammer appointed to new positions in operations department of CBS-TV, New York. Mr. Hesen, formerly director, west coast live operations, named assistant director of live operations. Mr. Hennessy, formerly director, financial services, named director of studio operations. Mr. Hammer, formerly technical manager, becomes manager of technical planning.

Robert K. Richards, representing The National Association of Broadcasters, re-elected vp of American Council of Education for Journalism. Robert T. Mason of WMRN Marion, Ohio, re-elected to accrediting committee.

Eddie Clarke, formerly with WHB Kansas City, to KBKC Mission, Kan., as station manager-program director.

AJC awards - The American Jewish Committee, New York, presented its Institute of Human Relations Award to NBC “in recognition of outstanding leadership in promoting man’s understanding of his fellow-man through television,” and for the production of “Destiny’s Tot,” telecast Jan. 24 as a tribute to AJC’s new Institute of Human Relations. A special plaque went to Robert W. Sarnoff, (L) NBC board chairman, who discusses the award with former U.S. Sen. Herbert L. Lehman (D-N.Y.), honorary vp of AJC.

Dr. John B. Ellery named station manager of WDET-FM Detroit, non-commercial educational station. Allan Murdock named assistant manager.

William P. Dix, Jr., assistant manager and director of sales of WGR-AM-FM-TV Buffalo, N.Y., appointed station manager of WGR-AM-FM. He formerly was assistant general manager of sales for WOR-TV New York and sales manager of WTAM Cleveland.

David Shuurman and Frank Strauss, both formerly with KNXT (TV) Hollywood and CBS-TV Pacific Coast Network, to new KSFE Needles, Calif., as general manager and news-program director, respectively. Both are officers of S.H.S. Broadcasting Corp., owner of KSFE which debuted last month.

Bill Wells, formerly with WBBM Chicago, named general manager of KADO Marshall, Tex.

Charles E. Trainor, formerly manager of Atlanta office of Adam Young Co., rep firm, appointed general manager of WKRG Mobile, Ala.


William E. Donnelly, formerly general manager of WSTS Messena, to WOLF Syracuse, both New York, as commercial manager.

Dale Hart, program director of KOTV (TV) Tulsa, Okla., named acting commercial manager. Sid Losher, staff announcer-weathercaster, named acting program director.

Walter Crockett, news director of WCYB-AM-TV Bristol, Va., elected president of Virginia Associated Press Broadcasters, succeeding Jack Clements, news director of WRVA Richmond.

Robert Goldston, director of administration for National Telefilm Assoc., owned and operated stations, named assistant to chairman of board, assistant secretary of NTA and National Theatres & Television Inc.

Homer D. Odom, president and general manager of KABL Oakland-San Francisco, named secretary-treasurer of San Francisco Radio Broadcasters Assn. and board member, succeeding Mort Wagner.

James E. Duffy, director of sales for ABC radio, Central Div., appointed national director of sales. Mr. Duffy joined ABC in 1949 as member of publicity department, was named central division director of advertising and promotion in 1952 and assumed current post in 1957.

Robert A. Gennette joins KFBI Wichita, Kan., as general sales manager.
Philip Luttinger, research projects supervisor for CBS-TV, promoted to assistant director of research.

Patrick E. Rheueme, division manager of RAB, promoted to manager of member service department. Prior to association with RAB, he was commercial manager of WCHN Norwich, N.Y.

Thomas E. J. Sawyer, formerly account executive at Dancer-Fitzgerald-Sample, N.Y., to marketing department of Edward Petry Co.

J. Clyde Parker and Paul Kane join KYW-TV Cleveland as producer-director and assistant program manager, respectively. Mr. Parker formerly was with KARK-TV Little Rock, Ark., and Mr. Kane at WJZ-TV Baltimore.

Giles W. Meads, Jr., joins sales staff of KFMB-TV San Diego.

Clem Stein, formerly air personality with KVFM (FM) Los Angeles, to KWIN Ashland, Ore., as program director. Cliff Scheel, formerly of KCNO Alturas, Calif., and Larry Hoover, formerly of KBES-TV Medford, Ore., join KWIN as air personalities.

William Osterhaus, former production assistant with WRCA-TV N.Y., formerly of Pittsburgh, promoted to chief announcer of WIND, as air personality for WNBQ Chicago.

Dick Drury, air personality at KQV Pittsburgh, promoted to program director.

Allen Davis, chief announcer of KBIQ (FM) Los Angeles, named program director.

Bruce McDonald, air personality at WJW Cleveland, appointed program manager. He has been with station for 17 years.

Robert Novak, former assistant program manager of KPIX (TV) San Francisco, to KDKA-TV Pittsburgh in similar capacity.

Glenn Johnson, formerly special sales service representative for WDAF-TV Kansas City, to WIBW-AM-TV Topeka, Kan., as promotion director.

Robert L. Bohroch, account executive with WCAU Philadelphia, appointed national advertisers' representative.

Ralph Blank, formerly program manager at WJJD Chicago, to WIND, that city, in similar capacity.

Kevin Corrigan, associate editor, Vision magazine, joins ABC as account executive for International Div.

Maurice J. Streimatter, formerly assistant music supervisor WNBQ (TV) and WMAQ, both Chicago, appointed music director of WIND, that city.

Howard Miller, disc jockey personality, signs exclusive three-year pact with WIND.

William J. Duerr, pr director for U.S. Air Force in Pittsburgh area, joins WTAE (TV), that city, in promotion department.

Bob Bohrer, formerly news director of WRVM Rochester, N.Y., appointed staff announcer of WROC-TV, that city.

Millard Hansen, formerly news, air personality for WAAF Chicago, to WCFL, that city, as announcer.

Maurey Hamilton, formerly account executive with Dick Skuse Assoc., San Francisco, rejoins KCBS, that city, as staff newsmen in charge of research, writing and productions of station's editorials. He had been with station as writer-producer from 1953 to 1959.

Adrian Joseph joins advertising promotion department as audience promotion assistant.

Lewis Martin, air personality with WTOP Washington, succeeds Mark Evans, now vp of public affairs for Metropolitan Broadcasting Co., as announcer-air personality and director of Housewives Protective League for WTOP-AM-TV.

Outstanding team

David Brinkley and Chet Huntley (Huntley-Brinkley Report) will be honored May 6 by Missouri U. as the outstanding television news-reporting team. The award, presented in conjunction with the school's annual Journalism Week, is the lone broadcast journalism winner among the six to be presented.

Dick Carr, formerly with KELP-AM-TV El Paso, Tex., to KRAK Stockton, Calif., as air personality.


Irving Wilson, formerly sales staff of WGN-TV Chicago, becomes account executive with WCBS-TV New York.

Rod Roddy, formerly program director of KOMA Oklahoma City, to KQV Pittsburgh.

Larry Hoys, producer-director of KJH-TV Los Angeles, appointed production manager, succeeding Don Patton who joins CBS-TV.

Blake McCreless joins KENS San Antonio as farm and ranch director.

A. Wayne Beavers, formerly with Bozell & Jacobs Kansas City office, to WHB, that city, as account executive.

Jerome McCuley, formerly general manager of KAIR Tuscon, Ariz., joins WABC New York as account executive.

Sandra Dickerson joins WFMB Indianapolis as promotion and pr division supervisor on fm and Muzak.

Alan A. De Petro joins WKBZ Muskegon, Mich., as news director, succeeding Jack Hoppis, who becomes air personality at WMUS that city.

Rod Belcher, veteran Pacific Coast sportscaster, named sports director of KING-TV Seattle, Wash.

Bill Minshall, formerly news director of WIS-AM-TV Columbia, S.C., to KYW-AM-TV Cleveland as newscaster.

Keith Johnson named sports and special events director of KOMO-AM-TV Seattle, Wash.

Julian Mouton, formerly newscaster at WOLF Syracuse, N.Y., to KELP El Paso, Tex., in similar capacity.

Russell Piggott, formerly with Muscatoine Journal, appointed news director of WLKB DeKalb, Ill., succeeding Mel Grummett, who goes to KSCB Liberal, Kans., in similar capacity.

Art Houtteman, formerly professional baseball player with Detroit Tigers, named sports editor of WXYZ-TV, that city.

Rod (Bud) Arkell Jr., engineer-announcer at WGRU Lake City, Fla., is recovering from recent injuries received when 7,500 volts passed through his body while inspecting transmitter.

James E. (Mike) Hankins, formerly air personality-newsman for WGGH Marion, Ill., to news department of
Bum newsmen — Del Blumeshine, newsmen for WOOD-TV Grand Rapids, Mich., is pictured as he appeared in his undercover assignment role in the skid row district of that city. Mr. Blumeshine spent 10 days as a bum, recording his experiences with a hidden camera and tape recorder. His findings, presented on WOOD-TV in a tv special called Wasted World, won plaudits from Mayor Stanley Davis for the station. Mr. Blumeshine and Dick Cheverton, WOOD-TV's news director, Mr. Cheverton since has been appointed to the mayor's special committee to study skid row conditions. Mayor Davis commented after the show that the time has come to find jobs and livable living quarters for the "bum." While Grand Rapids does not have a "major" skid row problem, Wasted World brought out the fact that its skid row is growing and could become a vital community problem unless conditions are improved.

Programming

Jack L. Capeland, formerly head of own commercial film company, appointed executive producer of a new division of Allied Artists Pictures to make commercial, industrial and educational films. New unit will be headquartered at AA studio in Hollywood.

Roy M. Brewer named eastern representative of AA's informational and commercial films division.

Errol Gray named production manager of UPA studies. Robert F. Kemper appointed midwest representative for animation, tv commercials and program sales.

Keith Fuller, chief of Denver office of Associated Press, promoted to assistant general manager of AP.

Hal B. Cook, vp of sales for Warner Bros. Records resigns effective May 15 to join Scott-Textor Productions (producers of singing radio-tv commercials), N.Y., as executive director of special projects.


Jerry Maticka, production supervisor, Robert Lawrence Productions, N.Y., becomes director of tv commercials.


Dave Connell, associate producer-writer, Captain Kangaroo Show, named producer.

Clifford Wells joins Modern Talking Picture Service (distributor of pr films) as account executive.

Jason (Herb) Evers signed to play title role in Paramount TV's Wrangler, video-tape western series.

William L. Peart named executive assistant for southwest division of United Press International.

Seymour (Bill) Scott, formerly news editor of Radio Press International, N.Y., named bureau chief. Dorothea K. Dixon, production supervisor, RPI, becomes assistant to general manager.

Tad Danielewski named director of new Academy of Television Arts & Sciences drama workshop in New York.

Rex Benson, editor of Fanfare magazine, appointed account executive in sales promotion department at United Film & Recording Studios, Chicago.

Jack T. Vinis, film producer and script writer, appointed to sales and production staff.

Jack M. Goetz, pr man for Consolidated Film Industries, elected chairman of board of Television Film Assn., N.Y.

Gene McCabe, production manager of Bill Burrud Productions, promoted to administrative assistant.

The Station

Viewed the Most
CHANNEL 4
ONLY VHF IN COLUMBUS
172,670 TV Homes, in 47 Counties
Per family income
in Metropolitan Columbus
is eighth highest in the nation

WRBL-TV
COLUMBUS, GEORGIA
Equipment & Eng’rlng

Serge Bergen named senior staff engineer of Washington consulting engineering firm of Kear & Kennedy. Mr. Bergen, who took over his new job April 15, was most recently with Jansky & Bailey and before that with Commercial Radio Equipment Co.

A. J. Kendrick, co-founder and vp, World Broadcasting System, appointed director of sales for Magne-Tronics, N.Y.

Wassil D. Tussupov appointed chief of electronics engineering for Photronics Corp., N.Y., specializing in optics and electronics.

Theodore Lindenberg named chief engineer for Astatic Corp., Conneaut, Ohio. He will direct research, design, development and product engineering programs.

Roger C. Damm appointed midwest sales representative for Motorola Semiconductor Products Div. He will headquarter in Chicago.

George D. Miller joins Semiconductor Equipment Products Div. He will headquarter in Melrose Park, Ill.

Thomas M. Mullin and Robert E. Thompson named district managers for Raytheon Co’s midwestern sales areas. Mr. Mullin will headquarter in St. Louis and Mr. Thompson in Tulsa, Okla.

Henry H. Michaels Jr. elected president of PRD Electronics, Brooklyn, N.Y., (producer of micro-wave test equipment).

Stuart D. Cowan, John E. Gagnon, Robert L. McCormick and Martin Schilling all named vps at Raytheon Co. Ray C. Ellis, vp of international services, retires. William H. Buck named advertising and sales promotion manager for Commercial Apparatus Division.

Peter J. Grant, vp national sales for Sylvania Home Electronics Corp., named president. Robert E. Kenoyer, corporate controller, named vice president and general manager.


Allied Fields

Donald Waterbury, formerly N.Y. sales manager, Rambeau, Vance, Hoppie Inc., joins A. C. Nielsen Co. as account executive for NSI, Nielsen’s local measurement service.

Edward H. Devany, instructor in staging and directing, Academy of Broadcasting Arts, N.Y. appointed acting dean.


International

Dan C. Crone appointed director of management services of Canadian Broadcasting Corp., Ottawa, Ont.

K. M. Kelly, assistant director of personnel of CBC, Ottawa, named assistant to CBC vp for administration and finance.

Barry Morgan, formerly of CFPL-AM-TV London, Ont., to producer of Canadian Broadcasting Corp.’s Dominion radio network and Barry Harris, from production assistant at CBC, Toronto, to program organizer of Assignment, daily evening program.

Deaths

John W. Elwood, 64, formerly assistant to president of NBC and first vp, died April 23 following long illness. Mr. Elwood, broadcast pioneer, general manager of KNBC San Francisco from 1942-1950, also was director of Radio Free Asia. Until his retirement last year, he had been with Central Intelligence Agency in Washington.

James W. Carroll, 59, president and general manager of Big Horn Broadcasting Co. (KWYO Sheridan, Wyo.) died April 19. He also was secretary of Clouds Peak Radio and Television Co., first president of Wyoming Radio and TV Broadcasters’ Assn., and member of Broadcast Pioneers.

Hope Emerson, 62, tv and screen actress, died April 24 following long illness. In recent years, Miss Emerson played “Sarge” on The Dennis O’Keefe Show and “Mother” on Peter Gunn.
EQUIPMENT & ENGINEERING

SMPTÉ'S PLANS
Meet to hear about Japanese color vtr

A new Japanese video tape recording system, Toshiba Vtr, which uses only one revolving head and is expected to prove especially valuable for recording color TV programs, will be described by a team of scientists from the Matsudo research lab of Tokyo Shibaura Electric Co. Thursday evening (May 5) during one of two sessions on television recording at this week's convention of the Society of Motion Picture & Television Engineers at the Ambassador Hotel, Los Angeles.

The widely discussed thermostatic recording system developed by General Electric (Broadcasting, Jan. 18) will be described by W.E. Glenn of the GE research lab at Schenectady, N.Y., at the Thursday evening session, one of 14 papers on tv recording techniques to be presented that afternoon and evening chiefly by engineers from Ampex and RCA. Other television topics occupy an impressive place in the convention agenda, from the opening talk at 10 a.m. today (May 2) on historical collections of TV material, to be given by Syd Cassyd of the U. of California, to the Friday afternoon session on TV equipment and practices.

In addition to the many papers to be presented by engineers from the creators and manufacturers of equipment used in TV and motion pictures, the week-long program also contains talks by a number of broadcast technical experts, including John D. Silva, chief engineer of KTLA (TV) Los Angeles, on "Audio Scoring, Dubbing and Transfer Techniques Use in Vtr"; L.J. Wheeler, BBC, London, on day-light-operated continuous film processing equipment used in BBC's newsfilm service; Rodger J. Ross, CBC, Toronto, on exposure control in TV film recordings; Robert J. Nissen, KQED (TV) San Francisco educational station, on what broadcasters can do to secure proper gray-scale reproduction on modern TV receivers not equipped with d-c restoration circuitry; Glen Akins, ABC, Hollywood, on a versatile distribution system for telecast and video tape signals.

More than 1,000 engineers and scientists are expected to attend the five-day convention, SMPTÉ's 87th, to hear about the latest developments in TV and the movies as described in some 50 technical papers and displayed in 5,000 square feet of exhibit space. To assist them in watching specific papers, RCA has installed a closed circuit TV system in the hotel, with monitors from Conrac placed outside the meeting room and in the exhibit area. Additionally, the system is connected with ch. 6 for tuning in on the TV receivers in all rooms, so that even the late risers may get in on early morning papers without leaving their beds.

Zenith profits up; rosey year predicted

Profits of Zenith and its subsidiaries reached $3,855,129 (or $1.30 per share on 2,954,784 shares-outstanding) for January-March after depreciation and federal income taxes—a 16% increase over the same quarter in 1959. Sales hit $68,144,976—a 15% boost over the first quarter of last year.

Hugh Robertson, board chairman; Joseph Wright, president, and other Zenith executives painted a rosy picture for the second quarter, also reporting

Follow the bouncing picture

Bouncing a picture from pillar to post is the house specialty of WLOS-TV Asheville, N.C. Out of sheer necessity, studio engineers had to devise a means of transmitting a program 76 air-miles before it ever hit the air-waves.

The problem developed when WLOS-TV decided to open a studio in Greenville, S.C., across rugged mountains. To transmit a picture from Greenville to Asheville to the tower meant setting up a series of microwave "dishes" to "bounce" the program to an audience.

The program travels from the Greenville control room to a rooftop transmitter thence 18 miles to another transmitter which relays the picture to a receiver. The receiver takes the picture to the Asheville studio for final shape-up before it is sent to the Mt. Pisgah tower for final transmission.

When the new studio opened in February, studio engineers crossed their fingers and hoped. But an all-night telephone for the March of Dimes, part of the new station's opening festivities, collected over $60,000 in cash and pledges. The engineers rightfully figured that the audience was getting the "hot potato" picture without any difficulty.

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A Bigger and Better

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on these developments:
- Interest in color TV has picked up the past six months but "it isn't a big business yet and when it is, we'll be in it in a big way."
- Factory shipments of TV receivers the first quarter were up 22 3/4% over the same period last year, with increases in both table models and consoles. Factory shipments of radio receivers also were substantially up.
- Zenith isn't hurting from Japanese imports of transistor portables and is enjoying continued increased sales. But shipments of phonographs and high fidelity stereo instruments are down.

Products to be unveiled during the second half of 1960 will accommodate a new automatic tape recorder developed by Zenith in conjunction with Minnesota Mining & Mfg. Co.

Punch card system for ABC studio lights

An IBM punch-card light control system that can make "lighting changes faster than anybody logically needs them" will go into operation shortly at ABC-TV in New York, it was announced Tuesday (April 26) by Albert W. Malang, chief video facilities engineer at ABC.

In this system, he said, pre-set IBM cards, which can control one or all of the several hundred studio lights, will automatically adjust the lights to any one of 32 levels of illumination. A lighting sequence may be changed each second and a half, he added.

In his address before a New York section meeting of the American Institute of Electrical Engineers held at the ABC-TV studios, Mr. Malang pointed out several features of the new semiconductor dimmer system recently installed in the studios under the direction of Frank Marx, ABC vice president in charge of engineering. The system includes a separate dimmer for each light fixture (300 lights in one studio, 275 in the other); elimination of high power "switching or patching" of lighting loads, and 300 low-powered control circuits providing any kind of lighting combination desired with "100% flexibility."

Technical topics

Expanding Ling-Intec Electronics has announced a $500,000 plant expansion and remodeling program for one of its Dallas subsidiaries, Continental Electronics Mfg. Co. Additional plans are in the works to increase that company's floor space from 70,000 square feet to 100,000 square feet at a cost of up to $1 million. James J. Ling, board chairman, stated that the projects are due to the projected increase in sales to approximately $75 million. This would be an increase of about 56% over sales of $48 million for 1959.

Plant expansion Standard Electronics Div., Reeves Instrument Corp., Farmingdale, N.J., opened this month an air-conditioned, 31,000-square-foot plant on a 40-acre site. Engineering and production of am, fm, and tv broadcast transmitting equipment is reported to be underway at the new facilities. Standard Electronics also is said to be adding 1 kw, 5 kw and 10 kw units to its line of fm multiplex transmitters. In addition the company plans to introduce shortly a new line of am transmitters.

Vtrs shipped Ampex Corp., Redwood City, Calif., reports shipment of Videotape recorders to the following: two machines each to KSL-TV and KUTV (TV), both Salt Lake City; KING-TV Seattle; KGW-TV Portland, Ore.; one recorder each to KTVH (TV) Hutchison-Wichita, Kan.; WBZ-TV Boston; WHEN-TV Syracuse, and WHEC-TV Rochester. Two recorders were sent Radio Rio (Brazil), RAI (Rome), and CBC (Montreal), four machines to England, one to CFQC-TV Saskatoon, Sask., Canada; XETV (TV) Tijuana-San Diego and the U.S. Signal Corps (Pentagon). Total number of Ampex vtr installations now stands at 612.

Moving day April 30 was the date Industrial Transmitters & Antennas Inc. moved to a larger modern plant at 130 E. Baltimore Ave., Lansdowne, Pa. According to President Bernard Wise, this represents a ten-fold expansion brought about by a sharp increase in orders for fm transmitters and for new designs in 1kw, 5kw, 7 1/2 kw, 10kw and 15kw power ranges.

Directors and plans up for RCA voting

RCA holds its annual meeting at Rockefeller Center in New York tomorrow (May 3). Stockholders will vote on the election of five directors, amendment of a stock option plan and two stockholder resolutions concerning the plan.

A proxy statement lists Brig. Gen. David Sarnoff, board chairman, as having remuneration in aggregate last year of $200,000 of which approximately $60,888 remains after federal income taxes. In addition, $85,400 was shown as annual rate of retirement income benefits Gen. Sarnoff would have received under RCA's plan if he had retired March 1, 1956, the normal date of his eligibility (he elected to defer receipt of benefits and is not receiving payments).

John L. Burns, RCA's president, received $172,917, of which $25,000 was paid and $100,000 to be earned. His total after taxes was about $66,133, while $53,955 was contributed for retirement income. Other top remunerations (in aggregate):

- Brig. W. Engstrom, senior vice president, $132,917; Frank M. Folsom, chairman of executive committee, $83,333; Charles B. Jolliffe, RCA vice president and technical director, $68,458; Charles M. Odorizzi, group executive vice president, $122,017; Robert W. Sarnoff, board chairman, NBC, $150,000.

The proxy statement also reveals the following common shares held by RCA officials: David Sarnoff, 25,100; Mr. Burns, 20,922; Mr. Odorizzi, 10,892; Mr. Folsom, 10,426; Robert Sarnoff, 10,280; Mr. Engstrom, 3,385 and Mr. Jolliffe, 1,652. RCA stock has been selling in the low 70's.

Terms Up The terms of office of the following RCA directors expire this year, and it is these terms which are up for re-election: Mr. Burns, Mr. Folsom, Mr. Jolliffe, Robert Sarnoff and Harry C. Hagerty, vice chairman of the board of directors of Metropolitan Life Insurance Co.
Amoeba vs. dope

KFWB Los Angeles scared the wits out of some unbiologically-minded natives and amused others when it broadcast emergency warnings that an amoeba was loose in the city. Special announcements and descriptions of the search’s progress were broadcast throughout the day. Anxious callers to the station’s switchboard were assured with a dictionary definition of the micro-organism. Some listeners joined the fun by reporting the amoeba’s whereabouts or its alleged capture. The local papers carried the tale of the hoax; police had been alerted by KFWB as to its plans in order to prevent city-wide panic. The next day the station broadcast an editorial chiding the citizenry for its alarmed reaction to the amoeba story as opposed to its comparatively apathetic response to serious programs by KFWB on the narcotics menace.

Time stands still at WINS

Some 600 listeners are willing to give WINS New York more than the time of day. It isn’t always accurate, and often it’s some long-ago hour when time stood still as the watchworks quit. Still that many watch consumers responded to an appeal by WINS for old watches and sent them along to the station's switchboard.

Shot in history’s arm

KHOU-TV Houston stirred up such interest in San Jacinto Day ceremonies through an all-out local campaign that some 20,000 people attended this year as opposed to approximately 800 in 1959. Topping a week-long promotion to familiarize the community with its new facilities by televising a 90-minute spectacular of the parade, the station also held special time-capsule ceremonies (above). Shown (l to r) are: Harvin Moore, president, San Jacinto Sons of the Republic of Texas; W.R. Blanton, president, San Jacinto Park Commission; James C. Richdale, jr., vice-president and general manager of KHOU-TV, and Texas Gov. Price Daniel. San Jacinto Day, as every good Texan knows, celebrates the battle which secured Texas’ independence from Mexico in 1836. The time capsule, replete with modern history, is to be opened April 21, 2036.

Houston papers, including those owning opposition stations, commended KHOU-TV on its efforts and foresaw inter-media rivalry as executives attended a banquet featuring CBS News’ Douglas Edwards and other CBS personalities. For several weeks prior to the celebration, KHOU-TV carried on a saturation spot campaign promoting the event. A special two-color section was sponsored in the April 17 Houston Post citing the station’s recent expansion and advising the public of the celebration. The station reports that although KHOU-TV is a Corinthian station, the entire project was carried out on the local level without help from headquarters.
Promotion launching pad. NBC-TV affiliates in 200 cities April 21 were linked in the network's first in a series of taped closed-circuit telecast devoted exclusively to audience-building plans and ideas. Promotional plans for its coverage of the 1960 political conventions were discussed in this first program of the project called "Station to Station Call." The series is part of NBC-TV's overall plan to spend $200,000 in promotion of its fall programming schedule (BROADCASTING, April 11). Seated clockwise at last week's taping session are Al Rylander, director, promotional services; John Porter, director, national advertising and promotion; Ellis Moore, director, press and publicity; Sydney H. Eiges, vice president, public information; Charles Cash, WSM-TV Nashville; Eugene Godt, KYW-TV Cleveland, and Caley Augustine, WTVI (TV) Pittsburgh. It's understood NBC will bring in three station promotion managers for each telecast.

PGW's phone check

Agency timebuyers in New York last week discovered they were "wired for sound" when radio salesmen from Peters, Griffin, Woodward Inc. came to call. The rep firm's new sales approach is as simple as "picking up your telephone." It gives auditions of PGW stations through its "Phone-a-Check" service.

By dialing the special Phone-a-Check number and asking to hear a particular PGW-represented station, buyers can listen to as much as 15 minutes of on-air broadcasts. Each station is represented by a composite tape which encapsulates music policy, news coverage, service features and personality approaches.

"Our aim has been to combine the benefits of first-hand, in-the-market listening with the speed, privacy and convenience of telephone service," noted Robert H. Teter, vice president-director of radio at Peters, Griffin, Woodward. With Phone-a-Check, buyers and other agency decision-makers "can swiftly bring the added dimension of qualitative judgment to their spot radio buying procedures," he said.

 Stations currently on the Phone-a-Check list: KPOP Los Angeles; WHIM Providence; WWJ Detroit; KHOW Denver; KGMB Honolulu; KIRO Seattle; KFDM Beaumont, Tex., and XEAK Tijuana-San Diego. More PGW-represented stations will be added.

Tunes for tots

WGMS Washington, classical music station, held its annual Tiny Tots Concert for children 3 to 7 on May 1, at the Statler-Hilton. The National Symphony Orchestra played in the middle of the ballroom at floor level while the mop-pets sat on the floor around it. Audience participation was invited on such Urchins' Top 10 tunes as "Pop Goes the Weasel." Untoward incidents of the past, such as the concertmaster's life being threatened with a water pistol, did not occur. After the concert, the youngsters explored the orchestra, meeting the musicians and their instruments.

Bread and butter

WNEW-TV New York is reinforcing its exposure after luncheon presenta-tions. Following pitches to San Francisco and Los Angeles advertising people, the eastern station team erected highway billboards naming luncheon guests, thanking them for their attendance and signed, "Love, Mary." The signer is Mrs. Mary McKenna, vice president in charge of research of Metropolitan Broadcasting Corp. (WNEW-TV licensee), who made the presentations. John W. Kluge, president and board chairman of the multiple station firm, greeted guests in the two cities. Foster & Kleiser, San Francisco outdoor advertising company, which erected the signs, also is one of his media interests.

WCCC counts blessings

WCCC Hartford, Conn., has instituted a series saluting members of the civic and business community with 20- or 30-second announcements each hour and a 3-minute address by the president of the organization at 6:25 p.m., the end of the broadcast day.

The purpose of the campaign, which is called Count Your Blessings, is to make listeners aware of organizations that they might take for granted, but without which the community could not thrive. Retail establishments, banks, insurance companies, various business and health and welfare groups are the subjects of the daily salutes. Each day is devoted to a separate organization giv-
Drumbeats

Dig those platters — WKTO Thomasville, Ga., treated some 2,000 of its listeners to an Easter egg hunt on a 7½-acre field adjoining its transmitter. But instead of eggs old 45 rpm records—1,000 of them—were buried in the lot. A local merchant sponsored the festivities, offering free tickets at his store two weeks in advance.

Password for free pass — KELP El Paso caused a great traffic jam in the vicinity of a local drive-in theater after making brief announcements that men would be admitted free if they used the password “KELP sent me.” The promotion was so successful they repeated it for women the following night. A similar effort is in the works with a drive-in restaurant with the reward for faithful listeners being a free meal.

Amateur critics — WSB-TV Atlanta is offering viewers a chance to act like professional aise-sitters and review The Play of the Week for prizes. The best letter of comment on one of the first 10 plays presented will win a 5-day expenses-paid trip for two to New York on the special ANTA theater train. Broadway show record albums will go to other writers of the best letters following each of the first 10 shows. The program has been signed for 39 weeks.

Busy signal

During a recent two-week promotion, WIL St. Louis received several thousand telephone calls.

In its ‘Sing the Thing’ contest, the station invited listeners to call and sing “Wonderful WILL” — one of its musical identifications. Five listener-made recordings were aired each half-hour. Listeners calling the station within 10 minutes after recognizing their voices on-the-air received prizes.

A Southwestern Bell telephone representative said the promotion legged over 361,000 calls.

FOR THE RECORD

Station Authorizations, Applications
As Compiled by Broadcasting

April 21 through April 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

New Am Stations

APPLICATIONS

North Atlanta, Ga.—J. Lee Friedman, 600 kc, 10 kw. P.O. address 1230 Wild Creek Trail, Atlanta, Ga. Estimated construction cost $146,806, first year operating cost $72,000, revenue $150,000. Applicant is in advertising and oil business. (AM) owner of WWOZ Charlotte, N.Y. Ann. April 27.


East Aurora, N.Y.—James C. Gleason, 1300 kc, 5 kw D. P.O. address 118 North Fourth St, Olean, N.Y. Estimated construction cost $42,009, first year operating cost $72,000, revenue $80,000. Applicant is stockholder in Olean as well as licensee of WMWS Olean. WSET Glen Falls, WIPS Ticonderoga, WHNY Rome, all New York. Ann. April 27.

Depew-Lancaster, N.Y.—De-Lam Inc., 1300 kc, 1 kw D. P.O. address 1928 Liberty Bank Building, Buffalo, N.Y. Estimated construction cost $75,588, first year operating cost $71,000, revenue $79,000. Principals include Beede M. Krause, 60%, Joseph M. Crotty, 10%, and others. Mr. Crotty is attorney. Ann. April 27.

Lowell, Mass.—Seaport Best Corp., 1300 kc, 1 kw D. P.O. address 906 Morgan Building, Buffalo, N.Y. Estimated construction cost $46,889, first year operating cost $45,000, revenue $50,000. Principals include Jasinak, 50%, Lee Forster, 10% and others. Messrs. Jasinak and Forster are employees of WMWS. Ann. April 27.

Existing Am Stations

APPLICATIONS

KRWYN Wynne, Ark.—Granted change from 1460 kc, 250 w. D. P.O. address 144 E. 6th St., Wynne, Ark. (AM) to 1620 kc, 250 w. Ann. April 27.

KJAM-FM Hollywood, Calif.—Granted (1) mod. of licenses to change station location to Los Angeles and (2) renewal of license as modified. Ann. April 27.

KWMNS Bath, Me.—Granted increase of power from 500 kw to 1 kw, continuing operation on 730 kc; D. engineering condition; remote control permitted. Ann. April 27.


WNQV Cleveland, Ohio.—Granted SCA to engage in functional music on multiplex basis, Ann. April 27.

WIKE Newport, Vt.—Granted increase of daytime power on 1490 kc from 250 w. to 250 w. Ann. April 27.

APPLICATIONS

WAPI Birmingham, Ala.—Cp to make changes in DA system (add one tower). (AM) Ann. April 27.

WJBD Salem, Ill.—Cp to increase power from 1,000 kw to 1,900 kw. D. P.O. address 808 W. 1st St., Macomb, Ill. (AM) to 1,900 kw. Ann. April 27.

KNWC Seattle, Wash.—Cp to increase daytime power from 50 w. to 1 kw. Ann. April 27.

KOMB Cottage Grove, Ore.—Mod. of license to change specified hours of operation to: Mon. thru Sat.: 6:30 a.m. to 8:00 p.m. Sunday: 8:00 a.m. to 3:00 p.m. (1460 kc) Ann. April 27.

WENA Raymon, P.R.—Cp to increase daytime power from 250 w. to 5 kw and install new trans. for daytime use (2 main trans.). (1560 kc) Ann. April 27.

WBBW Rio Piedras, P.R.—Cp to change frequency from 1520 kc to 1520 kc; increase power from 250 w. to 500 w. change antenna system and install new trans. Ann. April 27.

WLAR Athens, Tenn.—Cp to increase daytime power from 300 kw to 1,000 kw. Ann. April 27.

KAPA Raymond, Wash.—Cp to increase daytime power to 1 kw and install new trans. (1460 kc) Ann. April 27.

WHA Madison, Wis.—Cp to change frequency from 970 kc to 1290 kc. Ann. April 27.

KGBP Des Moines, Iowa.—Cp to increase power from 5 kw to 10 kw, change anti-transmitter location changes in anti. system and ground system and install new trans. (Request waiver of sec. 1.501 of rules.) Ann. April 27.

New FM Stations

APPLICATIONS


KBSC Oxford, Miss.—Cp to increase power from 150 kw to 300 kw. (AM) to 300 kw. Ann. April 27.


KBRW Forest Grove, Ore.—Cp to increase frequency from 760 kc to 1290 kc. Ann. April 27.

KBRW Forest Grove, Ore.—Cp to increase frequency from 970 kc to 1290 kc. Ann. April 27.

KBRW Forest Grove, Ore.—Cp to increase frequency from 760 kc to 1290 kc. Ann. April 27.

KBRW Forest Grove, Ore.—Cp to increase frequency from 970 kc to 1290 kc. Ann. April 27.
### SUMMARY OF COMMERCIAL BROADCASTING

**Compiled by BROADCASTING through April 27**

<table>
<thead>
<tr>
<th>Lic.</th>
<th>Ges.</th>
<th>TOTAL APPLICATIONS</th>
<th>Not on air</th>
<th>For new stations</th>
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<tr>
<td>AM</td>
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<td>3,473</td>
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<td>120</td>
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### OPERATING TELEVISION STATIONS

**Compiled by BROADCASTING through April 27**

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<th>VHF</th>
<th>UHF</th>
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<tr>
<td>Non-commercial</td>
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### COMMERCIAL BROADCAST BOXSCORE

As reported by FCC through March 31, 1960

<table>
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<th>AM</th>
<th>TV</th>
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<tbody>
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<td>3,406</td>
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### OWNERSHIP CHANGES

**ACTIONS BY FCC**

**WEZR-BLG Corp., Calif.**—Agreed assignment of license of WEDR-TV, Inc. (for Robert L. Blackiston). Royalty to Statt Realty & Development Co., $250,000. 

**KLOU Lake Charles, La.**—Granted assignment of license to William C. Shepherd; consideration $70,000.

**WLEC-AM-FM Sandusky, Ohio.**—Granted transfer of control to Cleveland Bestg. Inc. (WELC-AM-FM Cleveland and WERCI-AM-FM Erie). Consideration $420,000.

**KGO-SFM San Francisco, Calif.**—Granted assignment of interest to KGMW Inc. (for Mr. John Garland). Mr. O'Connor, who has been assistant general manager of KGO, will hold interest in KTOX Sherman, Comr. Bartley dissented.

### EXISTING FM STATIONS

**KTOP-FM Topeka, Kan.**—Granted to change call letters from KTOP-FM to KTOP-AM to class B on 100.1 mc to class B on 102.3 mc; increase ERP from 700 w to 3,5 kw; ant. height from 100 ft. to 225 ft.; waiver sec. 3.365 of laws to permit main studio to be located outside city limits of Topeka and at a site within 20 miles of station, at the discretion of Bcstg. Corp.; remote control permitted. Ann. April 27.

**WBAL-FM Baltimore, Md.**—Granted temporary authority to Oct. 26 to transmit program material of Baltimore Orioles or other major league baseball games to other stations within its service area; multiplex operation on sub-carrier frequency of 41 kc to other stations in its service area; 3,319 of subsidiary communications rules, and participating stations to comply with sections 3.141 and 3.291 of rebroadcast rules. Ann. April 27.

### COSTS

- Marietta, Ohio—Marietta College, granted 89.3 mc. 10 kw. P.O. address 1000 Hill Marietta College, Marietta, Ohio. Estimated construction cost $3,200, first year operating cost $1,400. Station is non-commercial educational. Ann. April 27.
- South Hadley, Mass.—Mt. Holyoke College, granted 90.7 mc. P.O. address 400 Otto C. Kohler, mgr. Mt. Holyoke College South Hadley, Mass. Estimated construction cost $70,000. Station will be non-commercial, educational. Ann. April 15.
- Springfield, Mass.—Springfield College, 89.9 mc. P.O. address 263 Alden St, Springfield, Mass. Estimated construction cost $70,000. Station will be non-commercial, educational. Ann. April 15.

### EXISTING FM STATIONS

**ACTIONS BY FCC**

**KTOP-FM Topeka, Kan.**—Granted to change class from class A on 100.1 mc to class B on 100.3 mc; increase ERP from 760 w to 3,5 kw; ant. height from 100 ft. to 225 ft.; waiver sec. 3.365 of laws to permit main studio to be located outside city limits of Topeka and at a site within 20 miles of station, at the discretion of Bcstg. Corp.; remote control permitted. Ann. April 27.

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her personal holdings to 2 3. Other Lewis stations are WING in WRF. Winchester, WCCO in Minneapolis, both Minnesota; WAYZ-AM-FM Waynesboro, and WHYL-AM-FM in Chattanooga, and WELD, Fisher, W. Va. Ann. April 25.


**Hearing Cases**

**FINAL DECISIONS**

**by order, commission, on petition by applicants, made effective immediately ex-**

- **By order, commission, on petition, veto expression of March 20, and granted applications of Pioneer Bestc Co. for new daytime am station to operate on 1470 kc., with studio in Baker, Utah, and Uniled Bestc Co. to increase day-

**Hearing Cases**

- **By order, commission, on petition by applicants, made effective immediately ex-**

**INITIAL DECISION**

- **Hearing examiner Herbert Sharman issued initial decision looking toward granting**

**ACTION ON MOTIONS**

- **By Commissioner Robert T. Bartley**

**MINIATURE MICROPHONE**

- **This RCA Miniature Dynamic Microphone is as inconspicuous as modern micro-**

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**BROADCASTING, May 2, 1960**

**Equipping a Radio Station?**

**By Hearing Examiner James D. Cunningham**

- **Scheduled oral argument for 9:30 a.m., April 28, on petition by Jefferson County Bestc Co. for dismissal of its application for am facilities in Madras, Ore., which is consolidated for hearing with application of Ralph J. Silkwood for am facilities in Klamath Falls, Ore. Action April 22.**

**By Hearing Examiner Thomas H. Donahue**

- **Denied petition by M.V.W. Radio Corp. for leave to make engineering changes in its application for new am station in San Fernando, Calif., which is consolidated for hearing with applications of KGB Inc (KGB), San Diego, and Wilson Bestc Co., Oxnard, Calif. Action April 21.**

**By Hearing Examiner J.D. Bond**

- **Scheduled further hearing for May 10 at 9:30 a.m., on proceeding on application of Bill S. Lulam for new am station in Wisconsin Rapids, Wis. Action April 21.**

- **Pursuant to (4) on oral argument, dismissed Rigel Radio Corp. to consolidate its application for new am station to operate on 1530 kc., in Greenville, Ala., in continuation of hearings with applications of Goseo Bests, and Windover Community Bestc System for new stations on 1530 kc. in Windey and other proposals with respect to applications of Jan. 7, and (2) dismissed Ridge application for unlitely filing under sec. 1.106 (b) (4) of rules. Ann. April 27.**

**By memorandum opinion and order, commission denied petition by Medford Telcast-**

- **By memorandum opinion and order, commission denied petition by Medford Telcast-**

**RADIO CORPORATION OF AMERICA**

- **This RCA Miniature Dynamic Microphone is as inconspicuous as modern micro-**

---

**MINIATURE MICROPHONE only **8250**

**Try it for remotes! You’ll find it excellent for interviews, panel shows and sports. It’s a great value at **8250**!**
By Hearing Examiner Millard F. French

- Request by Ascadian TV Corp., continued further hearing on April 13 to May 4. Action April 24.
- By agreement of parties, ordered further hearing on April 28 at 9:15 a.m. Action April 28.

By Hearing Examiner Walther W. Guenther

- Scheduled prehearing conference for April 15 at 10 a.m. for renewal of license of Washington State U. for renewal of license and mod. of license of station KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Wash., for renewal of license of station KSWT Seattle, Action April 24.
- On own motion, ordered that prehearing conference schedule for April 25 will commence at 9 a.m. on that date, in proceeding on applications for renewal of licenses of stations KMAC (AM) and KISS (FM) San Antonio, Tex. Action April 29.

By Hearing Examiner Annie Neal Huntington

- Granted motion by Service Bstg. Co. and extended dates for various procedural steps in proceeding on its application for new station in Concord, Calif.; hearing continued from May 9 to May 19.
- Granted motion by Don M. Liden, Poplar Bluff, Mo., to extend to May 1 time for exchange of written affirmations of cases directed to issue 8 in consolidated proceeding from April 25 to five days after examiner's rules on Liden motion hold Robert in default, which is retained under consideration on the 20th day of May. Action April 24.


By Hearing Examiner H. Gifford Irien

- Cancelled hearing scheduled for April 25 and scheduled further prehearing conference for May 9 at 3:30 p.m. in proceeding of County Bstg. Co. (WRHI), Rock Hill, S.C., et al. Action April 25.
- Change date of hearing from May 25 to July 12 in proceeding on applications of Tote Industries Inc. for new tv stations to operate on ch. 10 in Medford, Ore., et al. Action April 19.
- Denied motion by Des Plaines-Arlington, Ill., Bstg. Co. to amend its application which is on consolidated hearing, Action April 20.
- Granted extension of Broadcast Bureau and extended from April 22 to May 6 time to file proposed findings on applications of Charles J. Ladd, Kansas City, Mo. Co., and C. C. Stangeland for new stations in Golden Valley, Minn., and Farmington, Minn., and desist order, Iowa. Action April 21.

By Hearing Examiner Forrest L. McClenning

- Granted motion by Coral TV Corp. and extended from May 13 to May 19 to file proposed findings of fact and conclusions in proceeding of stations WBRC-FM West Palm Beach, Fla., and Metro Broadcasting Co., Inc. for new station in Santa Rosa, Calif. Action April 22.
- By Hearing Examiner Elizabeth C. Smith

- Granted motion by Broadcast East Bureau and extended to April 27 time to file proposed findings and conclusions in proceeding on application for new station in the Seattle Area Electronics Assoc. for new am station in Santa Rosa, Calif. Action April 22.

- Granted petition by Miami Valley Christian Bstg. Assn., Inc. for leave to amend its application for new service in the Miami, Ohio, area, for amendment to c of its proposed trans. site; application is in consolidated am proceeding. Action April 22.

- Granted petition by WPAT Inc., for leave to amend its application for new station in Greensboro, N.C., in consolidated proceeding, pending to correct oversight in failing to show Gus Lavathes as director in amendment requested in joint petition of Guilford Advertising Inc. and WPET Inc., to show WPET Inc. as applicant, etc., grant March 24. Action April 25.

BROADCAST ACTIONS

By Broadcast Bureau

- Granted petitions of April 25.

- WJHC-AM-FM Bloomington, Ill.—Granted transfer of negative control from Leslie E. Johnson, individually and as voting trustee.

- WHZ-AM, Zanesville, Ohio—Denied relinquishment of positive control of Zanesville Publishing Co. by sale of an issued stock to Arthur S. Little.


- Granted acquisition of positive control of Robert D. Thompson, by Eugene H. Price, to KDOM Inc.

- WSHC Portland, Ore.—Granted assignment of license to Malloy-Breiter Inc. of Portland.

- WTAP-AM-TV, WHRY, WOAD, Parkersburg, W.Va., to Arthur, Mich., and Marietta, Ohio—Granted relinquishment of negative control by Clay Little, through sale of an issued stock to Arthur S. Little.

- WHIZ-TV, WJAB, WHOA, Zanesville, Ohio—Granted relinquishment of positive control of Zanesville Publishing Co. by sale of an issued stock to Arthur Little.

- KDOM Windom, Minn.—Granted acquisition of positive control of Robert D. Thompson, by Eugene H. Price, to KDOM Inc.

- WSHC Portland, Ore.—Denied mod. of license to control by Tote Industries Inc., using DA-N conditions.

- KFQF Portland, Ore.—Granted mod. of license to operate trans. by remote control.

- Following stations were granted extensions of time to sign-off for period ending May 1, except for special events when station may operate to licensed sign-off time.

- WPLO LaBelle, Fla.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WADC Newport, R.I.—Granted authority to sign-off at 7:30 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WBCT Denison, Iowa—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- KTCB Malden, Mo.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- KQMO Farmville, N.C.—Granted authority to remain silent for period beginning August 24 through Oct. 22, except for special events when station may operate to licensed sign-off time.

- KUPD Tempe, Ariz.—Granted mod. of cp to change type trans.: conditions.

Actions of April 19

- KURI Wenatchee, Wash.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WQSY Saratoga, Fla.—Granted assignment of license to Malloy-Breiter Inc. of Portland.

- WGTQ (TV) Athens, Ga.—Granted mod. of cp to make changes in system, control geographic coordinates, correct geographic coordinates, and make equipment changes; ant. height 1,200 ft.

- KXK West Frankfort, Ill.—Granted authority to sign-off at 4 a.m., sign-off at 6 p.m. CST, for period May 1 through September 30, except for special events when station may operate to licensed sign-off time.

- WBMI Milwaukee, Wis.—Granted authority to sign-off at 8 p.m. CST, for period May 1 through August 31.

- WKAI Galesburg, Ill.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through September 30, except for special events when station may operate to licensed sign-off time.

- WBCR-FM Birmingham, Ala.—Granted authority to sign-off at 8 p.m. EST, for period beginning April 24 through Oct. 22, except for special events when station may operate to licensed sign-off time.

- WBRC Lincoln, Ill.—Granted authority to sign-off at 6 p.m. CST, for period beginning April 24 through Sept. 30, except for special events when station may operate to licensed sign-off time.

- WFXK West Frankfort, Ill.—Granted authority to sign-off at 4 a.m., sign-off at 6 p.m. CST, for period May 1 through September 30, except for special events when station may operate to licensed sign-off time.

- WRAL-FM Raleigh, N.C.—Granted authority to sign-off at 8 p.m. EST, for period May 1 through October 31.

- WZFM (FM) Jacksonville, Fla.—Granted authority to remain silent for period ending June 12, conditions.

- KSWS Hillsboro, Ohio—Granted authority to sign-off at 7 p.m. EST, for period May 1 through September 30, except for special events when station may operate to licensed sign-off time.

- WCNR Bloomsburg, Pa.—Granted authority to sign-off at 7:30 p.m. for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

- WDKT New London, Conn.—Granted authority to sign-off at 8 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WTOP LaBelle, Fla.—Granted authority to sign-off at 7 p.m. CST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WBZ Boston, Mass.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WMAR Baltimore, Md.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WLIW Long Island, N.Y.—Granted authority to sign-off at 7 p.m. for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WJZ Baltimore, Md.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WMBO Vineland, N.J.—Granted authority to sign-off at 7 p.m. EST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

- WJZ Baltimore, Md.—Denied mod. of cp to change type trans.: conditions.

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
The sound of your station is your basic product. Hear it as it should be heard — in high fidelity — with Collins new line of monitor speakers.

Collins CS-8, 8" and CS-12, 12" speakers are only 3½" deep. These economical speakers are constructed with sturdy die cast frames and are easily installed in the ceiling or walls of your studio, lobby or waiting room. Both have a power handling capacity of 20 watts. Frequency response of the CS-8 is from 50 to 13,000 cps, CS-12 is from 30 to 13,000 cps. Radex construction permits CS-8 crossover at 2,000 cps; CS-12 crossover at 2,800 Hz. Contact Collins for further information.

License Renewals


ITU REGULATIONS AVAILABLE

FCC is receiving numerous inquiries concerning availability of International Telecommunication Convention, Geneva (1959) and radio regulations annexed thereto. Because of number of persons and organizations desiring these publications, ITU has furnished circulation with following information:

International Telecommunication Convention, Geneva (1959) is scheduled for delivery during April. Its approximate price, including delivery by ordinary mail, is 3 Swiss francs (a Swiss franc is equivalent to about 23 cents in U.S. money) for English or French version, and 18 Swiss francs for the Spanish version. Russian and Chinese versions will be published later. Radio Regulations annexed to the Geneva (1959) Convention are being printed for delivery in May. Its approximate price, including delivery by ordinary mail, will be 18 Swiss francs. It will be available in English, French and Spanish versions, with Russian and Chinese versions to be published later.

Orders should be addressed directly to the "Secretary General, International Telecommunication Union, Geneva, Switzerland," accompanied by international postal order or appropriate amount. Orders should indicate title of publication(s), number of copies and language desired. Copies will not be available from FCC.

Applications on which 309(b) letters have been issued:


-BP—1365—KJOL, Joliet, Ill., WJOL Inc. Has: 1365kc, 250w, unl. Req: 1360kc, 250w, 1kw-LS, unl.


-BP—1368—New, Odessa, Tex., R.J. McAllister. Req: 1368kc, 5kw, D.

-BP—1369—WLUS Lansford, Pa., Miners Bcstg. Service Inc. Has: 1369kc, 1kw, D, Req: 1410kc, 5kw, DA, D.


-BP—1377—WBOY Englewood, Fla., Sarasota-Chlotte Bcstg. Corp. Has: 1470kc, 50w, D.

-BP—1387—KBLC Muncie, Ind., Tri-City Radio Corp. Has: 1340kc, 250w, unl. Req: 1460kc, 250w, 1kw-LS, unl.


-BP—1389—WSTV Steubenville, Oho, WSTV 1340kc, 250w, unl.Req: 1340kc, 250w, 1kw-LS, unl.

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK


**ANNOUNCERS**

Modern number one format station in South Florida looking for aggressive fast-paced, live-wire announcers. Key station located in downtown metropolitan area. Modern facilities, excellent opportunities. Send tape and resume. Box 2845, BROADCASTING.

**ANNOUNCERS**

Immediate opening for announcer, voice to match Menticast CBS affiliate. Salary plus benefits. Send resume, photo, reel to Jim Holston, Program Director, KANE radio, Fort Wayne, Indiana.


**ANNOUNCERS**

Moderate format station in N.Y. Area looking for experienced, professional, top-notch announcer. Salary plus. Send tape and resume. Box 2860, BROADCASTING.

**ANNOUNCERS**


**ANNOUNCERS**

Immediate opening for wholesaler, voice to match Menticast CBS affiliate. Salary plus benefits. Send resume, photo, reel to Jim Holston, Program Director, KANE radio, Fort Wayne, Indiana.

Help Wanted—(Cont'd)

Technical


Kilowatt daytimer needs chief by June first. Starts $110 for good man, more if announce WOW! New Albany, Indiana.

Production-Programming, Others

Continuity. Experienced preparation of production spots. Must be able to write creative copy. Permanent position. Salary open. Ohio am, fm, tv. Detail past experience. Phone salary expected and enclose samples of work and small photo. Confidential. Box 152A, BROADCASTING.

Two excellent candidates for station chain wanted. One for news director, other for program director. Good prospect of ultimate transfer from radio to tv if desired. Send background tape and photo to Box 219A, BROADCASTING.

Girl Friday wanted—copy, traffic, some air work. Experienced, permanent. Virginia station. Send resume to Box 214A, BROADCASTING.

Well rounded announcer, operate board, dy j for established station. Salary open. Send tape, resume, photo, WGST, Atlanta, Georgia.

WXNT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

Immediate opening for top-flight program director, Top pay for top man. Air-mail tape, photo, resume work: dj, 3040, Dayton, Ohio.

Female. BBC New York office seeks lively junior assistant in radio program department. 15 years outside sales experience in production, news and promotion. Apply in writing to Box, 630 Fifth Ave., N.Y. 20, N.Y.

Antioch College is seeking director of radio to begin July 1, 1960. Write Harold W. Roeth, Antioch College, Yellow Springs, Ohio for details and application.

Radio

Situations Wanted—(Cont'd)

Management


Manager. Two station experience. Handle news, sales, sales manager and family man. Box 222A, BROADCASTING.

I want radio management—midwest market. Experienced all phases. Now employed five station market. Best references. Box 25A, BROADCASTING.

Sales manager/manager; lease or purchase payout for stock interest, small-medium market station, 15 years outside sales, no time sales record as salesman and sales manager. Heavy on local retail, regional. Highest industry references. Box 271A, BROADCASTING.

Manager or assistant manager—Southern market. Experienced management, sales, programming, all phases. Presently major southern market. All replies answered regardless size. Box 288A, BROADCASTING.

Wanted, management midwest station. Chief engineer, farm director, sales, construction, etc. Box 294A, BROADCASTING.

Sales manager radio, Twenty years experience. Medium market. West only. Box 310A, BROADCASTING.

Sales manager, 10 years experience in television, sales, sales manager. Can supply references John Conboy, 2014 8th Avenue, Canyon (Amarillo), Texas. Olive 5-4537.

Sales

Married; 34; three children; 17 years experience all phases radio, sales, dj, production, news, past 12 years at five kw midwestern fulltimer. Present income $8,000. Resides in Sagnagny, Box 250A, BROADCASTING.

Does $50,000 monthly—average billing at major network tv plus A-1 sales executive and production salaries in every aspect of broadcasting and account executive work interest you? Good grade and ambitious—will relocate right away. Agency and allied field. Box 260A, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 638B, BROADCASTING.

Young, married, veteran, some experience wishes chance to swing for living station. Available mid-June. D-120F, Cleveland, New Mexico. Box 184A, BROADCASTING.

Alert announcer, positive commercial delivery. Follows instructions to the letter. Persuasive modulation. Partial to southwest. Immediate tape. Box 208A, BROADCASTING.

"Great" says Mrs. Allen: Bob more modest. Good voice, much potential, experience. Adult format; urban, persuasive sales delivery Kov. to Kov. Authoritative news delivery. Currently employed, have given notice. Hurry! Box 241A, BROADCASTING.


Look no further! Mature announcer can no longer afford present position 5 years experience with all types (all types), radio and video news, sportscasts, on-camera commercials. Presently voice and production, present timekeeper and tv newscaster. Family man looking and willing to work for a future. Box 246A, BROADCASTING.

Two college announcers desire positions. 1 year and 3 years commercial experience. Prefer Virginia. Box 246A, BROADCASTING.

Experienced Negro dj personality, seven years in radio and television, personality, sales--man. Will consider any metropolitan area. Available May 15. Box 253A, BROADCASTING.

Easy announcer—desires position in slow paced commercial experience. Box 254A, BROADCASTING.

Attention locals, directionals! Need first li- cense experience staffer! No maintenance. 150 miles experience. Available two weeks. Box 255A, BROADCASTING.

Experienced, mature, dj-newscaster. Show- manship, light production. Minimum $125 weekly. Box 257A, BROADCASTING.

Creative dj warm, mature voice, likeable humorous style. Authoritative newscaster. Id phone. 3 years experience, presently em- ployed, with more money, better working conditions. Box 285A, BROADCASTING.

Announcer—Newsman, six years experience, good voice, phone, tape. Box 266A, BROADCASTING.

Young, experienced general staff announcer also play-by-play. College graduate, mar- ried, veteran, Available early June. Tape and references. Free to travel. Box 270A, BROADCASTING.

Experienced dj, news and sports. Adult, professional voice, ambitious. Box 272A, BROADCASTING.

Beginner. Trained, college, veteran seeks break. Announcer or announcer sales. Box 274A, BROADCASTING.

College graduate, single, 3rd, ticket, two months experience. Good references, $60.00 minimum. Box 280A, BROADCASTING.

Advertising

Morning personality. Not just dj, but dj with definite personality. Now earning $110.00 with 5 years experience in broadcasting. Box 281A, BROADCASTING.


First phone announcer. 5 years experience including maintenance. All kinds of pro- gramming, will travel. Box 283A, BROADCASTING.

Three years experience dj-news, Deep resonant voice. Desire larger market with chance for advancement. Box 286A, BROADCASTING.

Announcer, 2 years experience. Good voice, considerable experience. References available immediately. Box 298A, BROADCASTING.

Announcer on fringe of 50th market desires larger quality station. Box 309A, BROADCASTING.

Announcer. College graduate—6 years. Radio experience in NY and Providence. Production work; dj, newsman, etc. Single; $25. Box 308A, BROADCASTING.

Dj/announcer. Young, energetic, can handle sales also. Box 312A, BROADCASTING.

No money down—years to pay! Thoroughly experienced—announcing —news—sports programming—top line voice and delivery. Successfully established but desire larger market. Young, married, definite station asset. Box 305A, BROADCASTING.

Country must dj familiar with all music. Can do news. Sober, dependable, married. Write Box 326A, BROADCASTING.

Announcer desires staff job with Los Ange- les major station. College grad; dj, newsman with commercial copy. 6 years experience. Good educator. Write N.Y. Equipment. Box 329A, Wood Station, Los Angeles 4—Or call No. 6-0685.

Station staff reduction. Mature announcer/ newsman who programs only adult type music for air seeks with the quality sound. Married. 27, college, children, good health, 10 years experience, willing to work hard. Easy radio approach and excellent telephone voice. Can gather, edit, rewrite, shoot still and movie newsmill for fast moving news department. Must have 100 weekly. Call or write Dick DeWitt, KCMX-FM, LO 1-2791, Kansas City, Mo.


Modern live wire swingin' disc jockey avail- able worked for many of the top west coast markets. Production minded with good equipment. Write Bob Montgomery, 1906 EkwD. Hts Blvd, Cleveland 7, Ohio.


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BROADCASTING, May 2, 1960
Situations Wanted—(Cont'd)

Announcers

Summer replacement—University student desires appointing position. Radio major. 9 months each year. Both north east but will consider all offers. Stan Waldman, 2469 Coral Vista, Coral Gables, Florida.


Technical

Engineer. Eight years all phases directional. Trans. control, remote. Reliable news and sports man, but no jockey. First important position. Box 264A, BROADCASTING.

Experienced engineer desires permanent position in radio or television. No announcing. Box 265A, BROADCASTING.

Chief engineer, salesman, 39 years old, family. 12 years experience in metro market, 5 kw-DA, directional. Network feeding, 1 year combo work. Prefer south and southeast. Box 266A, BROADCASTING.

First phone, 5 years experience in maintenance and announcing, will travel. Box 268A, BROADCASTING.

Engineer-announcer, 8 years in radio. Desires position in the San Francisco Bay area. Resume on request. Box 269A, BROADCASTING.

Engineer announces 8 years experience preferred. Requires good copy, No. 1 in area. Colbert not a floater. Call Ted, T.E. 8-9646, 3825 Kearby St., Fort Worth, Texas.

Production-Programming, Others

Married, currently employed in top 25 market, graduating from college in June. Two and one half years commercial experience. Strong on production. Looking for pd job in smaller market. Box 270A, BROADCASTING.

Need rebuilding P.D.? Young major market assistant. Ready. Five figures. Box 245A, BROADCASTING.

Attention Mr. News Director! Young, alert, aggressive, hard working, creative man, with 8 years radio experience, seeks immediate opportunity to excel with major market television or radio. Bachelor's degree and excellent references. Box 27TA, BROADCASTING.

PD and sports play-by-play, staff, 8 years experience, married, good character, employed. Box 266A, BROADCASTING.

Program director. College graduate, 8 years radio experience. From successful construction of New York am station with $150,000 investment. Excellent experience in sales, production, di, news, staff, sales. Box 207A, BROADCASTING.

College graduate with college radio experience and some commercial would like experience in all facets of radio. Write Box 7, Mineral, Va., or call Mineral 2391.


TELEVISION

Help Wanted—Sales

Medium market vhf network station needs sales man to call on national agencies plus direct local salesmen. Travel will take up 50% of your time. Excellent future for selling sales manager. Incentive plan. Salary, living conditions, plus sales support. Agency or direct. Box 294A, BROADCASTING.

Staff announcer for on-camera television commercials. Authoritative basic selling voice and personality essential. Live news and weather experience desired. Cbs affiliate. Top salary. Send photo and full experience. Box 271A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

VHF all networks needs all-around tv announcer for on-camera commercial news, inc. Experience in secondary market tv. Opportunity to advance in production; no experience in secondary market tv. No out of town auditions. Box 275A, BROADCASTING.

Immediate opening in northwest station for first position in Booth and live work. Send resume, tape and photo to REM-IV, Spokane, Washington.

Technical

New midwest tv station requires experienced engineers. Send resume to Box 192A, BROADCASTING.

Midwest vhf-am-fm transmitter technician. Requires first class ticket. Only experienced personnel need apply. Box 231A, BROADCASTING.

Need tech relief engineer for studio and transmitter duty. Experience not necessary but must be sharp. Box 203A, BROADCASTING.

Chief engineer (first class license) for 260 watt local station in central New York. Must be capable of maintaining all equipment, operate board and do one announcing. This is a permanent position with a good future for the right man. Box 311A, BROADCASTING.

Technical operator southeastern vhf—permanent position. Must control operating and maintenance experience or specialized schooling required. Full company benefits. Box 316A, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Forte Video Laboratories, Inc. 303-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Experienced copy writer, male or female, to expand present staff of four in medium midwest market. Above average salary, health insurance, pension plans, good working conditions, immediate opening. Applicants from midwest. Send correspondence and sample copy to Box 210A, BROADCASTING.

Country's most modern midwest television station needs with first class engineering license. Position open immediately. Send resume to Box 219A, BROADCASTING.

News director. State capital vhf operation in southeast seeks professionally trained, experienced newsman to head well organized news department and personally handle prime early evening newscasts. Station owned by long established company which places strong emphasis on news. Pleasant working conditions. Salary, Group insurance and pension plan. Present news director leaving to accept unusual vhf market opportunity. Interested parties please present application including photo promptly to Box 313A, BROADCASTING. All applications acknowledged.

Program director to plan, direct and coordinate major public service programming on basic CBS station in mid-west. Past pd experience in commercial and journalism. Must be versatile. Box 215A, BROADCASTING. All applications acknowledged.

Program director to direct on-air, off-air, studio, field and promotion activities. Must be capable of handling all facets of radio. Top salary and opportunities for advancement. Box 313A, BROADCASTING.

Publicity director: Idea man to promote and merchandise basic CBS station. Writing and producing on-camera copy, selling salary and fine opportunity in excellent market. Four years experience or at least two years in sales. Inquire in reply. Box 314A, BROADCASTING.

Production-Programming, Others

WFMY-TV Greensboro, N.C., needs television copywriter for commercial spot copy. Prefer television experience, but radio will be considered. Forty-hour week, excellent working and living conditions. Group insurance. Two positions. Give us full information about experience  and samples with photographs to Miss Pace, WFMY-TV. All applicants will receive reply.

TELEVISION

Situations Wanted—Management

General manager, 5 years tv management. 20 years radio. Also considers high level department position with quality operation. Box 259A, BROADCASTING.

Announcers

Professional tv announcer-news caster. Top qualifications. $150 weekly plus talent. Box 142A, BROADCASTING.

TV. Experienced announcer looking for that step up. Position promotion-merchandising. Best play-by-play, entertaining weatherman and floor man, commercial presentation. $200 per week plus talent. Michigan or westward. Box 291A, BROADCASTING.

See radio ad—Dick Landfield.

Technical

Chief or supervisor, 12 years am-fm-tv, planning and construction, maintenance, operations. 4 years chief, 4 years supervisory experience. Box 169A, BROADCASTING.

Recommended personnel completing rigid internship seeking studio operating position or technical or production. Contact Intern Supervisor, WTVS-TV, Miami.

Production-Programming, Others

News. On-camera, editing, SOF, special events, awards, 13 years. Box 251A, BROADCASTING.

Veteran news director. NBC background, 16 years radio, 10 years of television. Entered community service two years ago now wants back in management or news, permanently. Excellent air presentation with radio and tele. Requires detail of fact authoritative delivery. Excellent record of civic leadership. References from station on request. Box 260A, BROADCASTING.

Creative newsman seeking bigger challenges. Now telecasting late news in mid-west. Mid-week. Would consider any area. Box 258A, BROADCASTING.


Mature, aggressive family man desires executive position position—merchandising in tv. Would consider small market. Good background both in sales promotion and operations. Good background all departments including photography. Wally Blake, 856 Holt Avenue, El Centro, California.

FOR SALE

Equipment

Two RCA TSSA and one TS21A switchers. Prices and details upon request. Box 232A, BROADCASTING.

Western Electric 256 watt transmitter in operation $350.00. Also will consider ampli- fier for $100.00. Box 247A, BROADCASTING.

Travis Tapak completely portable tape recorder with mike and phones. Approximately 100 hours. Cost $300. Good condition $150. Box 261A, BROADCASTING.
FOR SALE

Equipment—(Cont’d)

For sale: 3 Gray model 602-C equalizers for G.E. cartridges; originally $50.00 each. 1 Gray model 602-C equalizer microphone; originally $45.00. 1 Revox model B-36 tape recorder, heavy duty, 3.5—2 speed; recently overhauled, originally $350.00. Best offer takes any or all. KATI, Box 25, Avondale Estates, Georgia, Drake 8-8866.

Collins ZFA 3 kw transmitter maintained in original condition. Now available. $1,000. Terms, Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

Buy, sell or trade also new and used tubes. Special 15 kw self-supporting antenna. Ready to ship $1,000.00. P.O. Box 53, Greenville, N.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Clarke and J-J holders, regrinding, repairing, etc. BC-604 and BC-604A also am monitor service. Nationwide unsolicited testimonials praise our technical service. Edison Electronics Co., Box 31, Temple, Texas.

Complete line of test, monitor, transmitting, film, STL and studio units. Advise us of needs. Electro-Technics, 120 Fifth Ave., N.Y.C.


TV video monitors, 8 Mc., metal cabinets starting at $159.00. 30 different models 8" thru 24". Miret, Inc., 1600 Dionne St., St. Paul, Minn.


Teflon coaxial transmission line 1", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. PEMA Standards. Write: Sacramento Research Labs., 3421-38th Street, Sacramento, California.


WANTED TO BUY

Stations

Stations or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 777S, BROADCASTING.

AM station or cp wanted. Financially responsible and interested in fm station. Box 2584A, BROADCASTING.

Construction permit wanted—Small or medium southwest market preferred. All replies strictly confidential. Box 727A, BROADCASTING.

WANTED TO BUY

Equipment—(Cont’d)

We are looking for an RF bridge and RF oscillator in good operating order. Please reply by phone or teletype to Chief Engineer, WEAT, Eau Claire, Wisconsin, Temple 2-7868.

3-5 kw fm transmitter with or without tape player. $500.00 or 10 kw, am and fm. Submit details. Compass Electronics Supply, 73 Varick Street, New York 13.

Any test, studio or transmitting equipment, including tubes. Electrofilm, 25th Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure, Grantham School of Electronics, 3123 Gilham Road, Kansas City, Mo.,

Announcing, programming, etc. Twelve week intensive practical training. Brand new console, turntables, and the works. Ekikske School of Broadcasting, 2063 Inwood Road, Dallas 55, Texas.

Since 1948, the original course for FCC 1st phone license, 5 to 8 weeks. Reservations required. Enrolling now for classes starting May 4, June 23, August 4, October 30, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operation and Engineering, Grantham School of Broadcasting, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 8 weeks. Guaranteed instruction. Ekikske Radio License School of Broadcasting, 1120 Spring St., N.W. Atlanta, Georgia.


Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men for top Southern stations. Lower prices, time payment, sure placement. Keegan Technical Institute, 607 Madison, Memphis, Tennessee.

Attention agencies—sponsors. Monitor mobile—Pennzoil now at your service. Impartial tape monitoring and research reports, radio and television. Reasonable rates. Box 376A, BROADCASTING.

WANTED TO BUY

Stations...
WRITER WANTED
RADIO-TV COMMERCIALS

If you are considered a good creative writer of radio-tv commercials, but are looking for greener pastures to prove your abilities, we want you on our staff. Send complete resume, experience, examples of your work (scripts or film) and salary desired. Snap shot. Material will be returned. Confidence respected. Our staff knows. Look us up in McKitricks or Agency Red Book. Address H. Earl Close, Partner, Comstock & Company, 651 Delaware Avenue, Buffalo 2, New York.

GENTLEMEN
It's THAT time
Broadcasting or WHAT? 35, Single, 13 years radio-TV personality announcer. NO P.D., NO Sales experience. WANT small market MANAGEMENT. Pref. MST or PST. Enthusiasm, Effort. STRICTLY SALARY UNTIL PROVEN. Box 243A, BROADCASTING

RADIO & TV PRO
Now with 50 kw, operation in top 10 market interested in personality spot with big potential. Tape, resume, and picture on request. Please state kind of personality desired and financial possibilities in first letter. Personal interview before decision. Box 262A, BROADCASTING

BROADCASTING, May 2, 1960

FOR SALE
Equipment

TV Transmitter Equipment for Sale
483 ft. Blaw-Knox type H-40 self-supporting steel tower designed to support a 12-boy superturnstile tv antenna. Material on ground ready to be shipped. RCA TF-12AH, 12-boy, superturnstile antenna. Antenna was installed new in January 1956 and was in excellent working condition when taken out of service. On trestles at site ready to ship. Standard Electronics Type TH-644, 40 kw, high channel, VHF TV Transmitter. Installed new in January 1956 and in perfect condition when taken out of service in November 1959. All of the above equipment may be inspected at Television Station WSPD-TV, Toledo, Ohio. For prices or additional information please write or telephone Mr. C.X. Castle, Director of Engineering, Storer Broadcasting Company, Miami Beach 54, Florida.

Employment Service
STEP UP TO A BETTER JOB THE EASY WAY!!
Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST
Free registration — Conf. Service Professional Placement
458 Peachtree Arcade
JA 5-8461
Atlanta, Ga.

FINGER ON THE PULSE
Experienced personnel: . . .
... Opportunities in many markets.
PAUL BARON, BROADCAST MANAGER
MAUDE LENNOX PERSONNEL SERVICE, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0767
Interviews by appointment.

FOR SALE
Stations

GUNZENDORFER
CALIFORNIA—250 watter fulltimer $70,000. 100 watter fulltimer $50,000—$11,000 down. Easy terms. ARIZONA—1800 watter daytimer $60,000—$15,000 down. 50 watter $50,000—$25,00 down. OREGON—250 watter fulltimer $80,000—29% down.

CALIFORNIA—The unique four station southern California package buy $725,000. TERMS.

WILT GUNZENDORF
AND ASSOCIATES
8828 W. Olympic, Los Angeles, California
Licensed Brokers—Financial Consultants
Phone OLYmpia 3-5879

FOR SALE
Stations

Calif. Single 250w $65M terms
Texas Single 250w 7 dn.
Miss. Single 250w 39m terms
La. Single 500w terms
Miss. Single 250w 140m 10 yrs.
Va. Single 250w 60% 25% dn.
Ill. Single 500w 95% 29% dn.
Va. Single 1kw-D 80M terms
Calif. Single 250w 68m 15 dn.
 Fla. Single 250w 53m 15 dn.
Calif. Small 1kw-D 69% 29% dn.
W. Va. Small 250w 40m 10 dn.
 Fla. Small 250w 58% 29% dn.
Fla. Medium 5kw 230m 29% dn.
N.Y. Medium 1kw-D 105M cash
Ga. Small 1kw 200M 29% dn.
Va. Metro 250w 330m 25% dn.
Fla. Metro 1kw-D 175M terms
Fla. Large 5kw 185M 29% dn.
S.E. Maj-Sub 1kw-D 150M low dn.
South Major 250w 275M 29% dn.

And Others
PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
Atlanta Chicago
Please address: New York
San Francisco Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1726 Wisconsin Ave., N.W., Washington 7, D. C.

To buy or sell Radio-TV properties contact
PATT MCDONALD CO.
Box 9266, Austin, Texas. GL 3-8080
Or, Jack Koste, 60 E. 42nd, NY 17, NY
MU 2-4813

STATIONS FOR SALE

ROCKY MOUNTAIN. Fulltimer. Average gross $80,000 for past five years. Asking $90,000 with 29% down. Exclusive.

SOUTHWEST. Top market. Fulltime. Well established. Doing in excess of $10,000 a month. Asking $275,000 with 29% down.

SOUTHWEST. Fulltimer. Excellent frequency and power. Doing $12,000 a month. Asking $250,000 with 29% down.

CALIFORNIA. Exclusive. Man and wife operation. Priced at $65,000 with 29% down.

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCIATES.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
NO 4-7279

MISCELLANEOUS
We need public service programs. Discussion Programs, educational programs, agriculture programs. We will air these free programs in major markets if top quality. Box 293A, BROADCASTING
You get *publicly approved* quality when you buy by Brand Name!

**Brand Names** give you publicly approved standards of quality and value, for a brand-name product has to earn its reputation against all competition.

You're sure of satisfaction when you buy by Brand Name because the specialized know-how of the maker stands behind your purchase.

A **Brand Name** is the manufacturer's guarantee of satisfaction, further endorsed by the retailer who sells it.

Magazine advertising helps you get the most value for your money. Choose a manufacturer's Brand Name you know and be sure of satisfaction!

Don't take a chance...take a **NAME BRAND**

*May 1-8 is Brand Names Week*
OUR RESPECTS TO . . .

Alexander Louis Read

Louis Read is a salesman. He's an enthusiastic salesman. In fact, he'd rather sell than shoot a round of golf, which he plays fiercely despite a 21 handicap, or indulge in spectator sports. Around WDSU-AM-TV New Orleans, where he is executive vice president-general manager, some of the staff say he's still the best salesman in the place though his duties are now in the top-level bracket.

Selling, managing, golfing—no matter which, he is quietly aggressive, and fired with persistent and unlimited energy. At the station, located on romantic Royal Street in the French Quarter, he gets to work a half-hour or even an hour before office hours, and it's hard to get him out of the shop before 5 p.m.

This commercial zeal first manifested itself while he was attending Loyola U., where he sold so much advertising for the college paper, The Maroon, that some of it had to be turned down for lack of space. During summer vacations he did odd jobs at WWL, university-owned commercial radio station. After getting his AB degree at Loyola, he puttered around in the insurance business and did some selling for Blue Plate Foods, a Wesson Oil subsidiary.

Hired in 1949, Mr. Read started work in WB9, which featured the symbol TBA after a phone call from the Stern family, which had bought WDSU-AM-TV, while he was in New Orleans for the New Year's Day Sugar Bowl football game.

Here was the big break, a chance to join the stations under their new ownership as commercial manager. All his life he had lived around the university section of New Orleans (born Oct. 12, 1914). The WDSU offer combined selling, broadcasting and a home in New Orleans. It looked like an opportunity to advance in the broadcasting business, he decided, after observing how the late Edgar Stern and his son, Edgar Stern Jr., were operating the property. They brought in Robert D. Swezey, former NBC and MBS executive, as general manager.

Mr. Swezey went to work Feb. 1, 1949, Mr. Read a month later. Mr. Swezey, now resigned from the stations and currently a special advisor to the Secretary of Labor, recalls the period vividly: “Everyone pitched into every-thing. We had a low network rate and only about 1,500 sets.”

Grew Up • Louis recalls his first trip to New York when an agency offered to buy tv time when the WDSU-TV circulation reached 15,000 sets, a figure that appeared unattainable in 1949.

“The New Yorker ran a piece about us,” Mr. Swezey said. “They lampooned WDSU-TV for its program listings, which featured the symbol TBA (to be announced).” The station had a midget studio atop the Hibernia Bank Building, and the cameraman had to back across the hall into the ladies room to get enough distance for a shot.

“They were exciting days,” Mr. Read said. “We measured each month’s business by how little we lost, but turned the corner after a year-and-a-half.” The Sterns organized WDSU Broadcasting Corp. in 1950. Mr. Swezey was named executive vice president-general manager and Mr. Read vice president-commercial manager. Both received stock interest, Mr. Swezey 20% and Mr. Read 10%.

The WDSU progress in the last decade has been outstanding. Last September Mr. Swezey resigned effective Jan. 1 to devote time to personal interests and Louis Read was promptly named successor.

A firm believer in civic and charitable activities, Louis Read holds high posts in many local organizations. Industry connections include: secretary-treasurer, NBC-TV Affiliates board of delegates; director, Television Bureau of Advertising; member of NAB tv film committee and Society of Television Pioneers. Besides his management post at WDSU-AM-TV he is a director of WAFB-TV Baton Rouge, La.

In 1943 he married Nathalie Doris Owings. They have four children—Michael 16, Susan 13, Carolyn 12, Stephen 7.

Staunch Editorializer • The WDSU stations have been editorializing for a year-and-a-half, taking strong stands on many controversial issues, deciding to enter this field when New Orleans became a one-newspaper market. The results appear, Louis said, in community benefit, station prestige and improved staff morale.

“Editorializing offers broadcasting its greatest opportunity,” Louis explained, adding that television is just starting to reach a state of effectiveness in the field of news and public events.

“Our listeners and clients feel we stand for something, now that we are editorializing, and they apparently respect us for such a stand,” he said. “As to advertisers, we have encountered no sponsor problems. On the contrary, quite a few of our advertisers have commended us for our stand on various issues, and the increase in station prestige has been equally apparent among our clients. This has been one of the most rewarding experiences in more than 20 years in broadcasting.”

WDSU-AM-TV's Read

He never trimmed his sales...
EDITORIALS

Political pot-shotting

This presidential election year promises to be the hottest yet for the broadcast media—particularly television.

This election year, as never before, there will likely be charges involving radio and tv ownership per se. The columnists and pundits in the past few weeks have made oblique references to ownership interests in stations held by members of Congress or others in public life. These mentions do not just happen—the tidbits are dropped or planted.

Reference most frequently is made to the interests of such Democratic leaders as Senate Majority Leader Lyndon B. Johnson of Texas, and Senate Commerce Committee Chairman Warren G. Magnuson of Washington. Invariably there is the veiled suggestion that something improper, unethical or evil is connoted by such ownership.

Our annual checkup of members of Congress identified with station ownership made three months ago shows 30 legislators having interests either in their own names or through their families. There are many more in public life, federal, state and local, holding station interests. At least one member of the cabinet, the able secretary of the interior, Fred Seaton, is a publisher-broadcaster.

Sen. Johnson is singled out because of his as yet unannounced but formidable candidacy for his party's presidential nomination. The fact is that the Texan directly does not own any of the station stock. Mrs. Johnson, with her own inherited money, acquired KTBC Austin, in 1947, before her husband was elected to the Senate and while he was in the House. She has expanded into substantial ownership of other radio and tv properties in Texas.

Sen. Magnuson owns about 4% of KIRO-AM-FM-TV Seattle. He owned this interest before he became a senator. Four years ago, after he had been attacked by his Republican opponent on ethical grounds because of his chairmanship of the Senate Commerce Committee, which handles communications legislation, Sen. Magnuson made a public statement showing that his annual income, other than from public office, had averaged $3,291.

Even if Sen. Johnson directly owned the Texas properties or if Sen. Magnuson made many times as much from his interest, there would be no valid basis for the innuendo. There is nothing in the law to preclude such holdings. Many members of Congress maintain active law practices and command handsome fees without being criticized.

It should be pointed out, moreover, that members of Congress are elected. Federal officials, in the executive branch and on the administrative agencies, are appointed. There are specific provisions of law precluding members of administrative agencies from holding interests in the areas over which they have regulatory jurisdiction. Members of the Senate and House are accountable to their constituencies at regular intervals—an agonizing experience for most of them.

On equal footing

Within the past two weeks it has become evident that broadcasting and the press have more in common than their respective advertising salesmen think they have.

Like broadcasting, the press has critics, as the American Society of Newspaper Editors learned at its Washington meeting (BROADCASTING, April 25).

Like broadcasting, the press is reviewing its own ethics and practices, as the American Newspaper Publishers Assn. did at its annual meeting in New York (see story this issue).

And the press shares with broadcasting the belief that qualitative improvements in communications media must come from the media themselves, not from government. The majority of newspaper editors polled by Broadcasting at the ASNE meeting (BROADCASTING, April 25) were as vehemently opposed to government intervention in broadcasting as broadcasters are.

At Times during the ASNE convention it sounded as though the programming had been arranged by Oren Harris or John Crosby for a convention of broadcasters. Five of the featured speakers took swings ranging from jabs to haymakers—all aimed at newspapers.

It would be only human if broadcasters allowed themselves to gloat at the sight of newspapermen taking a critical beating. With some reason, broadcasters have recently thought that some newspapers were bullying radio and tv.

Yet it would be purposeless or worse for broadcasters to believe that they can gain by a shift in critical attack from broadcasting to the press. If any good at all is to come from the criticism of broadcasting and the press, it will come through sensible response to the criticism. There is room for improvement in both broadcasting and the press. One cannot take refuge in its own deficiencies simply because the other's mistakes or inadequacies are under attack.

It would be silly, of course, to suggest that broadcasting and the press live in lovey-dovey harmony, neither raising its voice at the other, no matter what the provocation.

If broadcasting and the press are to perform important functions in the system of communications media, each must view the other with intelligent and rational interest. It would be as wrong for the press to abandon criticism of television as to print some of the uninfomed if not irresponsible criticism it has printed in the past. Similarly broadcasting should appraise the press, as the occasion warrants, if it is to be a significant part of the communications scheme.

The process of criticism, understandably applied, is an aid, not a deterrent, to the elevation of communications standards. Neither broadcasting nor the press will improve as fast without responsible appraisal as with it.

The biggest contribution each could make to the other would be the steadfast maintenance of sensible perspectives. The press will do itself no good by overplaying intertempatire criticism of broadcasting. It has been guilty of overplaying in recent months and, as the record before the ASNE shows, it gained nothing by it.

"The boss' son. . . . He's learning the business from the bottom up!"

BROADCASTING, May 2, 1960
"We Can Lick Anybody in the League!"

......the Yankees, the White Sox, the Indians ... all the heavies in the American League. (Course, they lick us occasionally, too.) BUT—it's the fun of the sport and the spirit it engenders that count. The spirit that has drawn over a million fans a year for the five seasons Kansas City's had the A's . . . . . that's battin' .400 in any league!

□ With Merle Harmon and Bill Grigsby again play-by-playing it for SCHLITZ and SKELLY, we confidently expect to lead the radio league again in this important heartland market, regardless of where the A's finish. And someday—soon?—that should be in the First Division!

Again this year WDAF & bring all the A's games to the Heartland.

WDAF 610 RADIO • SIGNAL HILL • KANSAS CITY, MO.
“The South’s rising too fast to be sold by remote control”
Right. That’s why Adam Young takes pride in announcing the formation of Southern Advertising Representatives Inc.

... a fully-staffed resident representative organization, offering here-and-now creative sales-service to the advertising industry of America’s most significant growth area.

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TUlane 5611

... and soon Dallas and Nashville