Where networks will put $6.8 million weekly in fall TV
New market ammunition: 189 most-populated city areas
Harris punches at payola, influence and some of the press
Rival toll TV camps near showdown; CATV operators courted

NOW! NEW!
MORNINGSIDE COLLEGE
LIBRARY

EXPOSING FRAUDULENT INSURANCE CLAIMS!

WITH JEAN BLAKE as PHYLLIS
Robin's Girl . . . and WHAT A GIRL!

"The Case of the DANGEROUS ROBIN"
A MODERN SERIES FOR EFFECTIVE MODERN PROGRAMMING!

STARRING RICK JASON as
ROBIN SCOTT
"Negotiator" Extraordinary

HE KNOWS MORE ABOUT THE UNDERWORLD THAN ANY MAN ALIVE!

Every week . . .
COLORFUL PLACES! FASCINATING PEOPLE!

United Artists
The New Power in TV Programs . . .
Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.
Five and one half million people in metro New York have cultural affinities to the Spanish-speaking, Italian, and Negro communities.

**WADO** has oriented its programing to reach this mass audience in depth, with the dignity due each group and a recognition of their potential in our economy.

Only **WADO** reaches the seventeen county area which embraces this constantly expanding audience.
buy St. Louis

'a la card*

*KTVI rate card your lowest cost per thousand

TV buy in St. Louis

In the Chimp Arena at the St. Louis Zoo

Represented nationally by BLAIR-TV

KTVI 2
CHANNEL
ST. LOUIS
KRLD-TV sends your message to a potential 676,500 TV Homes in the South’s richest market.

The Net weekly circulation of KRLD-TV is 586,100 homes. ... 37,500 more than station B.
... 77,800 more than station C. ... 222,700 more than station D.*

You SELL more with Channel 4 ... because you REACH more.

*ARB — April 1960
Payola bill — Networks and syndicators are eyeing congressional action on Harris amendments on sponsor identification (Sec. 317), in connection with film production of shows scheduled for fall. If Sec. 317 is amended as proposed, producers can forget about credits involving hotels, airlines and other commercial entities receiving casual identity (without paying for them directly or indirectly). If, on other hand, amendment to S 1898 founder in adjournment rush, network lawyers are insisting upon credits to comply with FCC's rigid interpretation of Sec. 317. In some instances this might mean three or four minutes of "crawl" credits in half-hour show.

While broadcasters generally favor number of provisions in Harris amendments, they are going all-out in opposition to suspension and fine proposals (BROADCASTING, June 13). Catching old is notion that they'd rather have no legislation at all and rely upon FCC to modify onerous Sec. 317 interpretation than accept suspension provision. Last stand would be made in Senate-House conferences on bill.

Heavy guns — To launch new fall season, NBC-TV, with cooperation of affiliates, is considering $3.3 million campaign in number of consumer magazines on 52-week basis. Reciprocal transactions (exchange of space and spots) was proposed to NBC-TV af- filiates' Board of Delegates at New York meetings last week, as part of overall audience promotion plan. Board favored plan and is recommending it for affiliate approval.

Consumer publications understood to be included in unprecedented promotional project are Life, Time, Look, Reader's Digest and TV Guide. Color inserts will be used in several instances. Transactions would be mutually cancel- able after each 13-week cycle.

Government security — With confirmation last week of Robert E. Lee for new seven-year term on FCC, all six of incumbent commissioners will be eligible for retirement upon completion of their existing terms. Requirements are minimum of 20 years of government service (not necessarily FCC) and minimum age of 50. To procure maximum retirement, 30 years' service is required with minimum age of 60.

Here's how commissioners stack up on retirement under existing tenures: Chairman Fred W. Ford, now 31, whose term expires in 1964, will have had 24 years' service; Commissioner Rosel H. Hyde, 60, whose term expires in 1966, will have had 42 years; Commissioner Robert T. Bartley, 51, whose term expires in 1965, will have had 25 years; Commissioner T. A. M. Craven, 67, whose term expires in 1965, will have had 40 years (including Navy); Commis- sioner John S. Cross, 55, whose term expires in 1962, will have had 31 years, and Commissioner Lee, 48, with new term expiring 1967, will have had 29 years.

Dove on the wires — Community an- tenna operators say they're serious about making peace with broadcasters. In fact, Milton Shapp, Jerrold president (Jerrold operates nine systems and is major manufacturer of catv gear), is urging idea that when catv group seeks franchise in community having local tv station, it should pledge bond to insure that local station won't go out of business. In this way, he reasons, catv can counter argument that catv will drive local tv off air and thus deprive area of local service.

Out and in — No sooner had multiple owner Robert W. Rounsvalle sold his WQX1 Atlanta to Esquire magazine for $1,850,000 (see CHANGING HANDS, page 61), than it became known he was seeking replacement. At week's end, reports were current, apparently with some foundation, that Mr. Rounsa- ville has completed negotiations for purchase of KKSSN Grand Prairie, Tex. (Dallas area) for about $300,000.

Deep-sealed plugs — CBS-TV's "purity campaign" that was begun after tv quiz revelations last fall is said to be making good headway toward all its objectives but one. That's elimination of free plugs for performers. Problem occurs principally among guest stars or participants on panel shows, where intro- ductions traditionally mention per- former's latest movie, record, book or whatever else needs promotion. Plugs of this kind are so ingrained in show business that so far they have defied all CBS-TV efforts to stamp them out.

Night breaks — NBC-TV affiliates are pitching, through their Board of Dele- gates, for expansion of some nighttime station breaks to 40 seconds. Delegates put it up to network officials at meet- ing last week at NBC Board Chairman Robert W. Sarnoff's home in Armonk, N.Y., and reportedly won network agreement to think it over. Sources close to NBC decision-makers were guessing last week that network would be willing to clip 10 seconds off enough shows to give affiliates three or four 40-second breaks per week. ABC-TV meanwhile plans to introduce seven 40-second breaks per week, one each night (see page 58). Expanded breaks will not al- low for local sale two 20-second spots or combination of one 10 and one 30.

Worldwide audience — Plans to let western Europe look in on last month's national political conventions were in works last week. Details were sparse, but essentially idea is for one tv network, probably ABC-TV as originator of video pool coverage, to send tapes of convention proceedings by jet to England, where they will be transmitted throughout Europe via Eurovision net- work day after occurring in Los Angeles or Chicago.

Landau's NTA deal — Attorney for Ely A. Landau, board chairman of National Telefilm Assoc., New York, was reported in Hollywood over weekend seeking to wind up negotiations in which Mr. Landau would purchase from National Theatres & Television, NTA's parent company, following eastern-based NT&T properties—NTA-AM-FM-TV Newark, NTA Telestudios (tape production unit), Play of the Week Corp. (producer of The Play of the Week dramatic series) and all taped programs made by NTA. Though insiders believe deal is all but done, negotiations are not expected to end until sometime this week.

Spreading empire — TelePrompTer President Irving B. Kahn, who sees eventual marriage of subscription television and community antenna systems, is putting his money behind his predictions. Already owner of catv systems in Silver City and Farmington, N.M., and in Liberal, Kan., and Raw- links, Wyo.—with total of 7,700 sub- scribers—he's about to close deal for 11 more that have 10,000 connections. He's buying out AntennaVision Inc.'s string in Christmas, Clifton-Morenci, Globe-Miami, Holbrook, McNary, Ray- sonora, Safford, San Manuel, Snow- flake and Winslow, all in Arizona, and Big Bear, Calif. Mr. Kahn urged pay tv-catv union at catv convention last week (see page 78).
IN DETROIT

THEY'RE GLUED TO CHANNEL 2

Daytime Dominance

WJBK-TV 36 1sts

Out of 42

5 2nds

Daytime Quarter Hour Periods (7:30 a.m. - 6 p.m. Mon. thru Fri.)

...and that's not all!

WJBK-TV Ranked

1st in OVERALL SHARE OF AUDIENCE FROM SIGN-ON to SIGN-OFF

1st in 5 OF THE 6 3-HOUR SEGMENTS

April 1960 Nielsen

a STORER station WJBK-TV DETROIT Channel 2 CBS
National Representatives: The Katz Agency
How well does humor sell on TV? It sells very well and there are sales figures to prove it, says Lincoln Diamant, vice president in charge of TV-radio for Daniel & Charles Inc., New York. What done in good taste even can heighten the impact of commercials for products that normally are considered subjects for rather dry, serious treatment, he believes. In this week's MONDAY MEMO, Mr. Diamant says it's time for agency and advertiser folk to learn to appreciate America's love for humor and to cast oft TV "pretentiousness." Page 22.

The fall schedules TV networks are just shy of locked in for their nighttime programming in 1960-61, but still have the doors open to advertisers. Weekly production costs will hit record $6.8 million, according to BROADCASTING's rundown which shows the programs, their costs, the advertisers and agencies now aboard, what's still up for sale and when the fall cycles start. Page 33.

April network billing Procter and Gamble leads the lists, as usual. Page 36.

The big 189 city areas Census figures pinpoint the dense population centers. Page 46.

ABC Radio blueprint New hour-long daytime program planned, five-minute newscast schedule to be extended to every hour, sports coverage to be stepped up, officials report at meeting with key affiliates. Page 58.

Radio code ready Newly appointed board of nine to direct administration of NAB's ethical standards, now open to non-member as well as member stations and provided with a set of enforcement teeth. Page 64.

Harris' one-two punch Payola and influence. Page 70.

Senate confirms Lee FCC member gets new seven-year term in 64-19 vote. Page 71.

Proxmire's dander is up He's upset over congressional interests in Albany ch. 10 case. Page 74.

Pay TV subject hots up Rivalry between over-the-air tollcasting and wired pay TV gathers head of steam as RKO General files for FCC approval of Hartford test; TelePrompTer introduces Key TV device for wire line fee TV, and both TPT's Irving Kahn and Telemeter's Paul MacNamara address National Community Television Assn. Page 78.

No legislation thank you Community television operators asked to endorse resolution against any legislation at this time. Miami Beach convention also studies arrangement possibilities with local TV broadcasters and reorganization of its national association. Page 82.

TV writers back at work WGA, producers finally reach agreement. Page 83.

The eye and Emmy TV academy stakes dominated by CBS stable. Special citation for President Frank Stanton. Page 85.

DEPARTMENTS

AT DEADLINE .................................................. 9
BROADCAST ADVERTISING ........................ 36
BUSINESS BRIEFLY ................................. 42
CHANGING HANDS .................................. 61
CLOSED CIRCUIT .................................... 5
COLORCASTING ..................................... 16
DATEBOOK .............................................. 15
EDITORIAL PAGE ................................. 108
FANFARE ................................................. 88
FATES & FORTUNES ............................. 90
FOR THE RECORD .................................. 96

GOVERNMENT ........................................... 68
LEAD STORY ............................................. 33
THE MEDIA ............................................. 58
MONDAY MEMO ..................................... 22
OPEN MIKE ............................................... 24
OUR RESPECTS ....................................... 107
PROGRAMMING .................................... 78
WEEK'S HEADLINERS ............................ 10

BUY ONE GET THREE
IN MICHIGAN

WILX-TV
26th
TV market nationally
LANSING, JACKSON, BATTLE CREEK

WILX-TV
11th
in population
LANSING, JACKSON, BATTLE CREEK

46.2%
outstate Michigan population
LANSING, JACKSON, BATTLE CREEK

Serving Michigan's Golden Triangle

WILX-TV
CHANNEL 10
Associated with WILS-Lansing WPOP-Pontiac
CONTACT: VENARD RINTOUL & MCKINNELL
C'mon downtown, in Kansas City

Exciting things are happening there. Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV means Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from America's tallest self-supported tower.

E. K. Hartenbower, Vice President and General Manager
Sid Tremble, Station Manager

Represented Nationally by Katz Agency.
Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.
MBS editorializing to begin August 1

MBS plans to start editorializing Aug. 1 with Robert Hurleigh, president, voicing copy. Announcement of editorial service was made Friday after meeting of network management and Mutual Affiliates Advisory Committee at Chicago’s Edgewater Beach Hotel.

At same time network announced it would start circulating trade newsletter to affiliates to report “projections on trends and actions in the broadcast field.”

Mr. Hurleigh said newsletter was intended to bridge gap left by existing trade publications which must confine themselves to factual reports.

“Station owners know that trends and unprintable tidbits provide necessary insight into the broadcast horizon ahead,” he said. Newsletter will specialize in that type of information.

Hearing is closed in Florida tv case

After 2½-hour hearing in Philadelphia Friday (June 24), record was closed in FCC rehearting of Miami ch. 7 grant to determine if improper pressures were exerted on members of FCC. Hearing Examiner Horace Stern ordered briefs to be filed by July 18 and said his initial decision would be forthcoming by Sept. 15.

Testifying Friday were James M. Cox Jr., one of principal stockholders in winning ch. 7 applicant Biscayne TV Corp., and former Miami attorney Perri Pater Jr. Mr. Ray Cohn, New York attorney and former Senate investigator, also was scheduled to testify but was excused because of difficulties in getting to Philadelphia.

Grant was made in January 1956 to Biscayne (WCKT-TV) over competing applicants South Florida TV Corp., East Coast TV Corp., and Sunbeam TV Corp. Biscayne principals include Cox newspaper interests (Miami Daily News), John Knight newspapers (Miami Herald) and former NBC President Niles Trammell.

Mr. Cox said he visited former FCC Commissioner Richard A. Mack in December 1955 to dispel rumors that two Miami newspapers had “sub rosa” merger agreement. Visit was made, he stressed, to protect “veracity” of ownership reports filed with FCC on behalf of other Cox broadcast stations in

AAA copy code

Agencies throughout U.S. have been asked to subscribe to American Assn. of Advertising Agencies’ “copy code” and that code’s “interpretation with respect to television commercials,” AAAA said Friday (June 24). Documents are designed to “promote high standards in advertising copy.”

Tv-oriented “interpretation” was issued by AAAA earlier this year, has been endorsed by NAB TV Code Review Board, all three national tv networks and Advertising Federation of America.

Dayton (WHO1-AM-FM-TV), Atlanta (WSB-AM-FM-TV) and Miami (WIOD-AM-FM). Mr. Cox testified he had no knowledge that J. Leonard Reinsch, managing director of Cox broadcast properties and prominent Democrat, had attempted in any way to make ex parte representations to members of FCC on behalf of Biscayne.

Mr. Palmer stated he had introduced Jack Stein, South Florida president, to Miami attorney Thomas Whiteside [Broadcasting, June 20]. Mr. Whiteside, in turn, contacted Commissioner Mack and received $5,000 fee from South Florida. Mr. Palmer reported that Mr. Whiteside, in turn, paid him $1,250 “for introduction.” Witness disclosed he also saw Mr. Mack and asked him not to vote for Biscayne for monopoly reasons and to give favorable consideration to South Florida.

Roach fined $500 in propaganda case

Hal Roach Jr., son of famed movie producer and at one time chairman of Mutual Broadcasting System, was fined $500 Friday for failing to register MBS as foreign agent. Fine was imposed in U.S. District Court in Washington, in connection with $750,000 payment in 1959 to MBS by Dominican Republic to broadcast propaganda over network.

Roach had pleaded no contest to charges. Involvement occurred when financial manipulator Alexander L. Guterman was president of network. Mr. Guterman is now serving prison sentence for failing to file required financial reports on his various companies with Securities & Exchange Commission. He also pleaded nole contienda in Dominican deal after his trial started.

In imposing fine Federal Judge Joseph R. Jackson told Roach that he was “more sinned against than sinning.” Roach told newsmen he hoped to resume producing motion pictures for tv and theatres.

Ampex realigns

Robert Sacklan, vice president and general manager of Ampex Corp., has been elected executive vice president and chief operating officer. George I. Long Jr., Ampex president and chief executive officer announced June 27. At same time vice presidents Philip L. Gundy and Thomas L. Taggart were named senior vice presidents, each responsible for group of Ampex integrated product companies: Mr. Gundy, for Ampex International, Ampex Professional Products Co. and Ampex Audio Co.; Mr. Taggart for Ampex Data Products Co., Ampex Military Products Co. and Orr Industries Co.

Catv group seeking better tv relations

All proposals submitted to members of National Community Television Assn. by board of directors (see page 78) were accepted unanimously Friday at full membership meeting at convention in Miami Beach, Fla.

Chosen to lead 500-member organization for 1960-61 was Sandford Randolph, Clarksburg, W.Va.

Policy positions, adopted Friday, include (1) opposition to legislation at this time, (2) amelioration of relations with telecasters in about dozen “critical” areas, (3) reorganization of national association to add paid chief executive and attorney to handle legal details, (4) boost in budget to over $200,000 (compared to $175,000 annual budget now).

In addition to Mr. Randolph, who is vice president-manager of 8,000-subscriber Charleston catv system, also elected were: Larry Boggs, Vumore Co. (this is subsidiary of Videow Independent Theatres Inc., Oklahoma City, and runs 13 catv system in Oklahoma, Texas and Mississippi), vice president; Charles Clemens, Waterville, Wash., secretary, and Glenn Flinn, Tyler, Tex., treasurer.

Chosen to fill unexpired terms on board of directors were Ray Schneider, Williamsport, Pa. (1 year); Norman Hendry, Prescott, Ariz. (2 years) and Curtis Faris, Guymon, Okla. (2 years).

Seven new directors, filling full three-
year terms, were elected: Al Ricci, Keene, N.H.; Lee Stoner, La Grande, Ore.; Gene Schneider, Casper, Wyo.; Fred Goddard, Aberdeen, Wash.; Dean DeVoe, Barstow, Calif.; Jack Crosby, Del Rio, Tex., and Jack Pryor, Hornell, N.Y.

Dismissals denied

Motions to dismiss indictment against former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside were denied Friday by Federal Judge Alexander Holtzoff in Washington District Court. The motions were based on failure of speedy trial and on technicality involving one of counts in indictment. Action Friday clears slate for retrial of former commissioner and friend charged with conspiring to throw grant of Miami ch. 10 to National Airlines. First trial last year resulted in hung jury.

Mrs. Bolling dies

Maxine Bolling, wife of George W. Bolling, president of The Bolling Co., representative firm, died June 23 after heart attack in Traverse City, Mich. Services are to be held there today (June 27).

Congressmen argue payola bill sanctions

Objections to monetary forfeiture provisions of payola bill (S 1898) were raised in 45 minute of debate late Friday on House floor by Rep. Charles Jonas (R-N.C.) who said he planned to offer amendment to require five-day notice be given station before proposed $1,000 fines are imposed. Bill's author, Rep. Oren Harris (D-Ark.), replied he would explained to Rep. Jonas' satisfaction how forfeiture provision put station "on notice" when debate resumes today (Monday).

Rep. William Avery (R-Kan.) noted small stations' objection to suspensions and forfeitures and said committee viewpoint is that FCC should impose sanctions in this order: (1) cease and desist, (2) forfeiture, (3) suspension and (4) revocation: more stringent sanctions to be imposed for willful and repeated violations. He said he thought headlines probably had distorted prevalence of payola practices among 3,500 AM stations.

Rep. John Bennett (R-Mich.) is scheduled to offer amendments today to provide network regulation provisions in bill. He was unavailable for comment on rumor he planned to move to recommit bill to committee.

Equal time to floor

Senate Democratic Policy Committee late Friday cleared S.J. Res. 207, which would suspend equal time provisions of Communications Act this campaign year to give broadcasters free hand in presenting major party presidential and vice-presidential nominees without being subjected to equal time demands from splinter-party candidates. This paves way for Senate action this week. Measure requires Senate and House approval and presidential signature.

Funds for advisor

Funds for $75-per-day telecommunications expert to serve in Office of Defense Mobilization are provided in legislation (HR 11,776) now before Senate and House conferees. Post understood to provide telecommunications advisor to President, specializing in frequency usage. OCDM currently has no such advisor.

WEEK'S HEADLINERS

James H. Hulbert named manager of NAB Dept. of Broadcast Personnel & Economics, succeeding Charles H. Tower, promoted to NAB tv vp. Mr. Hulbert has been assistant manager of department since September 1954. He formerly had been editorial assistant at the White House and was with WRCA-AM-TV New York as assistant to station manager. He is a graduate of Harvard Graduate School of Business Administration. Mr. Hulbert's department aids NAB member stations in broadcast economics and personnel practices. It prepares annual financial surveys and employment studies for stations and sponsors annual broadcast seminar in business management at Harvard business school (this year, July 10-22). Mr. Hulbert's promotion was effective June 20.

Norman H. Strouse, president of J. Walter Thompson Co., elected chief executive officer, succeeding Stanley Resor, who continues with agency as chairman. Mr. Strouse started with JWT as space buyer in San Francisco, became assistant Pacific Coast manager in 1942 and after World War II was account representative on Ford car in Detroit, became Detroit manager in 1948, elected vp in 1947 and director two years later. He was elected president in June 1955. Mr. Resor, 81-year-old veteran, is considered one of deans of advertising business, started with JWT in 1908 as head of Cincinnati office and took over agency when founder James Walter Thompson sold out. Under new organization, Henry C. Flower Jr. and Samuel W. Meek continue as vice chairmen of JWT with Resor stock now acquired by agency's profit-sharing trust (for members of company staff). Trustees are all members of executive committee as well as board (includes also in addition to three already mentioned: Kenneth W. Hinks, vp; Howard Kohl, vp and secretary; George C. Reeves, vp and manager of Chicago office and Edward G. Wilson, vp and treasurer).

Robert E. Lee confirmed for new FCC term in 64-19 Senate vote last Thursday (see story page 71).

Eliot Hyman resigned unexpectedly as president of United Artists Assoc., tv and feature film distributing affiliate of United Artists Corp. In 1947, Mr. Hyman founded Associated Artists Productions Corp., predecessor of UAA that has library of some 800 pre-1950 Warner Bros. features, 200 silent films, and hundreds of cartoons, both Warner and Popeyes. Mr. Hyman, it was indicated by Arthur B. Krim, president of UAA, will continue association with UA via his independent ventures and Seven Arts Productions (motion picture production organization).
Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.
IS THE BRAND-NEW AND

The Trojan Horse and the siege of Ilium,
Are spectacles that awe our Willy M.

The West's at its wildest when Willy heads out
With Buffalo Bill, the famed Indian Scout.

TRANS-LUX TELEVISION CORP.
Willy McBean lives in a special children's world, full of fact, fiction, fantasy and fun! He roams the past, the present, the future, with all the great adventurers of all time! Yes—Willy is as wonderful as the imagination of a child. That's why this fresh new television program will capture the heart and mind of every boy and girl... and grown-ups who are young in heart.

260 episodes available January 1961

The bold adventures of a Viking, 
Are very much to Willy's liking.

Back to the Stone Age our brave Willy went—
The creation of fire was quite an event!

Willy is wide-eyed, just look at him gawk, 
When the Wright Brothers fly at Kitty Hawk.

What Willy finds in outer space, 
Makes Halloween seem commonplace.
ADVANCED
RCA
1000-WATT AM
TRANSMITTER
paces the
latest trends!

The design philosophy behind this new broadcast transmitter is based on years of experience in developing the most reliable broadcast transmitters, but the features are radically new. Simplified tuning, reduced installation time, and built-in provision for remote control are some of the improvements. Also included in the design are provisions for remote Conelrad switching.

NO NEUTRALIZATION REQUIRED
Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL
Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION
The very low order of distortion results in improved soundability.

FEWER TUBES
Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY
Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING
Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING
Fits into any surroundings through choice of color: red or gray.

EASE OF ACCESS
All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.

NEW OSCILLATOR
Three switchable temperature controlled crystal units, a spare on the main frequency, plus one for automatic Conelrad switching are incorporated in the new crystal oscillator of both transmitters. Six thumbscrews hold the etched oscillator-buffer circuit board to the exciter subassembly. All oscillator and buffer connections are made through a plug type terminal strip. Frequency stability is ±5 cycles for the new RCA crystal units.

SIMPLIFIED POWER INCREASE
The exciter unit is the nucleus of the basic transmitter; all low-level rf and audio stages are built into a single unit. Thus, power increase is made easier.

For further information about the BTA-1R and other transmitters, call the nearest RCA Representative. Or write to RCA, Dept. HD-22, Building 15-1, Camden, N.J.
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(July 20-Aug., 13-18th annual Stanford Radio TV-Institute, offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

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

*June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Keynote speaker will be Robert C. Hill, U.S. Ambassador to Mexico. Other speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, famous Mexican broadcaster; James Farley, president, Coca Cola Export Co.; and Claude M. Robinson, chairman, Opinion Research Corp. A rodeo, bull fight, and golf tournament are among the entertainment features.

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


June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

*July 10-22—NAB Executive Development Seminar, Harvard Graduate School of Business, Boston.


July 17-21—National Assn. of Educational Broadcasters annual seminar, U. of Wisconsin, Madison.

July 19-20—Idaho Broadcasters Assn. convention, John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.


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.

July 29—Deadline for comments to FCC on technical standards for FM stereo.

AUGUST


*Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers, Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.


Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

*Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

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


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

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional VHF channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuation of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greensbrier, White Sulphur Springs.


Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

*Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.


"They went thataway, pardner."

"Who?"

"A posse of program directors, pardner."

"Chasing someone?"

"Yup. The "DRUMMERS" — the greatest little bands of sales boosters and themes in the country."

"Are they wanted?"

"Yup, recorded or live in 50 states."

"Looks like a necktie party's in store for 'em."

"Yup. They'll be swingin' from the highest turntable."

"Big reward out?"

"Millions. Lots of sponsors are itchin' to get their hands on them "DRUMMERS" — they'll be pretty popular, 'round hy'ar, if they do... Say, how come you're drawin' on me, pardner."

"Name's not pardner, pardner. I'm one of the "DRUMMERS" boys... Promo by name. Make tracks."†

†for "DRUMMERS" of course

(SESAC RECORDINGS)
THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N.Y.

Here are the next 10 days of network color shows (all times are EDT).

**NBC-TV**

June 27-July 1, July 4-6 (11-11:30 a.m.) Price Is Right, participating sponsors.

July 27-July 4, July 11-12 (11:30-1 p.m.) I Could Be You, participating sponsors.

June 27 (10-11 p.m.) After Hours, Purex through Edward H. Weiss.

June 28, July 5 (9:30-10 p.m.) Arthur Murray Party; P. Lorillard through Lennen & Newell & Sterling Drug through Norman, Craig & Kimmel.

June 29, July 6 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Spiegel through Norman, Craig & Kimmel.

June 30 (9:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.

July 1 (9:30-10 p.m.) Masquerade Party, Hazel Bishop through Dominion & Co., Block Drugs through Grey Adv.

July 3 (10-11 p.m.) Moment of Fear, Lever through Sullivan, Staufer, Colwell & Bayles.

July 4 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles.

July 5 (7:30-8:30 p.m.) Bonanza, RCA through Kenyon & Eckhardt.

July 6 (8-9 p.m.) Music On Ice, sustaining.

July 7 (9-10 p.m.) The Chevy Mystery Show, Chevrolet through J. Walter Thompson.

July 8 (10-11 p.m.) One Loud, Clear Voice, Purex through Edward H. Weiss.
Yes! That's right! Baton Rouge is the 4th largest market in the states of Louisiana, Texas and Mississippi ... the area known as the Gulf South. Ranking just below Dallas-Ft. Worth, Houston and New Orleans, the Baton Rouge market served by television station WBRZ has a population of 1,561,000, with retail sales of $1,285,000,000 — too big a market to be overlooked on any list. Call your Hollingbery man.
1960 SUMMER OLYMPICS IN ROME...EXCLUSIVE ON THE CBS TELEVISION NETWORK

You will be more than a good sport if you take your customers to the Summer Olympic Games in Rome, via the exclusive broadcasts of the CBS Television Network. You will be the far-sighted sponsor of an exceptional advertising vehicle. All signs point to the gathering of an unprecedented television audience—vast, excited, and attentive, coming back day after day.

People are still talking about this network's coverage of the Winter Olympics at Squaw Valley: viewers still marveling at the thrills of Olympic competition; advertisers still marveling at the size and quality of the television audience. Five out of every six upper and middle income families, and three out of every four lower income families, watched the Winter Games. If you make cars or stoves or other “high-ticket” items you will be interested to note that upper income families watched most, as Nielsen average-minute ratings show:

<table>
<thead>
<tr>
<th>Income Level</th>
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<tr>
<td>Upper Income</td>
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<td>Middle Income</td>
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The broadcasts from Squaw Valley also attracted more adult viewers per family than any other Winter program—with the result that a leading cigarette maker was the first advertiser to sponsor a part of the Summer series. (Because of the number of viewers of all ages, a famous cereal maker soon followed.) Altogether, more than 100 million Americans tuned in.

Yet the Winter Games were scarcely more than a warm-up exercise for the Summer Olympics—the world's greatest sports spectacle—to be held this year in the ancient thoroughfares and modern arenas of the Eternal City. Television tourists will follow the Marathon from the Capitoline Hill along the Appian Way, past the Coliseum to the Arch of Constantine. Sports enthusiasts will see Herb Elliott of the 3:54 mile, the seven-foot high-jumping John Thomas, the fabulous Konrads swimmers—the foremost men and women athletes of our time drawn from every quarter of the globe.

To bring the Summer Olympics to the American people within a few hours of each event, jet planes will shuttle tapes daily from Rome and Paris to New York. From August 26 to September 12, the CBS Television Network will present a total of 32 broadcasts, averaging more than one hour of coverage a day. Advertisers who want to get a running start on the new Fall selling season will be interested to know that two-thirds of these broadcasts will occur on or after Labor Day Weekend. Thus far P. Lorillard Co. has purchased one-quarter of the series and General Mills, Inc., one-eighth.

In a truly unique combination of advertising values, sponsors of the Summer Olympics will gain the continuity and frequency of impact found in a regular series, together with all the excitement and prestige generated by a newsworthy “special” of major dimensions. Not to mention a huge circle of new friends brought to you exclusively on the CBS TELEVISION NETWORK.
SAN DIEGO

CALIFORNIA

has a famous zoo, an important port, hundreds of thousands of prosperous people, and two pre-eminent newspapers:

The San Diego Union

Evening Tribune

Copley Newspapers

15 DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA - GREATER LOS ANGELES - NORTHERN ILLINOIS - AND SPRINGFIELD, ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W., Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING. $ 7.00
☐ 52 weekly issues and Yearbook Number. $11.00
☐ Payment attached ☐ Please Bill

name

title / position

company name

address

city

classified

telephone

zone

state

Send to home address — —

BROADCASTING, June 27, 1960
DON'T BE A DROOPERT is now the safety slogan in the Cleveland market. Introduced as an animated TV symbol of channel 8's on-the-air public service campaign, the cartoon character of Droopert immediately became synonymous with traffic hazard. Cleveland city officials quickly adopted Droopert. Now, he has been stenciled on sidewalks of Cleveland's busy intersections. That's impact—action and influence.

YOU KNOW WHERE YOU'RE GOING WITH CBS CLEVELAND
A STORER STATION • REPRESENTED BY THE KATZ AGENCY

BROADCASTING, June 27, 1960
MONDAY MEMO

How well does humor sell on tv?

Let’s be brave for once and answer the question cynics often ask: Do witty commercials really sell? The answer: Yes; sales figures prove it.

Product areas traditionally considered too dry or solemn for a witty tv selling approach more and more have yielded to the injection of a little good humor in their commercials with surprisingly happy results.

In men’s shirts and ladies’ deodorants, for example, two products normally sold on tv with a very straight face, experience proves that a little wit in good taste can go a long way to heighten memorability and sales.

Big Question = But whom does tv wit sell? Or more provocatively, is wit required to sell on tv?

The answer comes out of a good, hard look at the market. More than 87% of America is now staring at picture tubes, exposing itself to two different kinds of commercials that compete for spendable income.

The first group of commercials, which are few in number, consists of the selling appeals for new and unique goods or services. To the degree that these appeals must devote the 60-second contemporary art form known as the “tv spot” to an exposition of new product and benefits, there’s not much time left for comedy. Such commercials are creatively limited in that they must ignite in the viewer both a need and a desire to buy.

But today’s great majority of spots are being produced for established, highly competitive product areas where the need to purchase long exists. Instead, brand-switching becomes the significant aim.

In such a situation, natural dynamics of economic growth or market penetration by means other than tv may have created an expanding sales picture in which the simplest type of “creatively straight” tv brand-and-benefit exposure seems to be all that’s needed to keep the sales curve rolling upwards.

Don’t Rock Boat = In such cases, only the most imaginative advertising director or agency will then suggest placing good humor or whimsy into service as an effective selling tool. And often this “Let’s not argue with success” philosophy is responsible for a smaller, rather than a larger success.

Perhaps due to this reluctance, wit, in the past, has been sold short on tv. Not only has comedy or good humor been associated almost exclusively with animated cartoons, but slapstick has been equated with offensiveness, the same kind of offensiveness where only harshly repeated catch phrases are trusted to establish any kind of brand memorability.

How untrue this really is. Our own agency experience has shown how brand memorability can be established or enhanced without resorting to bad taste. Good-humored live-action commercials equally arrest and capture the public imagination. And even with limited exposure, they can successfully create in a sizeable part of the audience a strong desire to buy.

Making It Work = The next question is the simplest (and creatively the most complex) of all: what’s the best way to utilize good humor to capture the viewer’s interest and imagination?

The answer is legion. A sampling of some leading current tv spots reveals such compelling selling situations as a baby soaking his father’s watch, an upside-down girl, a grocery bag spilling all over the street, an errand boy bumping into a lamppost, a pursuit of a drop of grease, a pair of hoboes discussing a bath, a very proper couple making love on a refrigerator sales floor, a string quartet busy puffing on cigars, two pipe wrenches talking, a shaggy dog—and lots more.

Creatively, where do we go from here? Everywhere! But first let us learn to admire the fact that America loves wit in every form; then we may cast loose from a little of our tv pretentiousness. Then we may observe how our civilization rapidly has become so full of the same kinds of good things that brand loyalty is more susceptible than ever to good-humored, emotional change.

Then we may begin to draw fully on all of our second-to-none comic tradition—using top creative imagination to put wit into the “driest” of our selling requirements.

Or paraphrasing the Joy commercial—which is “make tv selling almost fun.”
HOW DOES A BOTTLE CAP SOUND? Like the laughter of young people at a Junior Prom. Like gallons of beer at traditional Maryland oyster and bull roasts. Or, like millions of bottles squirming hurriedly through an assembly line. This is the sound of the booming beverage industry in Baltimore. A rich sound. A refreshing sound. A sound of a big business that adds millions in spendable income to the millions more earned by Marylanders in other industries. You can cap it for your clients with WBAL-RADIO, the station that suits the myriad tastes of this massive market. It’s the progressive Maryland station with the sound of elegance, the Sound of the Sixties. It’s the station that pours out rich results in Baltimore and Beyond! **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland Tradition/Associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.
YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunscape ........ 98,000 homes
Father Knows Best . 86,500 homes
6:00 p.m. News . . . 84,400 homes
10:00 p.m. News . . . 74,400 homes

*November Lincoln NSI

The Setzer Italians
MED-TV — GRAND RAPIDS-KALAMAZOO
MED RADIO — GRAND RAPIDS-KALAMAZOO
WBTY — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

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.

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-Ft. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

1110 KRLA
RADIO LOS ANGELES

Represented by DONALD COOKE INC.

OPEN MIKE®

Patterson-Johansson 'debacle'

EDITOR: Just heard the Patterson-Johansson debacle. It could have been a shining night for network radio—biggest fight of several years and ABC Radio has it. So what happens? Multiplicity of commercials, injudiciously spaced, and a shabby presentation overall.

During the dramatic moment of the knockout the audience was given a cacophony of screams, roars, two announcers yelling at one and the same time, the blaring of the ring announcer—everything, in fact, but the true drama of the moment and, thank heavens, another commercial for Fiat.

What has happened to those truly great sports announcers of radio's golden era? And what has happened to those geniuses who used to hold the reins directorially over radio's on-side sporting events? It was obvious to any who listened that the boys working this fight weren't sure from one moment to the next just what was happening and, furthermore, what they were supposed to say about it.

I began to count commercials but soon lost all count. The mixed up and missed cues threw my tally completely off course. Best part of the broadcast, from where I sat, was Jonathan Winters' commercial for Fiat. A gem.

It would have been better had ABC "paused briefly" before the broadcast to figure out just how they were going to handle this great sporting event. Perhaps the interminable "we now pause briefly" interruptions would have been less objectionable—and more commercially effective for the sponsors who footed the bill. Don't know exactly what they paid for the broadcast rights, but if they bought on the basis of commercials delivered, they got their money's worth on minute mileage alone.


Tv spurs toy sales

EDITOR: You will be interested to know how Broadcasting's story on tv and toys (May 16, page 50: "Tv can create

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues $3.00 per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
GREYHOUND IS THE PACESETTER IN HARNESS RACING

It covered a mile and a half in three minutes, two and a half seconds

wsai

IS CINCINNATI'S PACESETTER RADIO STATION

Time buyers are making 1960 a Pacesetter year for WSAI sales. National spot billing has shown sizeable increases every month this year. And May is up 26% over the same period last year. Continued sales results for our sponsors is the only reason for continued sales increases for WSAI. In Programming . . in Popularity . . in Productivity . . WSAI is Cincinnati's Pacesetter Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WSAI - Cincinnati; WPEN - Philadelphia; WALT - Tampa
a demand for toys”) helped me in my part of the recent Toy, Juvenile and Wheel Goods Market in San Francisco. An industry luncheon was held featuring local TV personalities. They told buyers, jobbers, representatives and manufacturers how to increase sales through TV.

Art Finley, who is Mayor Art and host of the Popeye series on KRON-TV, and Bob March, who is KTVU (TV) San Francisco’s “Captain Satellite,” demonstrated actual commercials utilizing new toys and wheel goods being shown. I was coordinator of the luncheon program and discussed the growing impact of television on toy sales in the past year, emphasizing the need of effective point-of-sale promotion on the dealer level to follow up the pre-selling job done on TV. Needless to say, I gave Broadcasting complete credit. Thanks for this type of usable information.—A. Richard Robertson, Promotion and Merchandising Manager, KRON-TV San Francisco.

Inquiries about ‘Yearbook’
EDITOR: Kindly send the current Broadcasting Yearbook.—Eugene O. Bremer, Milwaukee Stockyards, Milwaukee.
EDITOR: Would you kindly send to this office the 1960 Broadcasting Yearbook, billing me for same.—Morton J. Pollack, Parents’ Magazine, New York City.
EDITOR: Will you let us know if your Broadcasting Yearbook carries the founding date of each station. Also if it includes stations owned by cities and colleges.—F. V. Barmon, Castle Island Press, Chicago.
EDITOR: I am interested in securing a copy of the Broadcasting Yearbook. Please send me the price and availability.—Bill Wedeneyer, Texas Farm Bureau, Waco, Texas.

The 1960 Broadcasting Yearbook/Marketbook will be published in September. In addition to its 46 directories spanning the business side of radio and television, the book will give the starting date of each broadcasting station, plus ownership, technical facilities and other data. Copies of this 600-page source book will be available at $4 each.—The Editors]

Advertising’s defense
EDITOR: In the June 13 issue (page 34) you have an account of the AFA meeting and state that Jim Farley set the theme “Advertising works for freedom.” This got me all excited until I read his follow-up “pledging the group to truth, good taste, integrity, creativity and good old-fashioned American know-how.”

I think this is just fine, but it “ain’t” the point of the theme. I am amazed from this sideline posi-

Pulse Beat
19.1% Los Angeles homes lack phones; of those with phones, more than 15% have private, unlisted numbers.

In Los Angeles, as in New York, there has been a steady trend to more and more unlisted phones. In 1958 there were 13.2% unlisted phones.

When individual markets show many hundreds of thousands of families not reachable by telephone, how can you possibly sample by any other method except the personal interview, face to face?

In L.A. there are two phone companies, combined in one book. But if you have to deal with the 3,749 independent phone companies in the U.S. in trying to pre-check a diary placement, or reminder to maintain it—pretty complicated! Certainly not “scientific”. And even the so-called machine sample is mainly diary.

72% of parents encourage specific TV viewing as against 52% for reading; Pulse finds from a special sampling of households with children 11 and younger. 80.3% said the children had never been adversely affected; 19.7% told of upsetting programs such as Frankenstein, Dracula, King Kong, etc. Shirley Temple’s Story Book was the sole children’s program recommended—educational and informational programs taking precedence in a list of adult favorites. Parents were more valuable and informed about TV than specific books and magazines.

“Class” and “Mass” TV vary appreciably in appeal to both categories. 36% of TV families with $4,000 and over income is the norm. Programs of above-average appeal included Dough-Re-Mi, Huntey-Brinkle, American Bandstand, Friday Night Fights, Captain Kangaroo, etc. Programs favored by families of $4,000 income and under, 28% norm for all TV families, included: December Bride, M-Squad, Music Bingo, Price is Right, Daytime, Troubleshooters, Zane Grey Theatre. An analysis of complete Pulse data reveals tremendous variations between programs on characteristics of utmost significance in buying either network or spot.
WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

As Part of Our Continuing Efforts in Community Service

WPEN awards four college scholarships each year to students throughout the Philadelphia area, selected in cooperation with WPEN, by the Mayor and Superintendents of the Public and Parochial School Systems. Education is our responsibility—and it is also good business. In Public Service . . . In Sales . . . And In Exciting Listening, WPEN Makes Things Happen In Philadelphia.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS WPEN—Philadelphia; WSAI—Cincinnati; WALT—Tampa
It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful. . . . Furthermore, you can't beat its established reputation for reliability. For 25 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now . . . right around the corner . . . is the publication date of the bigger-than-ever BROADCASTING YEARBOOK for 1960—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.

The 1960 edition scheduled for September publication will be snapped up by 18,000 busy people with the stakes of their livelihood in television or radio . . . or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. Deadline for advertising if proofs are desired: July 11. If no proofs, July 25. Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The New 1960 BROADCASTING YEARBOOK is too good a bet to miss!
READ WHAT IMPORTANT AGENCY EXECUTIVES SAY ABOUT THE
BROADCASTING YEARBOOK

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new Yearbook is invaluable. Congratulations!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

I always look forward to the Broadcasting Yearbook. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media GroupDirector
Foote, Cone & Belding
New York

... on my recent lengthy Station trip, the Broadcasting Yearbook was a tremendous help. Its vast collection of very useful data, not to mention names, addresses and phone numbers, etc., was my constant companion.

Raymond E. JonesYoung & RubicamNew York

Your Broadcasting Yearbook is one of the most important reference books I own. I find it very helpful in the preparation of television-radio client presentations, and as a solid informational guide for countless industry facts and figures.

Tom DeHuffTV Account ExecutiveCunningham & Walsh, Inc.New York 16, N. Y.

... I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P.N. W. Ayer & SonNew York

... You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumplin, VicePresident-MediaHenri, Hurst & McDonaldChicago

... I find the Yearbook very helpful...

Frank MoriaritySenior BuyerDancer-Fitzgerald-SampleNew York

As an important agency tool, the annual Broadcasting Yearbook offers the kind of information we need and use on a week to week basis.

A. E. Staley IIIVice PresidentDancer-Fitzgerald-SampleChicago

The annual Broadcasting Yearbook is the most valued addition to our working library.

Edward R. FitzgeraldBroadcast Media ManagerJ. Walter ThompsonChicago

... Yearbook will be very useful during the coming year just as I have always found Broadcasting informative and helpful to my business.

Nicholas E. Keesely, SeniorV. P., Radio-TvLennen & NewellNew York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P. &Director, Broadcast Dept.Ogilvy, Benson & MatherNew York

... It's supposed to be easy to criticize anything, but frankly I find it difficult in this case (Yearbook). You have done a monumental job and I certainly congratulate you and your associates...

Peter M. BardachMedia SupervisorFoote, Cone & BeldingNew York, N. Y.

**Latest working information about both television and radio.**

**Directories restyled for faster reference—giving facilities and key personnel, of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.**

**Definitive round-up introductions, reporting on progress in each major area of activity covered by a directory.**

**Special articles and reports on such important developments as—**

... radio and TV audiences, their size and composition.

... radio and television time sales—by network, spot and local—nationally and by individual markets.

... market information for every U.S. county.

... trends in the use of feature and syndicated film.

... analyses of specialized radio programming—foreign language, Negro market, multiplexing, stereophonic broadcasting.

... a review of how advertising agencies have grown with radio and television.

**PLUS— all the many other standard features which have made Broadcasting Yearbook the most authoritative, most closely-read reference work in radio and television for the past quarter-century!**
Crime and violence

EDITOR: While parents, religious groups and parent-teacher associations continue to chastise television for its westerns and mystery programs that contain gunplay—following the lead of newspapers in claiming that television should clean up its programming or be government regulated—parents allow and even abet their children's viewing of crime movies. This has been observed at Saturday movie matinees here.

We have photographed children by the dozens exiting from a Missoula theatre after seeing two features that make gunplay on tv seem like a kids' game of cops and robbers. The children in many cases were darting in and out around traffic to reach their parents' automobiles, double parked... The features were "The Purple Gang" and "Bluebeard's Ten Honeymoons." Upon asking the children what the movies were, she informed me that the first was billed as America's worst gang of criminals and that the co-feature was about a man who married ten women and killed many of them.

The question is, do many parents criticize their children for watching westerns and mysteries on tv and then send them to the Saturday matinee, giving them money and driving them to the theatre, without questioning what movie is on or what it's about... Approximately 12 hours after these hundreds of children sat through two horror movies their city experienced a vicious murder and violent suicide. These same children, along with thousands of others for miles around, were reading about it in the daily paper and were faced with a grisly picture of the victim of the murder. —Don Hayes, National Sales and Promotion Manager, KMSO-TV Missoula, Mont.
Invited to participate in the real excitement that springs from the interplay of vibrant people... people who spark to the vivid presence of a "Metropolitan" personality—a personality like each of our widely recognized Television, Radio and Outdoor properties.
...in Cleveland WHK is No. 1 The monthly game of musical chairs—to see who's first—has taken a dramatic new turn. Thanks to Metropolitan Broadcasting Corporation's new orchestration of service, news and showmanship, WHK now accompanies your selling message with Cleveland's largest audience.* The score is available from Blair, or General Manager Jack Thayer (EXpress 1-5000).

A station of the Metropolitan Broadcasting Corporation

WHK

Cleveland

LISTENING HABITS HAVE CHANGED!

*HOOPER, 23.4%—Total measured time periods, January–March, 1960
FALL TV SCHEDULES BUTTONED UP

Now committed: weekly budget of nearly $7 million for night shows

But among the three networks there are still soft spots in sales

The fall TV nighttime schedule, which all three networks have been hammering together since the first of the year, is about where it’s going to be. With minor exceptions the times have found their programs. And with some more-than-minor exceptions, the salesman have found advertisers to pay the freight.

From the standpoint of weekly production costs alone, the freight will set a new record: $6.8 million worth for regularly-scheduled shows, according to Broadcasting’s calculations. This is up a sizable $1.3 million from the 1959-60 season’s $5.5 million weekly program nut.

From the standpoint of new entries, too, the changeover is greater than last season. Forty-six new shows will be on the air this fall, against 35 last year.

On pages 34 and 35 Broadcasting lists all the nighttime shows now in the network schedules. These are some of the facts which emerge from an analysis of those schedules:

- There will be 46 new shows—14 on ABC-TV, 14 on CBS-TV and 18 on NBC-TV.
- There will be 65 shows returning from last season—23 on ABC-TV, 25 on CBS-TV and 17 on NBC-TV. (NBC-TV will have more new shows than old ones next fall.)
- Only 22 shows will be licensed to advertisers, 10 fewer than advertisers owned in the past season; the 89 others will be licensed to the networks that program them.
- There are still 13-plus hours of program time available for sponsorship.

Sales Report - Networks are having divergent luck in pinning down sponsors for the fall schedule. Despite an uncommonly fast and early sales start, approximately 17.5% of all evening time still lacks a sponsor identification. Privately the networks say they’re doing better than that—that they’ve made some sales they aren’t yet free to disclose. But a compilation of their public announcements—the sales they are free to disclose—shows 13 and a fraction hours still uncommitted.

These are distributed as follows: ABC-TV 2½ hours to go, CBS-TV 1⅞ hours to go and NBC-TV 8½ hours to go. This would make ABC’s score 89.5% sold out of a weekly schedule of 26 nights, leaving CBS at 93.9% of 24 hours, and NBC’s 65% of 24½ hours.

Of the three networks, only CBS-TV will say that “we have announced everything we’ve sold.”

ABC-TV officials say that, in addition to sales shown on the accompanying charts, one-half of Disneyland has been sold to a sponsor that cannot yet be identified, another quarter-hour of Roaring 20’s has been signed for, Naked City is fully committed and other unannounced sales have been made to bring the network sell-out level to 94 or 95%.

NBC-TV authorities say that as a matter of policy they can neither confirm nor deny the 65% estimate on sales. But a network spokesman said: “Taking into account the contracts that are in transit, those that are at the point of signature, and the inquiries that are moving toward the contract stage, we will be completely sold out by fall.”

The Unsold Periods - Here, by network, is a rundown of programming to which no sponsorship has yet been publicity attached:

ABC-TV - Most of ABC-TV’s unsold time—except for Walt Disney on Sundays starting at 6:30—is in small pieces of programs. One quarter hour of its 2¼ uncommitted hours, for example, includes the alternate sixths of three different shows (Monday: Cheyenne at 7:30, and Adventures in Paradise at 9:30; Wednesday: Naked City at 10). Other open time on ABC-TV: Bugs Bunny on Tuesday, 7:30-8; quarter hour in Law & Mr. Jones (Friday, 10:30) and three-quarters of hour-long Roaring 20’s at 7:30 on Saturday.

CBS-TV - At CBS-TV the rundown of time still to be sold: All of Face the Nation (Monday, 10:30-11); half of hour-long Witness at 7:30 on Thursday, and all of a half-hour yet to be programmed that same night at 10.

NBC-TV - NBC-TV’s open time: All of Shirley Temple (Sunday, 7-8); halves of these half-hour shows: This Is Your Life (Sunday at 10:30), Wells Fargo (Monday at 8:30), Klondike (Monday at 9), Tall Man and Deputy both back-to-back starting at 8:30 on Saturday; two-thirds of hour-long Riverboat on Monday at 7:30; half of Laramie (Tuesday, 8:30-9:30); quarter of hour-long Thriller (Tuesday at 9); a full hour not yet programmed on Tuesday, 10-11; two-thirds of Outlaws (Thursday, 7:30-8:30); all of Groucho Marx (Thursday, 10:30-10:30); half of Dan Raven (Friday, 7:30-8:30); an unprogrammed half-hour on Wednesday at 10:30; a 10-minute segment available each in Michael Shayne and Lone Westerner (10-11 and 8:30-9 respectively on Friday), and two-thirds of hour-long Bonanza on Saturday at 7:30. Also unsold: the hour period set aside for an information show (tentative title: America’s Future) set in the 9:30-10:30 Saturday period.

Independents’ Role - The schedules show the large independent producer becoming (along with the networks) even a more essential source of programming than before. In the past season five independents accounted for more than 30 programs; next fall six independents will produce more than 50 shows.

The leader among the pack is Four Star Productions, which has 12 programs scheduled on the networks. It’s followed by Screen Gems with nine, Warner Bros. with eight (all on ABC-TV), Revue-MCA with six and Desilu and Goodson-Todman with four apiece. Other top producers: Ziv-United Artists and 20th Century-Fox with three apiece.

For full details on shows, costs, producers, sponsorships, turn page
A DETAILED LOOK AT FALL TV SCHEDULES

This table shows next fall's nighttime programs, how much they cost, who packages them, whether network or advertiser licensed, the time of night they are scheduled and at what date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns.

Agencies are in parentheses (); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new shows in boldface; advertiser-controlled shows are designated by an asterisk.

Not shown in tables: ABC-TV—Sun., 6:30-7:30, " Walt Disney, 

"$105,000, available, starts 10/1; Tues., 7:30-8:00, " Expendition, " (new), $20,000, Ralston (GB&B).

"ABC-TV Films, starts 9/20; Sat., 7:30-7:30, "Dick Clark, 

"Beechnut (Y&R), [Drexell Prod.].

CBS-TV—Sun.

7:30

Mogerclick $110,000

Armour (PC&B) [Wagner, L&N]

Kaiser (LC&N) [Linenmeyer]

3:00

R.J. Reynolds

Goodson-Todman

Kaiser (LC&N) [Linenmeyer]

Armstrong (BBDO) [Cattley, A.

Hoskins]

Shawder & Co.,

Sunbeam (PC&B) [Cattley, A.

Hoskins]

10:00

"U.S. Steel" Armstrong

Strong (Studebaker, [Cattley, A.

Hoskins]

10:30

"Take a Good Look

Dutch Master (DW&R) [Mansfield-Arnell]

10:30

"June Allyson

duPont (BBDO) [Four Star] [NCB]

SUNDAY

ABC-TV

CBS-TV

NBC-TV

7:30

Mogerclick $110,000

Armour (PC&B) [Wagner, L&N]

Kaiser (LC&N) [Linenmeyer]

3:00

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"Take a Good Look

Dutch Master (DW&R) [Mansfield-Arnell]

10:30

"June Allyson

duPont (BBDO) [Four Star] [NCB]

THURSDAY

ABC-TV

CBS-TV

NBC-TV

7:30

Guestguard Ho

$50,000

Ralston, (GB&B) [Seven-Up (JWT) [Destil]

9/29

Real McCoy

$45,000

PC&B (Compton) [Irving Fincus]

9/29

My Three Sons

$60,000

Chevrolet (C-E) [Pederson]

9/29

Untouchables

$120,000

L&M (L & I) [Armour (PC&B)

9/29

"Take a Good Look

Dutch Master (DW&R) [Mansfield-Arnell]

10:30

"June Allyson

duPont (BBDO) [Four Star] [NCB]

34 (SPECIAL REPORT)

BROADCASTING, June 27, 1960
## MONDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Title</th>
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<tbody>
<tr>
<td>7:30</td>
<td>ABC-TV</td>
<td>Cheyenne (Bates) $85,000</td>
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<td>CBS-TV</td>
<td>Union Carbide (M&amp;G)</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>P&amp;G (B&amp;B)</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC-TV</td>
<td>P&amp;G (B&amp;B) (Fox)</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>Rainier (Bates) (Fox)</td>
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<tr>
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<td>NBC-TV</td>
<td>Pepsi-Cola (Bates) (Fox)</td>
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<tr>
<td>9:00</td>
<td>ABC-TV</td>
<td>funnel advertising (Bates)</td>
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<tr>
<td></td>
<td>CBS-TV</td>
<td>Cigarette ad (Bates)</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>*Tippy Toes (Bates) (CBS)</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC-TV</td>
<td>The Andy Griffith Show (Bates) (CBS)</td>
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<tr>
<td></td>
<td>CBS-TV</td>
<td>Mary's Fundy (Mink) (Bates) (CBS)</td>
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<tr>
<td></td>
<td>NBC-TV</td>
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## TUESDAY

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<tbody>
<tr>
<td>7:30</td>
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<td>Bag's Bunny (ABC) $37,500</td>
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<td></td>
<td>CBS-TV</td>
<td>Station time (ABC)</td>
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<tr>
<td></td>
<td>NBC-TV</td>
<td>Lawrence $90,000</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC-TV</td>
<td>*Riflemen (Bates) (Y&amp;R) $40,000</td>
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<tr>
<td></td>
<td>CBS-TV</td>
<td>Bottle's (Bates) (Y&amp;R) (CBS)</td>
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<tr>
<td></td>
<td>NBC-TV</td>
<td>Pittsburgh Plate Glass (Bates) (Y&amp;R) (CBS)</td>
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<tr>
<td>9:00</td>
<td>ABC-TV</td>
<td>*Dobie Gillis (Bates) (Y&amp;R) $47,500</td>
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<td>CBS-TV</td>
<td>Sunbeams (Bates) (Y&amp;R) (CBS)</td>
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<tr>
<td></td>
<td>NBC-TV</td>
<td>*Screen Gems (Bates) (Y&amp;R) (CBS)</td>
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<tr>
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<td>Matry's Fundy (Mink) (Y&amp;R) (ABC)</td>
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<tr>
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<td>Dan Raven (M&amp;G) (Y&amp;R) (CBS)</td>
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<tr>
<td></td>
<td>NBC-TV</td>
<td>*AT&amp;T Specials (Bates) (CBS)</td>
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<tr>
<td>9:00</td>
<td>ABC-TV</td>
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<tr>
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<td>Tall Man $46,000</td>
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### Notes
- **Cheyenne** (Bates) $85,000
- **Rainier** (Bates) (Mink) (Y&R) (CBS) $46,000
- **Pepsi-Cola** (Bates) (Fox) $50,000
- ***Tippy Toes** (Bates) (CBS) $47,500
- ***AT&T Specials** (Bates) (CBS) $47,500
- **Leave It To Beaver** (Bates) (Mink) (ABC) $47,500
- **20th Century Fox** (Bates) (Mink) (CBS) $47,500

### Additional Information
- **Cheyenne** is a Western series
- **Rainier** is a beer advertisement
- **Pepsi-Cola** is a soft drink advertisement
- ***Tippy Toes** is a children's series
- **Leave It To Beaver** is a sitcom
- **20th Century Fox** is a movie production company
Procter & Gamble's $3.8 million gross time billing in April led network advertising in a compilation of advertisers and product classifications released by the Television Bureau of Advertising today (June 27).

Gross time costs for April totaled $55.9 million, and for January-April the figures came to $227.8 million.

Anacin and Dristan were the twin brand leaders, both billing in the same category followed by Phillips' cigars, Bayer aspirin and Winston cigarettes.

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### ESTIMATED EXPENDITURES OF TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

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<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$237,872</td>
<td>$794,498</td>
<td>$670,180</td>
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<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>1,080,973</td>
<td>2,387,403</td>
<td>1,064,000</td>
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<tr>
<td>Automotive, auto. accs. &amp; eqpt.</td>
<td>4,526,846</td>
<td>18,210,996</td>
<td>15,679,299</td>
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<tr>
<td>Beer &amp; wine</td>
<td>494,966</td>
<td>2,723,113</td>
<td>2,364,909</td>
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<td>Bldg. mats. eqpt. &amp; fixtures</td>
<td>232,586</td>
<td>742,129</td>
<td>1,070,009</td>
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<td>Confectionery &amp; soft drinks</td>
<td>1,439,118</td>
<td>6,167,419</td>
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<td>Consumer services</td>
<td>426,591</td>
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<td>1,368,009</td>
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<td>Drugs &amp; remedies</td>
<td>6,174,134</td>
<td>29,622,806</td>
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<td>Entertainment &amp; amusement</td>
<td>143,517</td>
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<td>Food &amp; food products</td>
<td>9,342,785</td>
<td>39,391,514</td>
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<td>Freight, indus. &amp; agric. develop.</td>
<td>42,520</td>
<td>235,760</td>
<td>155,103</td>
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<td>Gasoline, lubric. &amp; oth. fuels</td>
<td>1,205,292</td>
<td>5,339,990</td>
<td>2,288,210</td>
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<td>Horticulture</td>
<td>221,641</td>
<td>1,083,826</td>
<td>1,650,104</td>
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<td>Household equip. &amp; suppl.</td>
<td>2,495,225</td>
<td>2,331,536</td>
<td>1,303,464</td>
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### ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

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<tr>
<td>Household furnishings</td>
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<td>Industrial materials</td>
<td>1,745,114</td>
<td>7,588,040</td>
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<td>Insurance</td>
<td>1,216,915</td>
<td>3,972,506</td>
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<td>Jewelry, optical gds. &amp; cameras</td>
<td>936,090</td>
<td>3,556,729</td>
<td>3,526,614</td>
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<td>Office eqpt., staty. &amp; wrtl. suppl.</td>
<td>347,847</td>
<td>1,054,854</td>
<td>1,399,270</td>
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<td>Radio, tv sets, phonographs, musical instruments, accessories</td>
<td>418,833</td>
<td>1,467,783</td>
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<td>Smoking materials</td>
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<td>26,341,057</td>
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<td>Soaps, cleansers &amp; polishes</td>
<td>6,090,006</td>
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<td>Sporting goods &amp; toys</td>
<td>324,907</td>
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<tr>
<td>Toiletries &amp; toilet goods</td>
<td>8,723,507</td>
<td>36,782,777</td>
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<tr>
<td>Travel, hotels &amp; resorts</td>
<td>67,545</td>
<td>563,566</td>
<td>449,310</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>630,380</td>
<td>3,069,794</td>
<td>2,630,745</td>
</tr>
</tbody>
</table>

**Total** | $35,922,827 | $227,822,508 | $208,645,792 |

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### ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS—APRIL 1960

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$3,837,016</td>
</tr>
<tr>
<td>2. American Home Products</td>
<td>2,752,096</td>
</tr>
<tr>
<td>3. Leiber Bros.</td>
<td>2,133,322</td>
</tr>
<tr>
<td>4. Colgate-Palmolive</td>
<td>2,016,510</td>
</tr>
<tr>
<td>5. General Motors</td>
<td>1,890,777</td>
</tr>
<tr>
<td>6. General Foods</td>
<td>1,785,838</td>
</tr>
<tr>
<td>7. Sterling Drug</td>
<td>1,455,981</td>
</tr>
<tr>
<td>8. R. J. Reynolds</td>
<td>1,380,019</td>
</tr>
<tr>
<td>9. Ford Motor</td>
<td>1,036,366</td>
</tr>
<tr>
<td>10. Gillette</td>
<td>1,028,406</td>
</tr>
<tr>
<td>11. General Mills</td>
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<tr>
<td>12. Texaco</td>
<td>970,910</td>
</tr>
<tr>
<td>13. Liggett &amp; Myers</td>
<td>970,272</td>
</tr>
<tr>
<td>14. Philip Morris</td>
<td>967,307</td>
</tr>
<tr>
<td>15. Chrysler</td>
<td>936,090</td>
</tr>
</tbody>
</table>

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### What people think of commercials

Cartoons make the best commercials.

So say Los Angeles viewers, who chose the animated ads by a better than two-to-one margin over musical commercials, the second-rated variety of tv spots.

Those commercial preferences were revealed by a survey prepared and conducted by Dr. Aly Baylor, chairman of the department of economics and marketing at Woodbury College, Los Angeles. Woodbury students made 3,018 interviews to collect the information. Complete data on tv commercials showed cartoons preferred by 48.4% of respondents, musical spots by 21.1%, silent commercials by 12.1%, demonstrative by 8.3%, serious by 6.6% and dramatic by 3.5%.

Asked to list the sponsors of their four favorite programs, 60.4% were able to name the first choice program sponsor, 52.5% the second, 40.5% the third and 39.0% the fourth. As to use of the products advertised on their favorite programs, 11.7% said they always use them; 65.7% said they sometimes do and 22.5% said they never do.

Most viewers do not have a very high opinion of the commercials they see on tv, the survey indicated. Nearly three-quarters of those interviewed reported negative attitudes toward the tv spots, 19.8% terming them boring, 18.9% repetitious, 13.2% phony, 12.3% lengthy and 9.1% charged them with wrong timing. On the other side, 11.1% said they found commercials entertaining, 60.0% called them informative and 3.7% said they were helpful. The other 5.9% of the interviewers were indifferent to tv commercials.

Ads Axed = Commercials were also revealed as the chief grievance of the tv audience, garnering 43.7% of the votes. Also objected to were time conflict (20.4%), repetition of programs (18.6%) and lack of variety (17.3%).

Yet, only 17.4% of the respondents reported that they made no purchases as a result of tv advertising. Foods were the most purchased (16.3%), followed by toiletries (13.3%), soft drinks (10.3%), drugs (9.6%), cigarettes (9.3%), alcoholic beverages (6.2%), gas and oil (4.7%), recreation (3.8%), automobiles (3.4%), home furnishings (2.8%) and loans and investments (1.5%).

As to programs, the survey found westerns most popular with Los Angelinos (15.6%), mysteries second (13.4%), dramas third (12.2%) and comedies fourth (10.7%). Cartoons, top-rated as commercials, ranked 11th as program material, with only 4.1% of the votes, trailing musical programs (7.9%), family shows (7.6%), sports (6.9%), news (5%), documentary (4.6%) and variety (4.5%). Only educational programs (1.8%) and quiz shows (1.4%) were lower than cartoons in the preferential scale.

Viewers gave animation as their chief reason for watching tv (12.4%), closely followed by personalities (12%), pleasure (11.9%) and action (11.8%). Despite the popularity of westerns, only 3.1% gave go-getting rights as the reason for their program preference, although excitement got a 9.9% response and plot a 9.1%.
The amazing transistor... no larger than a match head, yet opening up electronic miracles never before dreamed possible. So minute, so exacting, it truly takes a quality touch to devise such an engineering masterpiece.

The quality measure of today's better radio and television stations requires no microscopic examination... it can be felt, not only through audience reaction, but in advertiser product association.
TV'S BIG PUSH FOR RETAILERS
TvB says increased retailer ads inevitable

The Television Bureau of Advertising last week emphasized that a decided increase in local retailer use of television is inevitable.

To explore TV's status with retailers, TvB President Norman E. Cash and Howard P. Abrahams, vice president in charge of retail sales, met with newspapermen in New York and talked retailing and TV.

Mr. Cash predicted the area he was concerned with—a $280 million local retail business in 1959—will grow to $1.5 billion in 1970. Media in 1970, he noted, should be billing about $22 billion a year of which "better than $12 billion will be in national advertising and nearly $10 billion in local retail.

For some time, TV's growth in local retailing has been a touchy matter. The large retail chains, for example, didn't feel the need for TV nor did they consider it as they have newspaper ads. But the migration to the suburbs is starting some changes. Stores now compete more strongly for customers in the city areas and branch outlets in the suburbs cannot rely on newspaper circulation to any great extent (TV, covers both general areas, TVB notes).

Mr. Cash noted that local advertisers historically don't react as quickly to TV as do national advertisers. Local advertising in all media increased by only 83% in 10 years (1950-59) but its share of the whole advertising pie declined (from 42.9% of the total in 1950 to 38.5% of the total in 1959).

Tempo Up: At work now, according to Mr. Abrahams, are such factors as an increased tempo of retail advertising on TV and ground work underway to orientate retailers to TV. He noted that with the National Retail Merchants Assn., TVB is preparing a manual for retailers to show them how to use the medium. An NRMA survey reveals that 2 out of 3 retailers using TV say they are profitable. In addition, more than 2/3 (55%) of TV advertisers have increased their TV support since 1955, that the average retailer's TV budget comes to about 10% of his total ad expenditures and 43% of retailers surveyed are using TV.

On the how-to in TV, NRMA already has found that one out of five retailers thinks he is not able to use the medium because of a lack of existing TV facilities or a limited marketing pattern. As a main technique, most retailers tend to slides and live commercials. A few retailers are using TV tape.

TvB and stations are now tackling the problem of orienting the retailers to the use of TV. Talks and demonstrations are made before retailer groups, store tests and clinics are held, while stations are pressed to budgets on how they should contact and sell retailers on TV.

Mr. Abrahams said TVB at present recommends that retailers allocate 15% of their total ad budgets to TV (including saturation schedules for key events and year-round promotion). This percentage, however, is very flexible since various factors including store volume and type or size of market could effect wide variances in suggested percentages.

Shell Oil dropping Thompson for Ogilvy

Some $16 million in advertising for Shell Oil Co. will be scheduled by a new agency next year. Effective Dec. 1, the account, which spends perhaps $77 million in broadcasting, moves to Ogilvy, Benson & Mather, New York, terminating a 30-year association with J. Walter Thompson.

H.S.M. Burns, president of Shell Oil, said the change was not easy to make after a "long, pleasant and productive relationship" with JWT, but that Shell was undergoing a general marketing reorientation.

After the announcement last week, Standard Oil of New Jersey, which had placed corporate advertising through Ogilvy, (Play of the Week in Washington and New York and magazine campaigns), announced it would withdraw from OBM. At week's end no successor had been appointed.

Shell sponsored professional football on CBS-TV last fall but puts most of its money into spot, mainly for strips and news-public service show sponsorship in about 75 markets, supplemented by seasonal announcement schedules in 20 or so additional markets. The sponsor follows the same pattern in radio, using more than 100 markets.

Toni switches two from T-L to Frank

The Toni Co., a division of the Gillette Co. and a top network television advertiser, pulled out an estimated $1.5 million worth of billings from Tatham-Laird in reassigning two products to Clinton E. Frank, another Chicago-based agency.

Beyond the switch of Prom home permanent and White Rain shampoo, which T-L had serviced for 10 years, there were rumblings of further account switches involving Toni's agency group, though none of the agency and client principals involved would comment Thursday.

Toni, one element in the sprawling Gillette empire, spends an estimated $710 million in broadcast media annually, leaning heavily on network TV. Its products are cross-plugged in participations on Gillette's network properties. Gillette itself is a $20 million broadcast client, spending about $13.6 million in network and $2.75 million in spot TV in 1959, plus an additional $1.07 million in spot radio.

Termination of the Toni and Tatham-Laird association was officially announced by the agency Thursday noting the separation is "by mutual agreement and with complete good will on both sides." Toni followed up Friday with virtually the same announcement, adding that Frank had been reassigned the two products accounts. The switch was announced by Stuart K. Hensley, Toni president.

North Adv. Inc. and Clinton Frank handle the bulk of Toni's business, which is primarily in network TV and lesser in spot TV and print media. The lineup: North—Toni, Tonette, Silver Curl, Deep Magic, Hush, Adorn, Color-cade and experimental products; Frank—Pamper, Tame and Bobbi. It also has agencies in Honolulu and Toronto, Canada. Thus, the bulk of broadcast billings remain with North, despite the defection of Prom and White Rain to Frank.

Initial inkling of rumbling in the Toni camp came earlier in the week with North's announcement it had hired away executives from Lelanin Plus and Foote, Cone & Belding as account directors on Toni products.
Recent Guests on the Dayton Council of World Affairs Weekly Forum

CLAUDE BOURDET—Editor, France Observateur, Member Paris Municipal Council

ROBERT CRAWFORD—Public Affairs Officer, U.S. Information Service, Tangiers, Morocco

LILY QUY—Director of Literacy Work, Orissa Province, India

SAMUEL KRAKOW—International Relations Assistant, American Red Cross

KJELL BERG—Press Attaché, Embassy of Sweden

DR. HERRICK YOUNG—President, Western College for Women

ROBERT MACALISTER—Executive Director, International Rescue Commission

GEORGE V. MELAS—Greek Ambassador to the U.S.

DR. FAYEZ SAYEGH—Director, Arab Information Bureau

DR. GUNTHER R. GRUBER—Austrian Trade Delegate, Chicago

LEONARD TENNYSON—U.S. Representative for the European Common Market

DR. LEWIS GALANTIERE—Policy Advisor to Radio Free Europe

WERNER MIDDLEMAN—Assistant Secretary of Refugees for the West German Government

Dayton’s favorite window on the world

Famed public service feature “Dayton Council of World Affairs” in 10th year on WHIO-TV  Programs don’t endure like this without tremendous audience loyalty. Throughout the years, Dayton and the great Dayton area has learned to keep WHIO-TV tuned in for the utmost in forward-looking programming — just as our area’s civic leaders have learned to come to us first for airtime support for community projects.

Such close identification with civic causes has won us a unique place in the hearts of a great community. You’ll find it rewarding to consult National Representative George P. Hollingbery’s facts and figures. He is at your service.

One of America’s Great Area Stations Covering 41 Counties of 3 States

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina
A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.

Example: WCBS-TV's coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station's prime-time showing, more than the next three stations combined! (Nielsen)

Another example: "Sea Hunt," one of New York's top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station—same night, same time—ratings took an immediate plunge. Overnight, "Sea Hunt" lost three-quarters of its audience! The inevitable result: "Sea Hunt" is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York's largest audiences by far are tuned to...

WCBS-TV
CBS Owned - Channel 2, New York - Represented by CBS Television Spot Sales
Business briefly

Product premieres [The Mennen Co., Morristown, N.J., has entered Rochester, N.Y., in tv-testing of two new products: Brake, men's deodorant with roll-on top that "knocks out a man's tension odor," and Orbit, woman's deodorant with contour roller to give "complete, contour protection." Agencies: Grey Adv., N.Y., for Brake, and Warwick & Legler, N.Y., for Orbit.]

Thrilled [Allstate Insurance Co., Skokie, Ill., via Leo Burnett Co., Chicago, signed as co-sponsor of Thriller, new NBC-TV hour-long mystery and suspense series starting in the fall (Tues., 9-10 p.m. EDT). Other sponsors of the Hubbell-Robinson produced series are Glenbrook Labs and American Tobacco, both previously announced.]


Gas Assn. drama [American Gas Assn., N.Y., through Lennen & Newell, N.Y., will co-sponsor Barbara Stanwyck Theater over NBC-TV in the fall (Mon. 10-10:30 p.m.). The other sponsor, previously announced, is Alberto-Culver Co., Chicago.]

Jam session [Mary Ellen's Inc., Berkeley, Calif. (jams and jellies) has launched a 10-month radio spot campaign on 19 western stations, through Guild, Bascom & Bonfigli, San Francisco.]

Undaunted [Lever Bros.' Lifebuoy soap signed sponsorship of NBC-TV's new live, colorcast series, Moment of Fear, which starts July 1 (Fri. 10-11 p.m.: EDT). Produced by Robert Stevens, program features suspense stories dealing with both reality and fantasy. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.]

Early morning news [Tidewater Oil Co., through Foote, Cone & Belding, L.A., on July 4 starts full sponsorship of Frank Goss morning newscasts on a 21-station hookup of CBS Radio Pacific Network, (Mon.-Sat., 7:30-7:45 PDT) for 52 weeks.]

Summer series [S.C. Johnson & Son, Racine, Wis., through Foote, Cone & Belding, N.Y., and the Pet Milk Co., St. Louis, via Gardner Adv., that city, have bought alternate sponsorship of The Comedy Spot, a CBS-TV summer series of 13 filmed comedy half-hours starting Tuesday June 28 as replacement for The Red Skelton Show.]

Political sponsors [KHOU-TV Houston last Corinthian station to lock up local sponsorship of group's coverage of political conventions and election night has sold the package to the Houston National Bank. Other four Corinthian markets sold, all within 10 days of package being offered, are: WISH-AM-TV Indianapolis, Fall City Brewery; WAN-E-AM-TV Fort Wayne, Peter Eckrich & Sons (meat packer); WOTV (TV) Tulsa, Conoco and National Bank of Tulsa and KXTV (TV) Sacramento, Shell Oil. Corinthian's individual, local-angle coverage supplements that of CBS (BROADCASTING, May 23].]

Marlboro football [Philip Morris Inc. (Marlboro cigarettes), N.Y., will sponsor complete schedule of 70 games of National Football League on CBS-TV, starting Sept. 23 and ending Dec. 18, and has set up regional TV networks. Company also will present world championship game over NBC-TV on date to be announced. Agency: Leo Burnett Co., Chicago.]

Two for 'Witness' [R.J. Reynolds Tobacco Co., Winston-Salem, N.C., through Wm. Esty Co., N.Y., and Helene Curtis Industries, Chicago, through Edward H. Weiss Co., Chicago, have signed for alternate week, half-hour sponsorship of Witness (Thurs., 7:30-8:30 p.m. on CBS-TV), starting in fall. Half-hour sponsorship of series is still available.]

Makeup spots [Max Factor & Co., L.A., will use nationwide spot television starting Oct. 3 in an introductory campaign for a new make-up, Sheer Genius. The company describes the product as a "new concept in make-up that will give complete ... an exciting new look which is in between the shine of an unpowdered make-up base and the non-reflective matte finish of powder." Kenyon & Eckhardt, L.A., is the agency.]

Renews news [The AFL-CIO has renewed Edward P. Morgan & The News on ABC Radio for the sixth consecutive year. The 52-week contract was placed last week by Furman, Feiner & Co., N.Y., which at the same time ordered the AFL-CIO's annual summer weekend newscasts beginning in July. George Anshro handles these 12:25-12:30 p.m. Saturdays and 7:30-7:35 p.m. Sundays. The Morgan newscasts are heard Monday-Friday 7-7:15 p.m.]

Nighttime too [Procter & Gamble will sponsor a nighttime version of Video Village quiz show on CBS-TV Fridays (9-9:30 p.m.), beginning July 1. The series was planned initially as Monday-through-Friday daytime. The
TO INCREASE YOUR CLIENTS' SHARE OF THE $5-BILLION
WASHINGTON RETAIL MARKET

Use the promotion plan with the
largest share of the
GOVERNMENT EMPLOYEE MARKET

Featuring WQMR
Washington's Quality Music and Government News Radio Station...
and Acme
Washington's Fastest Growing Supermarket Chain.

First, your radio spot commercials are carefully
fitted in WQMR's popular "Musical Clusters" and
"Voice of Government" program format which offers
a pleasing balance between uninterrupted "semi-classical
and semi-popular" music, and exclusive spot
reports of government activities along with other
important news, weather and sport features...just the
balance that attracts and holds the attention of a half
million government employees and their families. You
need this important audience if you are to really move
goods in Washington. Your selling message...and
it must meet WQMR standards...is presented in-
dividually in and around the news portions as integral
parts of each day's program. Your selling message is
considered an important aspect of WQMR's service
to the people of the nation's capital. Such controlled
and integrated programming makes the big difference
...for you as well as for your listeners.

Second, you may now join WQMR in a Point-of-
Purchase Promotion just set up with American Stores,
Inc...whose ACME markets form one of the largest
supermarket chains in the country, as well as in the
capital area. For no additional charge, your advertised
product will benefit from choice POP space (your own
selection, by the way) in all stores of the ACME chain
which does business with more than 200,000 Washing-
ton shoppers weekly. Just think of the impact on the
sales of your product created by end-of-aisle or check-
out counter displays viewed by these 200,000 shoppers...
and the number is increased if you choose a dif-
ferent package plan. There are two established plans
to choose from.

This integrated promotion program would be
strongly tempting even if offered by any other radio
station providing the usual assortment of music, news,
variety and commercial fare. Coming from WQMR,
however, you will have still another bonus feature
working for you...proven audience acceptance.
WQMR's new creative approach has already won over
a large, regular audience, both in and out of the gov-
ernment, plus the plaudits of advertising and business
leaders, the sponsors, government officials and mem-
bers of Congress. With the implementing of the
WQMR-ACME merchandising plan, even more
plaudits will come in from satisfied sponsors.

Prime radio time and store display space is limited.
To get in on the "outdoor living" market, request
program details as soon as possible.

Contact: Ed Winton, V.P. and G.M., WQMR
Wisconsin Building, Washington 16, D. C., WHitehall 6-1050

WQMR DIAL 1050
...a Connie B. Gay Station

Serving the Largest Specialized Group of Listeners in Any City in the World
**TV PREVIEW**

The bouncing ball technique of the movie theatres' audience participation community sings has been adapted by Fuller & Smith & Ross, Los Angeles, and Playhouse Pictures to a new 20-second commercial for Kal Kan Rounds, new pet food which basically is meatballs canned in gravy.

For Kal Kan, the bouncing ball is a bouncing meatball which moves from frame to frame with a hungry dog in eager pursuit over the words that make up the rhymed message:

"Finally, a pet food that pours,\nShaped like a meatball to end all your chores.\nThe complete pet diet for cats and hounds,\nBrand new Kal Kan All-year ROUNDS."

Bouncing into the lettering, the meatball becomes the "O" of the word "ROUNDS" until it is pounced upon and gobbled up greedily by the happy pooch. The commercial ends with a picture of the Rounds can.

The spots will be broadcast on tv day version won't begin until July 11. Agency: Benton & Bowles, N.Y.

**In for Ann** General Foods through Benton & Bowles has slotted a new taped revue, *The Spike Jones Show*, in the **Ann Sothern Show** time on CBS-TV (Mon., 9:30-10 p.m. EDT) for nine weeks, beginning Aug. 1, until *The Andy Griffith Show* debuts in that time. **Ann Sothern** moves in the fall to Thursdays at 9:30, replacing this season's *Markham*, sponsored by Schlitz (through J. Walter Thompson) and Renault (Kudner). Bill Dana, who created "Jose Jimenez" on the "Steve Allen Show" on NBC-TV, will produce the Jones series, with Bob Shearer, former associate producer of the Allen show, as a director and an Allen writer, Don Hinkley, with similar duties.

**Lady Esther buys tv** Chemway Corp., for Lady Esther Products, has bought participations in ABC-TV's daytime shows, *Day in Court, Beat the Clock, and Who Do Your Trust*, beginning June 28. The contract calls for a quarter-hour a week for 25 weeks. Agency: Cohen & Aleshire, N.Y.

**Two go golf** Williamson-Dickie Mfg. Co., Fort Worth, through Fuller & Smith & Ross, has bought half of CBS-TV's *PGA Golf Championship* July 23 (5-6 p.m. EDT) and July 24 (4:30-5 p.m. EDT).

**Olympic buy** P. Lorillard, through Lennen & Newell, N.Y., and Pabst Brewing Co., through Kenyon & Eckhardt, that city, have signed for CBS-TV's coverage of the final Olympic track and field trials, scheduled for July 2 (5-7 p.m. EDT).

**Agency appointments**

- Oasis Corp. Stanton, Calif., names Boyhart, Lovett & Dean Inc., L.A., to handle sales development for introduction of Rola-Dri tub enclosures to add a shower to bath tubs. Media plans are now under consideration.

- Bar Harbor Inc., L.A., appoints Boyhart, Lovett & Dean Inc., L.A., to handle the Imperial Chef refreshment bar, a product designed to accommodate individual servings of coffee, soup and other beverages and foods without need for bottled water. Media plans are being formulated.

- Cone Mills Inc. (fabrics, Cone towels), N.Y., to Grant Adv., N.Y., from Cohen, Dowd & Aleshire. The account is valued at the "middle to high six figures."

- WRVA-AM-TV Richmond, Va., appoints Zimmer-McCluskey-Frank, that city. The agency is handling all advertising and publicity for the tv station's changeover to ABC-TV which went into effect May 30.

- Mutual Broadcasting System: Erwin Wasey, Ruthrauff & Ryan, N.Y.
WGIV

CHARLOTTE'S Number ONE Audience Station*
Proudly announces the appointment of....

BERNARD HOWARD & CO., INC.
radio and television station representatives

NEW YORK · CHICAGO · ATLANTA · LOS ANGELES · SAN FRANCISCO

as its National Representative effective

July 1st 1960

* Pulse of Charlotte—Spring 1960
* Hooper of Charlotte—April-May 1960
A FOCUS ON THE PRIME U.S. MARKETS

Census findings pinpoint the 189 most-populated city areas

Twenty-three metropolitan areas have a population of more than 1 million, according to preliminary figures announced June 22 by the U.S. Census Bureau.

Another 29 metropolitan areas have a population between 500,000 and 1 million, it was found.

Highest percentage increases occurred in Anaheim, Calif., 610.4%.; Tucson, Ariz., 362% and Torrance, Calif., 610.4%; Buffalo, N.Y., 528.387; Salt Lake City, Utah, 372,000.

Following are population figures for 1960 and 1950 as released by the bureau:

<table>
<thead>
<tr>
<th>Standard Metropolitan Area</th>
<th>1960</th>
<th>1950</th>
<th>Increase or decrease in population</th>
<th>Percentage change</th>
</tr>
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<td>5,280,000</td>
<td>1,343,300</td>
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<td>6,740,505</td>
<td>5,280,000</td>
<td>1,460,505</td>
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<td>1,227,509</td>
<td>261,505</td>
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<td>437,903</td>
<td>126,049</td>
<td>28.5</td>
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<tr>
<td>San Francisco-Oakland, Cal.</td>
<td>2,187,762</td>
<td>1,658,650</td>
<td>529,112</td>
<td>31.8</td>
</tr>
<tr>
<td>San Francisco-Oakland-S.F.,Calif.</td>
<td>2,187,762</td>
<td>1,658,650</td>
<td>529,112</td>
<td>31.8</td>
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<tr>
<td>Seattle, Wash.</td>
<td>516,014</td>
<td>411,051</td>
<td>104,963</td>
<td>25.4</td>
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(Continued on page 46)
Nielsen blueprints '61 coverage studies; out-of-home radio included

Detailed plans for A. C. Nielsen Co.'s new national radio and television coverage studies, to be known as NCS '61, are being announced today (June 27), by the rating firm.

Field work for the radio portion will start in the fall of this year and for the tv portion next spring, with both reports to be tied to current subscription counts and expected to be ready for delivery in mid-summer 1961 (Closed Circuit, June 13).

Each report will include total homes and tv (or radio) homes by state and county; number and percentage of homes reached weekly, daily and night separately, weekly and daily daytime and nighttime circulation of station and totals by state and station.

Radio data will also include out-of-home listening.

The separate surveys will measure, 2,076 cities, individually, out of 3,076 in U. S., and the 146 others will be measured in combinations totaling 70 clusters. Questionnaires will go to some 375,000 families and the reports will be based on returns from no less than 40% in any county and an average of at least 50% for all counties.

Costs per station range from $500 to $5,000 gross in the case of radio reports and $600 to $6,000 gross for tv, with discounts earnable up to 50%. Costs for advertiser and agency subscribers will be a wide range depending on the amount of information needed: a small agency might buy data on a single state for $40 or $50, while top price for the complete radio and tv service is $10,000 before discounts, which can reduce this to less than $7,500.

BROADCASTING, June 27, 1960
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<thead>
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<td>115,278</td>
<td>40,506</td>
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</table>
WELCOME STATION KSEO, DURANT, OKLAHOMA!

OUR 1100TH AFFILIATE. We are proud to add to our ever growing family of radio station affiliates the only station in Bryan county, Oklahoma. This fine station was established in 1947 and is owned by the Durant Publishing-Broadcasting Corp. The manager of the station is Lewis W. Coleman. Congratulations KSEO, we're proud and happy to have you with us.
The capital ladies in the capital city make up their minds—and their shopping lists—before the stroke of noon. In the pre-shopping hours. It's this distaff quirk that makes the following fact so significant:

Washington women make up their minds in the morning... and the greatest share are influenced by WRC-TV.
Between 7 am and 12 noon, Monday through Friday, WRC-TV attracts more women viewers than any other station in the Washington area. Owned - Channel 4 in Washington - Sold by NBC Spot Sales - WRC-TV

Ayer presses reps for rate card action

Station representatives are going to hear from N.W. Ayer & Son, Philadelphia, next week. L.D. Farnath, media vice president wants to know what their stations plan to do about the rate card muddle.

Ayer, at a New York luncheon last month asked representatives to mediate with station to eliminate rate confusion and abuses among different classes of advertiser defined variously as national, local, regional, retail and otherwise (BROADCASTING, June 6 et seq.). Reps interpreted Ayer's notice to mean that the agency, if necessary, would go individually to stations and negotiate contracts direct if it felt clients would not get fair treatment otherwise.

Now Mr. Farnath wants to see results. He has no illusions, however, about the single-rate system. This would end the confusion but isn’t likely to be adopted by all stations anytime soon. What Mr. Farnath does seriously hope for: Agreement in the business on rate-card definitions, which is local or retail and who is national. Getting equal treatment for comparable advertisers would thus be considerably simplified. Business-wide definition of who qualifies for what rates is the realistic approach, he believes.

Mr. Farnath already has heard direct from some stations, but these are the ones that already have clear-cut cards—stations that cause an agency no trouble on rate definitions.

Chicago firm blends production, copy units

Tatham Laird, Chicago based agency with estimated broadcast billings of over $20 million, has completed the blending of its radio-vc commercial production and copy units into a "fully integrated" creative department.

Jerry Birn, copy chief, will head up the combined department, with Tom Cadden serving as commercial production supervisor. Dan Ryan, commercial production manager and founder of the department is expected to announce his retirement shortly.

The realignment is designed to produce greater efficiency in the creative processes of developing coordinated

52 (BROADCAST ADVERTISING)
KTBS-TV SHREVEPORT, LOUISIANA
Channel 3  E. Newton Wray, Pres. & Gen. Mgr.

KTBS-TV IS PLEASED TO ANNOUNCE THAT THE KATZ AGENCY, INC. HAS BEEN APPOINTED ... NATIONAL ADVERTISING REPRESENTATIVE EFFECTIVE JUNE 5, 1960.
Portraits of a Pioneer

We told you before that we were born and raised here in Central Ohio. Today we want to introduce you to a lady whose roots in our hometown turn us green with envy.

She was born on Abbott Avenue in 1885 and remembers so much about our city and its people. People like Eddie Rickenbacker who as a small boy was constantly fooling with machines. James Thurber was a quiet thoughtful lad from Parsons Avenue. She remembers how everybody had a pet theory about the blight that eventually took down every elm tree on Broad Street and Bryden Road. She's an authority on the 1913 flood as well as the one that forced our own crew to enter and leave our studios by boat in January, 1959.

But her days are filled with far more than memories. It is our happy lot to keep her company in the daytime and early evening, and the glow from the screen is quite often matched by the light in her eyes. She discovers with WBNS-TV that life is as fresh and exciting now as it ever was.

Though we are constant companions, once in a while she takes us to task. There was the time we announced a programming change which would leave her favorite afternoon continued story temporarily without a home. Literally thousands of phone calls and letters from this lady and her sisters got us and her program back on schedule.

With programming counsel such as this available to WBNS-TV, is it any wonder Central Ohio keeps tuning us in. The Madison Avenue grapevine has it like this: "If you want to be seen in Central Ohio — WBNS-TV."

WBNS-TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV, 316 kw
print and television campaigns, the agency explained. It also culminates a gradual evolution of policy from several years ago when TL abandoned the division of its copy department into separate groups of writers for tv and print. It was felt that the previous policy led to creative inefficiency, overlapping assignments and duplicate creative management. So writers were given both tv and print.

New Portland agency

Foland Adv. Inc., a new agency in Portland, Ore., has established offices in a suite at 310 S.W. Sixth Ave. Milton A. Foland, vice president, director and manager of Pacific National Adv. for 14 years, is president. Ruth S. Foland, formerly creative director and secretary-treasurer of Pacific National, is an incorporator of the new firm. During his tenure with Pacific National, Mr. Foland directed advertising for many large national and regional food, industrial and financial advertisers in the Northwest. He reports that some of the food clients were among the largest buyers of spot radio across the country out of the Portland market.

Also in advertising

Greenwich agency • Allston, Smith & Somple Inc., a new advertising agency, will open permanent offices July 5 at 36 Mason St., Greenwich, Conn. The firm has acquired the following accounts: Arnold Bakers Inc., Cox Kitchens Inc., and Ward-Griffith Co., newspaper reps. AS&S also is affiliated with Trans-Ocean Public Relations, which will handle publicity and public relations for the agency in this country and advertising as well as publicity in Europe in return for which AS&S will place advertising in U.S. and Canada for Trans-Ocean’s European clients. AS&S executive personnel include: Eldredge K. Allston, president; William Philip Smith, vice president and director of radio-tv; Joseph Somple, vice president and director of art and production, and Mildren C. Allston, secretary-treasurer.

Standards set • WAVE - AM - TV Louisville, Ky., has distributed booklets of standards and requirements to advertising agencies in Louisville and other cities and has reported a favorable reaction. The booklets deal with radio-tv commercial material and all phases of the stations’ standards are discussed. Nathan Lord, WAVE vice president, stated that the publications were issued to help both the agencies and the stations perform the best possible service to advertisers. He also said that WAVE plans to institute a charge for any agency responsibilities it has to perform in the future. The booklets include sample commercials, film and art specifications, deadline requirements, and a number of other standards for both radio and tv.

Council relocates • The new west coast headquarters of the Advertising Council Inc. will be at the First Federal Bldg., Suite 608, 1717 Highland Ave., Los Angeles 28. Its new telephone number will be Hollywood 2-0988.

WSAAA move • New headquarters for Western States Advertising Agencies Assn. is 3175 W. Sixth St., Suite 302, Los Angeles 5. Telephone number remains Dunkirk 8-3371.

New move • Swafford & Co. Advertising has moved into its own building at 10517 Santa Monica Blvd., L.A. Agency’s new telephone number is Brashaw 2-9421. Swafford, a 25-year-old agency, has been located in Beverly Hills for 10 years.

Ad kits • Advertising Federation of America, Bureau of Education and Research, has released its third kit of educational materials designed to clarify the social and economic roles of advertising in U.S. The kit contains an essay on social responsibilities of advertising, as well as a radio-tv script, a high school-college talk, and news releases prepared for college publications and local newspapers.

oves • Space & Time Adv., L.A., has moved to new offices at 9060 Santa Monica Blvd. Telephone: Brashaw 2-9101.

Cigarette survey • U.S. Tele-Service Corp., tv monitoring firm, is offering advertising agencies a complete quarterly photo survey of network cigarette commercials. The full report on the first survey, which started April 1, is priced at $600. It includes photographs of some 350 different commercials; a complete log of all network commercials including the program, specific time of each commercial, theme identification and analysis of each commercial; and complete collation, tabulation and analysis quantitatively. The company is located at 369 Lexington Ave., New York 17.

Barter, anyone? • Tv stations are offered 119 mystery episodes, titled Uncovered, on a barter basis by the Thompson-Koch Co., New York advertising agency. The series consists of 91 half-hour segments of Saber of London and 28 segments of The Vise. The series is owned by Sterling Drug Co. The transaction is subject to the usual agency commission by Thompson-Koch, one of Sterling’s agencies.

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<tr>
<th>City</th>
<th>Stations</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>Philadelphia</td>
<td>3</td>
<td>29.5</td>
<td>76.0%</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>3</td>
<td>19.2</td>
<td>50.4%</td>
</tr>
<tr>
<td>Syracuse</td>
<td>2</td>
<td>38.1</td>
<td>73.8%</td>
</tr>
<tr>
<td>Charleston, S.C.</td>
<td>2</td>
<td>43.0</td>
<td>73.8%</td>
</tr>
</tbody>
</table>

"CANNONBALL" delivers the ratings

PHILADELPHIA
3 stations 29.5 Rating 76.0% Share

CINCINNATI
3 stations 19.2 Rating 50.4% Share

SYRACUSE
2 stations 38.1 Rating 73.8% Share

CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

"CANNONBALL" delivers the ratings
Summertime
or any season...

*KTVU* continues to
deliver lower cost-per-
 thousand campaigns to
Advertisers in the San
Francisco Bay Area.

Right now you can buy prime
time availabilities (Minutes,
twenties and ID's) in all time
segments... and only *KTVU*
offers PLAN RATES on spots in
all time classifications.

**ADD IT ALL UP...**
**AND YOU WILL BUY**

*KTVU* CHANNEL 2

San Francisco - Oakland
AN NAB CODE STATION • represented by H-R Television, Inc.
FIRST CHOICE

In the Albany-Thomasons, Ga. And Tallahassee, Fla. Area Is

WALB-TV

The Only Primary NBC Outlet Between Atlanta And The Gulf

THE MEDIA

ABC RADIO UNVEILS PLANS

Include new show 'Flair' for housewives

Blueprints for "The New ABC Radio" were submitted to key affiliates last Friday by Robert R. Pauley, vice president in charge of the network, and his associates at a meeting in New York.

Key proposals, in line with ABC Radio's new policy of aiming primarily at the young-adult and particularly the young-housewife audience (Broadcasting, June 6), included the following:

- A new 55-minute across-the-board program mixing popular-music recordings with short features. It would be called Flair and start Oct. 3 in the 1-1:55 p.m. spot Monday through Friday. The program would be designed "for women with a flair for living and a flair for fun" and its features, not more than 90 seconds in length, would be scheduled every five minutes and deal with such diverse subjects as makeup, baby care, Hollywood interviews, recipes, comedy, overseas pickups and the like.

- Five-minute newscasts at 55 minutes past the hour would be extended to an every-hour basis starting at 7:55 a.m. and continuing through the 11:55 p.m. report. News coverage would be intensified and greater emphasis placed on "name newscasters."

- Sports coverage would be expanded through both increased emphasis on sports personalities and additions to the list of sports events covered.

- The network expects not only to renew Breakfast Club when its contract expires this year but also to use it as a showcase for new talent.

- Two spots in Flair would be made available for local sales at no cost to the stations, and two in Breakfast Club, which now are pre-emptible, would be made "permanent."

The proposals were outlined at a meeting of the network's Select Affiliates Committee. Mr. Pauley and other network officials emphasized that the plans were designed for maximum benefit for affiliates as well as the network, its advertisers and its audiences. For instance, he said, short schedules and short cancellation notices will be eliminated and new programs henceforth must have "a clear reason for being."

Officials said they had not yet offered Flair for sale but that they had found keen interest among agency executives with whom they had discussed the program concept. It will be offered for sale in units based on its featurettes, and combination purchases composed of segments of both Flair and Breakfast Club will be available.

Leonard Goldenson, president of ABC's parent AB-PT; Simon B. Siegel, AB-PT financial vice president, and Mr. Pauley headed the ABC delegation at the meeting. Other ABC Radio officials included Jack Mann, director of sales development and program coordination; Earl Mullin, manager of radio station relations; William Rafael, national program director; William MacCallum, assistant to the national program director, and James Duffy, national sales director.

Affiliates were Jim Butler, WISN Milwaukee; Roger Clipp, WFL Philadelphi; Jack Collins, WGST Atlanta; Don Davis, KMBC Kansas City; Si Goldman, WJTN Jamestown, N.Y.; Bill Grove, KBFC Cheyenne, Wyo.; Marion Harris, KGB San Diego; Phil Hoffman, WTCN Minneapolis; Fred Houwink, WMAL Washington; Alex Keese, WFAA Dallas; T. B. Lanford, KRM Shreveport; Roy Morgan, WLK Wilkes-Barre; Larry Reilly, WX1 Springfield, Mass., and Bill Warren, KOMO Seattle.

EXTRA SPOTS

ABC-TV affiliates get them under new plan

ABC-TV affiliates will have an extra 10 seconds to sell locally each night, beginning this fall. They'll get it from one network advertiser per night.

The affiliates also will be allowed to sell locally all parts of ABC-TV's political convention coverage that the network has not sold by July 1. It currently has sold approximately onetwelfth, to 20th Century-Fox.

Network officials outlined these plans to the ABC-TV Affiliates Assn. board of governors at a meeting in New York Wednesday (June 22).

The extra-time plan calls for the next-to-last program in the ABC-TV schedule each evening to be shortened by 10 seconds, so that affiliates will have a 40-second station break before the start of the last network program.

Extra Spot • Thus the affiliates can sell two 20-second spots or one 30-second and one 10-second announcement in this break. Network officials hope the move will improve station clearances.

The network programs to be shortened are the following, respectively scheduled Sunday through Saturday:

WALB-TV

ALBANY, GA. CHANNEL 10

Represented nationally by Venard' Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.

BROADCASTING, June 27, 1960
the station that carried the primaries

Selling challenges are where you find them. We found one recently when a station we represent scheduled a late evening coverage of primary election returns in its state.

Knowing the appeal was largely local — and figuring the interest of national advertisers would be hard to arouse — the station waited until there were only three days to go before it offered this programming for national spot sponsorship. Which, you'll agree, isn't much time.

Turned out, though, HR&P salesmen didn't need three days. By conveying the intensity of local interest to appropriate accounts — and applying imagination combined with fast footwork — they had the job done less than 48 hours later.

**Result:** Eight national advertisers took over complete sponsorship of the program. The station, needless to add, was delighted to carry such a plurality of business along with the primaries!

We admit things like this don't happen every day, but neither are they unusual in our shop. That's one reason why we put such a premium on creative flair and resourcefulness in selecting and developing our sales staff. Another is because — representing one medium only — we need put no artificial limitations on the creation of new business for spot TV. We can, uniquely, afford to be creative **BOTH** ways.

Bob Gilbertson, Chicago office
Islanders, Adventures in Paradise, Stagecoach West, Hawaiian Eye, Unouchables, Detectives and Saturday Night Fights.

The affiliates' board meanwhile elected Howard W. Maschmeier, general manager of WHIC-TV New Haven, to the board championship. He succeeds Brent Kirk, KUTV (TV) Salt Lake City. Donald D. Davis, KMBC-TV Kansas City, was named vice chairman; John F. Dille Jr., WSJV (TV) Elkhart, Ind., secretary, and John T. Gelder Jr., WCHS-TV Charleston, W.Va., treasurer. The board also elected W. E. Walbridge, KTRK-TV Houston, as a new member.

Oliver Treyz, ABC-TV president, headed the network delegation at the meeting.

In Chicago promotion managers of some 25 midwest ABC-TV affiliated stations also heard the network's 1960-61 programming, exploitation, advertising and sales promotion plans, with emphasis on new shows for the coming season.

They were urged to throw their support behind such ambitious new series as Hong Kong, Guestward Ho, Stagecoach West, Expedition and the Winston Churchill memoirs (two new public service properties), Harrigan & Son, the Gillette fights, NCAA football and other programs among some 15 new properties.

NYT&T reports loss

National Theatres & Television reported a consolidated net loss of $3,981, or 30 cents per share, for the 26 weeks ended March 29, 1960. This compared with a net loss of $903,834, or 34 cents per share, for the first 26 weeks of the preceding fiscal year. The report did not include an anticipated net profit of about $3 million from the sale of WDAF-AM-TV Kansas City to Transcontinent Television Corp. for $9,750,000, now awaiting FCC approval. B. Gerald Cantor, NYT&T president, attributed a loss of $2,069,000 to National Telefilm Assoc. For the half-year, NTA had an income of $7,238,000 from film rentals, but operating expenses plus a provision of $5,527,000 for amortizing its tv program inventory produced the net loss.

RAB sets record

Radio Advertising Bureau announced last week that more radio stations joined the bureau in the first quarter of 1960 than during any previous first quarter in the organization's history. Warren J. Boorom, RAB vice president and director of member service, said a total of 102 radio stations signed as members during the period. He placed RAB's current membership at "in excess of 1,200 stations."

NEW FM REP FIRM

Keystone subsidiary to handle NAFMB

Formation of Fm Broadcasting System Inc. as a wholly-owned subsidiary of Keystone Broadcasting System and the negotiation of a contract with the National Assn. of Fm Broadcasters have been announced by Sidney J. Wolf, KBS president, and NAFMB.

FMBS will headquarter in Chicago and serve in a representative capacity for nearly 50 stations, with Mr. Wolf as president. Other officers: Edwin R. Peterson Jr., general manager of KBS Detroit office, vice president; John Hartigan, Keystone Chicago account executive, secretary, and Paul Kolar, KBS controller, treasurer. Virtually all major markets are covered in the pact.

NAFMB's contract calls for the sale of contributed spots on member stations, with resultant funds to be utilized for national research and promotion of fm. FMBS will sell live and transcribed announcements and programs, with stations donating three spots per day for a year toward the NAFMB war chest. The plan was conceived last year at an association meeting in Chicago, with stations asked to donate money from the spots on a voluntary basis. NAFMB reported 47 stations have signed "contribution pledges" thus far. Preliminary details, including KBS participation, were revealed in the May 16 issue of Broadcasting.

Time will be sold on a single billing basis and contracts call for a "must buy" on all contributing stations, NAFMB explained. New NAFMB members who agree to the time assessment will be added to the package as they sign up, implementing the organization's research and promotional fund.

Keystone will act in a normal representative capacity beyond the spot plan for those stations not otherwise employing station representatives. Those with present agreements will be sold by FMBS only for the three-spot plan.

FMBS will operate at 111 W. Washington St., KBS headquarters, and maintain other offices in New York, Los Angeles and San Francisco. List of the markets in which NAFMB-member stations have signed pledges:

New York; Chicago; San Francisco; Los Angeles; San Diego; Boston; Philadelphia; Detroit; Tampa; Louisville; Kansas City; Minneapolis; Omaha; Buffalo; Tulsa; Houston; Nashville; Memphis; Seattle; Albuquerque; Hartford, Conn.; Wilmington, Del.; Fort Lauderdale, Fla.; Hammond, Ind.; Portland, Me.; Baton Rouge, La.; Toledo; Providence, R.I.; Austin, Tex.
Changing hands

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

■ WQXI Atlanta, Ga.: Sold by Robert W. Rounsaville to Esquire Inc. (Esquire, Coronet and Gentlemen's Quarterly magazines) for $1.85 million (see story and picture, page 62).

■ WARL-AM-FM Arlington, Va. (Washington, D.C., area). Sold by Cy Blumenthal to Arthur W. Arundel for $475,000 plus $75,000 to Mr. Blumenthal for five year consulting contract. Mr. Arundel, a native of Warrenton, Va., worked for CBS News and UPI in Washington and until several weeks ago was special assistant in office of Secretary of Commerce. He is on campaign staff of Vice President Nixon. He also is applicant for am radio station in Charleston, W.Va., and is minority stockholder in applicant for standard radio in Hagerstown, Md. WARL is 1 kw daytimer on 780 kc. WARL-FM is on 105.1 mc with 2 kw power.

■ WPEO Peoria, Ill.: Sold by William Dolph and Herbert Pettey to J. W. O'Conner and Frank Babcock for $350,000. Messrs. O'Conner and Babcock are associated in ownership of WBOV Terre Haute, Ind. WPEO is 1 kw day on 1020 kc. Broker: Blackburn & Co.

■ KAGO Klamath Falls, Ore.: Sold by Reilly Gibson and associates to a group of California broadcasters for $202,000. Buying group includes A. J. Krisik, Ted Wolf, Judd Sturtevant, and John Fern. Mr. Krisik has interests in KNGS Hanford, KFIV Modesto and KFAX San Francisco; Mr. Wolf in KFIV and KFAX; Mr. Sturtevant formerly was part owner of KACY Port Hueneme, Calif., and Mr. Fern is sales manager of KSTN Stockton, all California. Mr. Fern will take over as general manager upon FCC approval. KAGO is on 1150 kc and operates with 5 kw daytime and 1 kw at night. Broker was Edwin Tornberg & Co.

■ WZIP Cincinnati, Ohio: Sold by Edward D. Skotch and associates to Carl H., Richard E. and Robert D. Lindner upon FCC approval. KAGO Ferm, KSTN Stockton, Calif., KFAX; Francisco; ford, Mr. Krisik has interests Wolf, Buying group includes of California broadcasters for Reilly Gibson and associates & minority stockholder tion He also working for Mr. Arundel, to thal Blumenthal to story 1 kw day cock &350,000. Messrs. J. 1 WARL Rounsaville 105.1 me with 2 kw power.

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In Roanoke in '60 the Selling Signal is SEVEN...

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia
First acquisition ★ Esquire Inc., publisher of Esquire, Coronet and Gentlemen's Quarterly magazines, has bought WQXI Atlanta, Ga., for $1.85 million, it was announced last week.

The Atlanta station was bought from group owner Robert W. Rounsaville. It is the first move in the announced policy of Esquire's Radio & Television Division to acquire a full complement of radio and tv stations. The magazine's radio-tv unit was established last February.

In addition to its magazines, Esquire also owns Coronet Instructional Films and real estate in Chicago and Boulder, Colo. It recently acquired Scott Publications Inc. (stamp catalogues and albums).

Mr. Rounsaville continues to own WLOU Louisville, Ky.; WCIN Cincinnati, Ohio; WMBMW Miami Beach and WTMP Tampa, both Florida; WVOL Nashville, Tenn. and WYLD New Orleans, La.

The payment comprised $400,000 in cash and the balance to be paid over seven years.

WQXI operates on 790 kc with 5 kw day and 1 kw night. It was founded in 1948 by Mr. Rounsaville. Broker was Blackburn & Co.

Signing the purchase agreement, above, is A.L. Blinder, Esquire executive vice president. Others are (l to r) Mr. Rounsaville; John Smart, Esquire president, and Barry Sherman, managing director of Esquire's Radio-TV Division.

for $183,000 plus consulting agreement and assumption of liabilities. The Messrs. Lindner own a number of retail food and dairy outlets in the greater Cincinnati area. WZIP is 1 kw day on 1050 kc. Broker was R. C. Crisler & Co.

★ WILA Danville, Va.: Sold by Roger A. Neuhoff and associates to Ralph Baron of Baltimore, Md., for $85,000. Mr. Baron is syndicated film salesman and formerly was associated with WAMS Wilmington, Del. Mr. Neuhoff owns WCHV Charlottesville and WHAP Hopewell, both Virginia. WILA is 1 kw day on 1580 kc. Transaction was handled by Blackburn & Co.

★ WNSM Valparaiso-Niceville, Fla.: Sold by Edward C. Allmon to Bay County Broadcasting Co. Inc. for $55,725. Bay County is licensee of WPFC Panama City and is principally owned by Elbert L. DuKate. WNSM operates on 1340 kc with 250 w. Broker was Paul H. Chapman & Co.

★ WSEL (FM) Chicago: Sold by Maurice and H. Kamm to WJJD Chicago for estimated $50,000. Station, one time in receivership, operates with 40 kw on 104.3 mc. WJJD is owned by multiple broadcaster Plough Broadcasting Co.

APPROVED ★ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 96).

★ KOOO Omaha, Neb.: Sold by KOOO Corp. (James Penlon, president) to group headed by Mack Sanders for $275,000. Buyers also have interests in KSIR Wichita, Kan., WJAT Swainsboro and WBRO Waynesboro, both Georgia.

★ WAXX Chippewa Falls, Wis.: Sold by Steve Bellinger, Keith Coleman, Joseph Townsend and Morris Kemper to Jack Holden and son, Don Holden, for $106,000. Jack Holden was for 25 years an announcer on WLS Chicago. Don Holden worked as announcer in Rockford-Rock Island, Ill., area stations and presently is in advertising department of Sloan Valve Co. Sellers continue to own WRAM Monmouth, WIZZ Streator and WVMC Mt. Carmel, all Illinois.

CBS Foundation gives $36,000 to 8 colleges

CBS Foundation Inc. announced last week that eight colleges and universities are included in the 1960 list of grants to privately-supported educational institutions in recognition of the services of their graduates to CBS. Each institution will receive an unrestricted grant of $3,000 each. The total amount, based on 12 graduates of these schools, is $36,000.

The schools and the CBS executives in whose names the grants are made are: the College of Charleston (South Carolina)—Edmund C. Bunker, vice president, CBS Inc.; Thomas L. Means, director of advertising and sales promotion, CBS-TV Stations Div.; Cornell U.—Charles Collingwood, CBS News; Duke U.—Alfred J. Hardin, sales manager, public affairs programs, CBS-TV; Knox College—Theodore W. O'Connell Jr., midwestern sales manager, CBS-TV Stations Division.

New York U.—Salvatore Ianucci, director of business affairs, CBS-TV; Larry LeSueur, CBS News; Charles Steinberg, vice president, public information, CBS-TV; Geraldine Zorba, vice president and general attorney, CBS Radio; U. of Pennsylvania—Michael Burke, managing director, CBS Europe; Tulane U.—Howard K. Smith, CBS News; Bryn Mawr College—Millicent C. McIntosh, board member of CBS Inc.

WJPB-TV signs on

WJPB-TV Weston-Fairmont-Clarksburg, W. Va., signed on the air Thursday (June 23). Stations engineers have estimated that the ch. 5 outlet will serve 800,000 viewers in five states and 55 counties. Studios and transmitter are located atop Mt. Fisher near Jane Lew, W. Va., 2,500 feet above sea level. According to President J. Patrick Beacom, the station will allot 20% of its broadcast time free of charge to educational institutions for special programming. The U. of West Virginia, one of the participating schools, starts its schedule this week. Mr. Beacom stated his hope that WJPB-TV will help correct some inaccurate impressions of West Virginia as "a dead state." He said out-of-state viewers should get a more realistic and favorable image of the state from the ABC-TV affiliate.
KVOL

CELEBRATING 25 YEARS OF PUBLIC SERVICE

25 years of entertaining and informing the listener with top quality programming of this pioneer radio voice of southwest Louisiana. 25 years of pleasing the advertiser with outstanding results.

KVOL - THE HAPPY VOICE

Rated number one by Hooper. Get top value. Join with KVOL top programs, personalities and news.

Owned and operated by the Evangeline Broadcasting Company, Inc.

George H. Thomas         Evan H. Hughes         Thomas G. Pears
General Manager          Station Manager         Commercial Director

KVOL P.O. Box 3030 Lafayette, Louisiana Phone CE 4-5151


NBC RADIO
GILL HEADS NEW RADIO CODE BOARD FOR NAB

Cliff Gill, KEZY Anaheim, Calif., was named chairman of the new NAB Radio Code Board, a policy group that will direct operation of the new self-regulation unit set up by the association effective July 1.

The nine-man board will parallel NAB's TV Code Review Board, which has directed enforcement of that self-regulatory project since its creation in 1952. A set of enforcement and disciplinary rules, approved June 16 by the NAB Radio Board of Directors, closely follows the television code procedure.

Mr. Gill had been chairman of NAB's Standards of Good Practice Committee prior to the change that added enforcement teeth to the project. He participated in planning for the new code structure.

John F. Meagher, NAB radio vice president, will direct administration of the radio code, under policy guidance of the nine-man board. A set of dues calls for payment of 10 times the highest one-minute spot rate per year up to a maximum of $360 a year. NAB member stations will get a 40% discount.

The code structure will be open to non-member stations for the first time, again following the pattern of the tv code and conforming to frequent suggestions in official Washington. A monitoring system to check on station performance in a manner similar to tv code checks will be set up at a later date.


The code group will hold its first meeting in Washington during July. Staff, monitoring and station subscription problems will be considered.

'Heed programming' Floridians told

Two radio executives—one a program designer for a network, the other a salesman for the whole medium—had words for the Florida Assn. of Broadcasters June 17. Howard Barnes, CBS Radio vice president in charge of network programs, told them to heed what they put on the air. Kevin Sweeney, president of the Radio Advertising Bureau, told them to heed their audience count, their image and their profit and loss statements.

Mr. Barnes recounted in general what had happened to broadcasting because of the various scandals, and then concluded "when you scrape away the many complex functions of the industry, one final thing remains that is our reason for being...our programs." He said programs are the "final truth" by which broadcasters are measured, and that "Our ingenuity and ability to be different, one from the other, makes us great as a group."

Mr. Barnes urged creativity, and said it could be accomplished regardless of station size. "If your creative people aren't creative enough," he said, "get those who are." He said the woods are full of young people eager for a chance, and many are being denied it because they don't have a track record. He termed the line "come back when you have more experience" the most suicidal cliche in the business.

Mr. Sweeney said that radio holds the average adult for two hours a day. It should be four or six hours, he said, adding that it wasn't because of "too much sameness" in program fare. He also said that radio had "no stature consonant with our true importance"—and deserved not to have any because it didn't sell itself to the people who count in Washington and elsewhere.

As to radio's selling problem, Mr. Sweeney said it could be solved if every broadcaster made an effort to sell the top 20 businessmen in his town, not because "I'm cheaper" or "I'm better than Station X" but on the basis of radio's real media advantages.

[For election of new FAB offices, see FATES & FORTUNES, page 92].

Newhouse buys papers

Multiple station owner Samuel I. Newhouse adding still further to his extensive holdings in mass media, purchased 85% of the Republican Publishing Co. of Springfield, Mass., last week for a reported $4 million. The company publishes a morning and evening newspaper, the Union and the Republican. Earlier this month, Mr. Newhouse purchased minority interest in the Denver Post. Mr. Newhouse, whose net worth is reported to be more than $150 million, also controls newspapers in Portland, Ore., St. Louis, Newark, Syracuse, Harrisburg and owns Conde Nast Publications Inc., a magazine house.

Newhouse-owned stations are WSYR-AM-FM-TV Syracuse; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KQIN-AM-FM-TV Portland, Ore.; 22.71% of KTVI (TV) St. Louis.

CBA hears Comr. Lee warn of 'tout' frauds

The Catholic Broadcasters Assn., meeting in Pittsburgh last week, heard FCC Commissioner Robert E. Lee talk about "FCC touts" and the influence they don't have.

Commissioner Lee said that these individuals go to applicants involved in a dispute before the commission telling them that they wield influence with the FCC. They collect fees, he said, for doing nothing to help either party in the dispute. In addition, he remarked, the practice reflects on the FCC.

The CBA convention also heard Bishop John King Mussio of Steubenville, Ohio, who said that the scandals in the broadcasting industry are a reflection of moral weakness in American society. "If we don't like what we see and hear on tv and radio," he said, "the solution lies with us." Bishop Mussio declared that before attempting to give new goals to radio and tv, U.S. society must first decide what its own goals are.

The convention awarded its top honors for Catholic programming to KTVI (TV) and KMOX, both St. Louis, and WQED (TV) Pittsburgh (in educational category).
Devney, O'Connell rep firms merge

Devney Inc. and Richard O'Connell Inc., both station representation firms, will merge July 1 into Devney-O'Connell Inc. Announced aim of the new company is to represent radio and TV stations outside the top 30 markets, plus several regional networks. Regionals already in their shops are the Lobster, Sombrero, Northeast Radio and Carolina Radio networks.

Edward J. Devney will be president of the merged firm, and Richard O'Connell will be executive vice president. They've operated their own companies for 11 and 8 years, respectively. Devney-O'Connell will headquarter at 535 Fifth Ave. in New York, with other offices in Chicago, Hollywood and San Francisco.

Additional ABC plans for GOP convention

ABC Chicago has announced additional coverage plans—involving new facilities—for the Republican National Convention to be held there July 25 (BROADCASTING, June 20).

Completion date for the new 8,300 sq. foot International Amphitheatre structure that will house the 16-room TV station setup has been optimistically set at July 18. The dismantling process, however, can be accomplished in only 48 hours, the network claims.

Features of the new facilities include: two studios, one an actual telecast center, the other to be utilized for live commercials; an ionized VIP room, a maintenance section, dressing quarters, a master control center for all ABC coverage; and a communications center.

In addition, ABC Chicago will provide 10 video tape recording machines, and special crash units at the Conrad Hilton hotel for remote coverage.

Cost to the networks for the eight-week convention project in Los Angeles and Chicago has not been announced, but elsewhere in Chicago, CBS officials have estimated nearly $1 million as the tab that network will pay for coverage of both conventions. Cited as the major financial element is the New York-to-Los Angeles-to Chicago transportation of equipment and personnel.

Under the terms of its contract with Westinghouse, CBS is guaranteeing a minimum of 30 hours coverage of each parity—but figures to average around 50 in actuality.

NBC on annual economy binge

An NBC economy program described unofficially as an "annual belt-tightening that goes a little farther than usual this year" was reported last week to have been essentially completed. "So far as we know," one spokesman said, "everybody who is due to be let go has already been notified.

Officials scoffed at reports that the cutbacks were designed to effect savings of as much as 20%. They said they could not estimate the figure but that "it's nowhere near that high.

The move was described as similar to those usually made at about this time of year, when the summer schedule lightens the demands for manpower. It was also tied into a general "cost reduction program" initiated by the parent RCA. This program, authorities said, was prompted largely by RCA's major move into the data-processing equipment field, which requires heavy investments but whose returns, although highly promising for the long run, are not expected to become really substantial until 1963.

Self-regulation: the long-term solution

Self-regulation by broadcasters provides a long-range way of combating growing government intrusion into station operations, the Maryland-District of Columbia Broadcasters Assn. was told June 24 at its spring meeting.

In a review of "post-payola broadcasting problems," Thomas W. Wilson, partner in the law firm of Dow, Lohnes & Albertson, urged broadcasters to become interested in pending legislation and resist it vigorously "where it is faulty or unwise."

The association met at Ocean City, Md.

Mr. Wilson said that stations can't avoid political broadcast problems by refusing to provide time to candidates. He added that identification of political sponsors, even in the case of large announcement campaigns, must disclose specific identity of the sponsors.

Citing examples of FCC "fly-specking" in review of renewal applications, he suggested stations notify the commission in writing when programming representations are no longer being carried out. He said they should make at least an annual check of performance to match programming with promises.

"The time to avoid renewal problems is during the license period when your station's record of performance is compiled," he said, adding that the staggered sample week in renewal forms reflects only .6 percent of total programming. Thus, he said, it is important to attach a detailed narrative statement to renewal applications.

As to Sec. 317 and the credits given free phonograph records, Mr. Wilson recommended stations separate free records received prior to March 16, 1960 to permit identification. He was critical of a narrow interpretation of the section.

Gold Seal's charity questionnaire

Charitable organizations desiring to use facilities of the Gold Seal Stations (KSTP Inc.) for solicitation of funds will be required to fill out comprehensive questionnaires attesting to their eligibility for free public service time.

This move was announced by Stanley E. Hubbard, president of KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis, KOB-AM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla.)

KSTP Inc. management expressed concern over "charity racket" using radio-tv for fund solicitation and revealed it has been probing "one national charitable organization in particular, the operation of which, when all the facts are disclosed, will create a national scandal."

Typical of questions posed to fund solicitors by Gold Seal: "Are you affiliated with any other non-profit, or profit organization?" "Has your organization received a tax exemption from the Internal Revenue Service?" "Are your books and financial records audited each year by a firm of independent certified public accountants?" "How much did you pay out last year to each of the three highest paid individuals on your staff?"

Radio-tv media are especially vulnerable, it was pointed out, because of their "effectiveness" and the desire of broadcasters to meet public service obligations. Hereafter, KSTP Inc. will make more than a "curtory examination" of each organization before granting use of its facilities for publicity, promotion or solicitation of funds.

KSTP Inc. feels the action will not only protect audiences of its group properties from "charity racket" but also aid the cause of "many legitimate and worthwhile charity organizations who suffer because of the other type."
13,725,619 people saw U. S. Steel movies in 1959.

Business and professional groups, schools and the general public, watched some three dozen U. S. Steel educational films in over 47,000 separate showings. Perhaps you have seen some of these films:

"Rhapsody of Steel" has been praised as one of the finest theatrical shorts ever produced. It shows the history of steel from its Stone Age discovery to the important role this remarkable metal now plays in conquering space. This outstanding animated color film is now being shown in a number of motion picture theaters throughout the country.

"Plan for Learning" won an NEA School Bell Award last year for "distinguished public service advertising in behalf of education." This color film tells the story of how one community worked together to build a much-needed new school. In addition to group showings, the film was also featured on TV.


If you would like complete booking information about U. S. Steel movies, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.
ALL-UHF BAKERSFIELD LOOMS

KERO-TV faced with loss of vhf ch. 10

The FCC last week asked for comments on its proposed rulemaking which would make Bakersfield, Calif., all uhf. The proposal is a companion piece to comments invited last March which looked toward the deintermixture of the adjoining Fresno tv market in the San Joaquin Valley.

The commission's proposal last week sought alternative assignments for Bakersfield's three operating tv facilities, KERO-TV (ch. 10), KLYD-TV (ch. 17), and KBAK-TV (ch. 29). KBFL-TV (ch. 39) is not operating.

The alternatives for ch. 10 presented by the commission would (1) delete it, reserving decision on possible uses at a future time; (2) reserve ch. 10 for noncommercial educational use at Bakersfield; or (3) reassign ch. 10 to either Santa Barbara, Santa Maria, Lompoc, Santa Maria or San Luis Obispo.

The commission also presented alternative possibilities for the addition of two uhf channels at Bakersfield. It would assign ch. 23 and either ch. 50 or 51 to Bakersfield or assign chs. 45 and 51 to Bakersfield.

KERO-TV simultaneously was issued a show cause order to tell why its license should not be modified to specify operation on chs. 23 or 45 instead of 10.

ABC, among others commenting on the Fresno deintermixture, told the commission that KERO-TV's signal is invading the Fresno area. It asked that Fresno be made a "stronghold" for uhf operations and recommended that Bakersfield also be deintermixed to all uhf (BROADCASTING, May 9).

FCC Commissioner John S. Cross issued a dissenting statement in which he stated his preference for all uhf operations in the San Joaquin Valley instead of uhf. The commissioner also dissented in the Fresno proposal.

The commission said that reallocation of the Bakersfield channels would require consent of the Mexican government under the North American Regional Broadcasting Agreement and that the FCC will institute procedures to obtain the necessary consent "at the appropriate time."

Deadline for filing comments is July 27.

Bicks approval nearer

A three-man subcommittee of the Senate Judiciary Committee heard testimony from Robert Bicks, acting assistant attorney general in charge of the antitrust division and nominee for that post, and promptly approved his nomination. The nomination now goes to the parent Judiciary Committee. No opposing testimony was offered at the hearing Tuesday.

Official turndown of spectrum swap delayed

Although government officials agree privately that commercial tv has no chance to secure additional vhf space from the military, it will be another 4-6 weeks before an official no is given.

In a letter to the Senate Communications Subcommittee last week, the FCC said that the executive branch of the government will not be able to give a final answer until the end of July or early August. The latest communication is a follow-up to an April 1 FCC letter to the subcommittee setting May 15 as the expected decision date (BROADCASTING, April 4).

"We now have been informed that it has not as yet been possible for the executive branch to prepare a properly staffed and coordinated reply to the commission's two proposals . . ." seeking 50 or 30 vhf channels, the FCC wrote the subcommittee. It was explained that when the May 15 date was advanced the complexities of considering the full impact upon existing spectrum users had not been fully appreciated.

Fred Alexander, telecommunications expert for the Office of Civil & Defense Mobilization, has been the executive contact with the commission in the negotiations. The talks have been in progress looking toward a swap of uhf space for vhf portions of the spectrum currently occupied by the military for over a year. In March, FCC Chairman Frederick W. Ford told the Senate subcommittee that the prospects were dim and just last month Admiral Arleigh Burke, chief of naval operations, said such an exchange would be harmful to national defense (BROADCASTING, May 30).
New census confirms population trend to bedroom towns. 1960 figures show gain in Worcester County of 31,581. Only WTAG reaches all of New England's third largest market.

Now, more than ever before use WTAG to cover central New England

WTAG • WORCESTER, MASSACHUSETTS

REPRESENTED BY
HENRY I. CHRIStAL CO.
HARRIS PUNCHES AT 'INFLUENCE'
Harris' bill to stop 'ex parte' contacts reaches House floor

The 2½ year life of Rep. Oren Harris' (D-Ark.) Legislative Oversight Subcommittee bore "fruit" last week in the form of a bill designed to curb ex parte contacts and back door influences in regulatory agencies.

Rep. Harris introduced his legislation (HR 12731) last Monday (June 20) and saw it reported "unanimously" to the House floor two days later by the Commerce Committee, which he also chairs. In addition to the FCC, the bill applies to the Civil Aeronautics Board, Federal Power Commission, Federal Trade Commission, Interstate Commerce Committee and Securities & Exchange Commission.

HR 12731 represents a compromise of earlier ethics legislation (HR 4800) introduced by Rep. Harris. It was drafted with the cooperation of the Federal Bar Assn., Federal Communications Bar Assn. and the agencies themselves. Violators of its provisions would be subject to fines of $10,000 and imprisonment for one year.

Purposes of the proposed reforms, as spelled out in the bill, are (1) to guard against the exertion of improper influences, (2) to insure the observance of proper ethical standards by members and employees of the agencies, (3) to prohibit, except in exempted circumstances, ex parte communications and (4) give the President the power to remove commissioners for just cause.

"The Congress hereby recognizes," the bill states, "that it is improper for any person, for himself or on behalf of any other person, to influence or attempt to influence any vote, decision, or other action by any agency or by any member or employe of such agency, in any proceeding or matter before the agency by the use of secret and devious methods calculated to achieve results by the exertion of pressures, by the spreading of false information, by the offering of pecuniary or other inducements, or by other unfair or unethical means, rather than by reliance upon a fair and open presentation of facts and arguments in accordance with established procedures."

What's Improper: Under the bill, it would be improper for any member or staff of the FCC to (1) engage in any business transaction with any person having a pecuniary interest in any proceeding before the commission, (2) accept or solicit pecuniary or other inducements, (3) use confidential information for personal profit, (4) have a conflict of interest, and (5) "act in any official matter with respect to which there exists a personal interest incompatible with unbiased exercise of official judgment."

Every notice of hearing issued by the FCC would include a statement as to whether the hearing is an "on-the-record" proceeding or, if not, that off-the-record communications will be acceptable. When the proceeding is "on-the-record," the bill states, no ex parte communications of any nature would be permitted and any such communication received would be forwarded to the FCC secretary for inclusion in the official record.

Violation of this section of the bill "shall be in good cause... for disqualification of the party who made the ex parte communication, or on whose behalf the ex parte communication was made."

The bill also abolishes the FCC's review staff. In addition, it makes uniform to all six agencies the power of the President to remove a member for "neglect of duty or malfeasance in office, but for no other cause."

This power now varies by agency and does not now include the right to remove a member of the FCC.

HE ALSO HAS A SWING AT THE PRESS
Attacks Knight newspapers, 'Life' in House speech on payola bill

House debate on the payola bill was held up last Thursday while its author—Rep. Harris—unburdened himself of a 70-minute indictment against the Knight Newspapers and Life magazine for carrying stories about congressional travel expense accounts involving Rep. Harris and other congressmen (Broadcasting, June 6).

Cheering congressmen, who gave Rep. Harris a standing ovation from both the Democratic and Republican sides of the aisle when he got through, found it impossible to ignore—even if they had so chosen—the angry Arkansas's charge that two of the payola bill's opponents are none other than Knight Newspapers and Time; and that their stories about congressional spending of public money were attempts to intimidate his Legislative Oversight Subcommittee into laying off the two companies' tv and radio properties.

He told his colleagues that immediately after the oversight group made its report last Feb. 9, on which the payola and other provisions were based, the Knight Newspapers and Time "turned reporters loose" to nreap the oversights. Time assigned six reporters to the subcommittee, he charged.

He indicated the stories were part of a conspiracy between Knight and Time to defeat the payola bill (S 1898). He recalled that his subcommittee had questioned Publisher John S. Knight about the FCC's award of ch. 7 in Miami to a group including Knight (40%) Cox Newspapers (40%) and former NBC President Niles Trammell (20%), but that questioning was brief because of the recent death of Mr. Knight's son. Mr. Knight, he said, is a multimillionaire who seeks, not money, but power. FCC Special Hearing Examiner Horace Stern has been conducting re-hearings in Philadelphia in the Miami ch. 7 case in which the FCC awarded the facility to the Knight-Cox-Trammell group.

As for Time, which owns a string of tv and radio properties, none of its stations have ever been granted by application, but were purchased, he said, intimating that Time might not have been able to qualify as an applicant for a new facility. He said the bill being considered would control transfers of tv-radio properties. (The payola bill does not affect transfers and Mr. Harris' bill on transfers, HR 11340, has not been reported from his House Commerce Committee.)

Rep. Harris, talking of the payola bill, said the broadcasting industry and large publications which own broadcasting facilities "do not want legislation of this kind." He said "pressures began moving in" shortly after the House Commerce Committee approved the bill, but did not explain what form such pressures took.

If members of Congress are subject to pressures, he said, members of the FCC are even more vulnerable to them. He charged Knight's Detroit Free Press, cropped a picture which made it appear that he was accepting a drink
The Senate last week confirmed Robert E. Lee for a new seven-year term to the FCC by a vote of 64 to 19 after a 20-minute debate.

Lined up against the District of Columbia Republican nominee in the Senate action Thursday was a bloc of Democrats led by Sens. William Proxmire (D-Wis.) and Ernest Gruening (D-Alaska).

Sen. Proxmire charged that while Mr. Lee had voted in the public interest a few times during his first seven-year tenure, he had gone along with the majority about 90% of the time. And the very fact Mr. Lee did vote with the majority, Sen. Proxmire said, is why he opposes the nomination. It is a "gross understatement," he said, that there has been concern over the quality of the FCC's performance the past several years.

The Wisconsin Democrat hinted there was something fishy about the way the Senate Commerce Committee, in questioning Mr. Lee April 27 (BROADCASTING, May 2) brought up several "controversial" subjects, yet did not print extra copies of its hearing. Sen. Proxmire said he had had trouble getting hold of a transcript of the hearing. (The committee approved the Lee nomination June 15 in what was reported as a unanimous vote.)

Inadequate Information ● He enumerated seven questions put by committee members at the Lee hearing and hinted the failure to have reprints made of the hearing resulted in Senate membership not being adequately informed on these points. He stressed that 25 senators voted against Mr. Lee in the Senate's 58-25 confirmation of him in 1954 (BROADCASTING, Feb. 1, 1954). He concluded by saying he supposed it would be impossible for many senators to vote against a man bearing the "great name of Robert E. Lee."

Ironically, seven of those who voted against Mr. Lee last week also were against him in 1954, the other 12 having entered the Senate since then. On the other hand, about a dozen senators who voted against Mr. Lee in 1954 voted for him last week.

After the Senate vote early Wednesday afternoon, Sen. Proxmire released a statement charging the FCC has a policy of favoring an applicant for a TV station which has congressmen as stockholders (see story page 74).

Sen. Gruening said he had nothing against Mr. Lee, but felt his seven-year term would extend through the term of the next President, who, he predicted, would be a Democrat, and through the terms of all senators.


The Ayes ● Sen. Gale McGee (D-Wyo.), who voted for Mr. Lee last week, said the nominee's record "has many spots on it," but "I think he's learned." What he had in mind, the Wyoming Democrat said, was Mr. Lee's western inspection tour of VHF boosters. Sen. McGee said Mr. Lee changed his position in favor of boosters and that he thus should be given credit for his "disposition to improve."

Others speaking in behalf of Mr. Lee were Sens. John M. Butler (R-Md.), Lyndon B. Johnson (D-Tex.), Norris Cotton (R-N.H.), Styles Bridges (R-N.H.), Francis Case (R-S.D.), Hugh Scott (R-Pa.) and Everett Dirksen (R-Ill.).

Sen. Cotton said Sen. Proxmire's complaints about the questions raised during testimony by Mr. Lee before the Senate Commerce Committee were justified, but said these questions were directed at the entire FCC membership and the senators just took advantage of the nominee's appearance before them to ask the questions.

Sen. Bridges praised Mr. Lee's previous service in the FBI and as a congressional staff member. Sen. Dirksen said he made his own investigation of Mr. Lee after he was renominated, then called Mr. Lee in and asked him "about 40" questions. "When I was through," he said, "I was perfectly satisfied I could come on the floor and defend him as a good and able public servant."

The Lee nomination had not been expected by most observers to be brought to a Senate roll call vote until floor discussion the day before, indicated opposition was developing from Sen. Proxmire.

Mr. Lee began serving on the FCC Oct. 6, 1953, as a recess appointee succeeding Paul A. Walker, who had left the previous June 30. He was renominated last February (BROADCASTING, Feb. 22).

Asks federal inquiry

New York grand jury has asked three federal agencies and New York health commission to check "alleged clinical tests" that based advertising claims for Regimen. Letters were sent to FTC, FCC, Food & Drug Administration and New York health unit. Grand jury indicted Drug Research Corp. and agency, Kastor, Hilton, Chesley, Clifford & Atherton, plus New Drug Institute Labs, all New York, as result of New York district attorney's probe of Regimen reducing pills advertising on TV and in print (BROADCASTING, June 20).
KIMN CLEARED
But management gets sharp FCC warning

KIMN Denver will not have to face a license revocation hearing because of "admittedly poor taste and off-color remarks" made by one of its announcers (At Deadline, Sept. 28, 1959).

However, in vacating the ordered hearing, the FCC last week soundly criticized the "serious laxity" and "ab-
dication of control" on the part of the station management. The hearing order, issued late last year (Broadcasting, Dec. 14, 1959), was vacated by a 4-to-1 commission vote, with Chairman Frederick W. Ford voting to go a step be-
yond the verbal lashing issued KIMN's management.

"As further assurance that such inci-
dents will not reoccur," the FCC issued a cease and desist order against KIMN, which the station has signified it is will-
ing to accept.

Don Burden, owner of KICN Den-
ver, first lodged a complaint with the commission against KIMN last Sep-
tember because of remarks made on the air, plus sound effects, by then KIMN disc jockey Royce Johnson. Cecil F. Heftel, president and co-owner (with his wife) of KIMN, said he was "shocked"
to learn of the Johnson statements and immediately discharged the disc jockey.

Mr. Heftel said that the offensive re-
marks were made at a time when KIMN did not have a program director and
that he personally had been out of Denver.

Great Concern "The incidents which
occurred at KIMN have been a subject of utmost concern to the Commission," last week's FCC order stated. "The re-
marks ... appear to have been made for the purpose of attracting a larger
listening audience, with no discernible regard as to the propriety of the means employed. That the remarks in ques-
tion, which would have been offensive in any context, occurred on programs in
which young people participated, is
especially deplorable."

Mr. Heftel's explanation of the sur-
rrounding circumstances only intensified the commission's concern, the opinion continued. "That material of which the licensee disapproves could be broadcast for several weeks over its facilities in-
signifies a serious laxity in licensee sup-
ervision," the FCC said. "... That Mr. Heftel became informed as to what had transpired only after commission in-
quiry reveals a disturbing lack of inter-
est in the programming aspects of
KIMN's operation. ... In our opinion such conduct falls substantially short of
that required of a licensee operating in
the public interest."

In a note of final warning, the com-
mmission said that the information relat-
ing to KIMN would be associated in the
station's license file and "... would be relevant to a determination, on an
application for license renewal, as to
whether the overall operation of the
station has served the public interest,
convenience and necessity."

In pushing for a revocation hearing,
Chairman Ford hit the "lack of re-
ponsibility displayed by the ownership of
KIMN. ..." He said the hearing should proceed to determine if this lack of
responsibility "... was of such a
nature as to warrant revocation of the
station's license rather than simply the
cease and desist order adopted by the
commission."

Quotes In releasing its decision, the
FCC also reproduced several of the
remarks and sound effects over KIMN
attributed to Mr. Johnson. They in-
cluded the flushing of a commode (labeled "Johnson's John") accompa-
nied by such remarks as: "Oh good
grief, I think I got my feet wet on that
one." "Well those girls had a slumber
party and they wanted us to pull the
chain on Johnson's John."

This was the way a record was in-
troduced: "Here's Dee Clark with 'Hey
Little Girl' in the high school cheaters.
"The song "I Ain't Never" was followed by: "Gee, I ain't never either, surely
would like to sometime, wouldn't you?"

In another instance, the announcer
was said to remark: "Say did you hear
about the guy who goosed the ghost and
got a handful of sheet?"

Shift in FCC's defense office

The FCC Office of Defense Coordi-
nation will be transferred July 1 from
Defense Commissioner Robert E. Lee
to the Office of Administration. On
Aug. 1, the office will be headed by
Albert A. Evangelista as defense co-
ordinator succeeding the retiring Har-
land W. Morris.

Commissioner Lee will continue to
represent the FCC in over-all super-
vision of its defense activities, but the
day-by-day routine of the job will be
handled by Executive Officer Robert W.
Cox, head of the administration office.

Mr. Evangelista, who will make his
reports to Mr. Cox, has been with the
FCC since 1940 when he joined its
field engineering staff. From 1942 to
1944, he was with the commission's
war-time Radio Intelligence Division.
During World War II, he served with
the Coast Guard and stayed on with that
organization in an engineering capacity
until he rejoined the FCC in 1952. His
latest assignment with the commission
was as engineering assistant to former
Chairman John C. Doerfer.
Just how far should government go in competing with its own citizens?

Today the government runs some 19,000 commercial and industrial enterprises in its civilian branches alone!

Many thoughtful people are surprised to learn that the U. S. government actively competes with thousands of independent businesses, large and small.

"Why?" they ask. And it is a good question.

A legacy of war

The idea of government-in-business got its big boost back in World War I. However, it has been kept rolling, and even accelerated, in times of peace.

Today no one can estimate the total cost, in terms of tax dollars, of government-in-business. But figures are available for one of government's largest enterprises—the federal electric power "business."

To date, this federal "public power" has cost the taxpayers more than $5,000,000,000. And its promoters propose $10,000,000,000 more—much of which would likely come from the taxpayers.

Is more federal power spending necessary?

To maintain an abundant supply of low-price power, it is unnecessary for the government to expand farther into the electric power business. America's rapidly growing need for electricity can be amply met by the more than 300 independent electric companies.

The question of government power expansion lies with you and other citizens (8 out of 10 don't yet realize they are being taxed for this purpose).

If the trend toward more "public power" continues, the people of your community will have to ante up more money—money that you might prefer to see spent locally on schools, libraries, hospitals, parks and other essentials. If you'd like to know more of the facts and implications of "public power" spending, mail the coupon for the new free booklet, "What Do Federal Power Ventures Cost Your Community?"

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES
CH. 10 ACTION IRKS PROXMIRE
He assails grant to Albany group that includes five members of Congress

Sen. William Proxmire (D-Wis.) took the floor of the Senate twice last week to denounce as "political payola at its worst" the awarding of a preference in "civic participation" to a TV applicant in the Albany ch. 10 contest because five stockholders are members of Congress.

Capital Cities TV Co., which now operates WTN (TV) there on ch. 10 under temporary authorization, received the nod over Veterans Broadcasting Co. in an August 1959 initial decision. In his decision, Hearing Examiner J.D. Bond took note that some of the Capital stockholders are members of the House in discussing "civic participation." Capital was found to be "manifestly superior" in this area.

In a tentative vote, taken May 27 immediately after oral argument, the Commission favored Capital Cities in staff instructions (At Deadline, May 30). However, one commissioner said last week that "we thought ownership of the five congressmen was a factor of no particular significance."

Counterattacks Two commissioners attacked the Proxmire statements as "improper pressures of the worst sort . . .", exactly the type of thing Congress is trying to legislate against. One of the members of the FCC had this to say about Sen. Proxmire: "What he is really doing is wrapping himself in a mantle of virtue and committing the cardinal sin of an attempted direction to the FCC of what weight it should give evidence in an adjudicatory case pending."

It was suggested that if the senator does not think a member of Congress should be permitted to own stock in a broadcast property that he should introduce legislation prohibiting such interests. (Sen. Proxmire had placed in the Congressional Record a news story on the case printed in the June 19 New York Herald Tribune. However, he emphasized, "I have now discovered that beyond a doubt the commission does accept the idea that if members of congress are stockholders in a TV company, that should be a plus factor in considering that company's application."


All told, there are 1,180 Capital Cities stockholders, with the five congressmen combined owning less than 5%. Largest individual owners, per centagewise, are commentator Lowell Thomas with 16.23% and President Frank M. Smith, 12.11%. Capital Cities also owns WROW-AM-FM Albany, WPJO-AM-FM-TV Providence, WCDB-TV Hagaman, N.Y., WCDK (TV) Adams, Mass., and WTVD-TV Durham, N.C.

Veterans owns WYET-AM-TV Rochester, N.Y. The Rochester TV outlet also is on ch. 10 and shares that facility with WHEC-TV. Albany ch. 10 actually is assigned to Vail Mills, N.Y., having been allocated there as a "drop-in" in 1957.

Last Monday (June 20), Sen. Proxmire charged that giving congressmen an "advantageous, privileged position in the award of television licenses . . . is as morally wrong as it can be. It sets up a firm pattern for predictable corruption. . . . If this ridiculous special advantage in TV license allocation is allowed to stand, the next logical step would be for the FCC commissioners to take the gravy themselves."

The Wisconsin Democrat, often an outspoken critic of the FCC as well as
FTC cites Rise, SSC&B

Carter Products Inc., New York, manufacturer of Rise shaving cream, has been charged by the Federal Trade Commission with using deceptive tv commercials "which disparage competing shaving lathers." Also named in the FTC's complaint are Sullivan & Stauerfer, Colwell & Bayles Inc., Carter's advertising agency, and S. Heagan Bayles, SSC&B executive in charge of the Rise account.

The complaint alleges that the Rise tv commercial portrays an actor shaving with what purports to be competing shaving lather that has dried on his face "causing him to wince in discomfort." Next the actor is shown shaving with "moist and creamy Rise," resulting in an easier and more comfortable shave. In reality, the complaint concludes, the "supposed" lather of the competitor is "a formulation specially prepared for the demonstration and is not a product used for shaving purposes." Consequently, the FTC said, the demonstration "is not a valid comparison" between Rise and competing products, while tending to "disparage" the latter.

The respondents were given 30 days to answer.

individual members, told the Senate that he was referring to the "precedent shattering FCC award of ch. 10 . . . to the Capital Cities Tv Corp., which in 1959 enjoyed gross income of more than $6 million."

Second Stand = Last Friday, Sen. Proxmire revealed that since Monday he had been visited by "a high official of the FCC. He told me . . . it is indeed the settled policy of the FCC to give weight to ownership by members of Congress as an indication of civic participation and a favorable factor in making tv license awards," the senator said.

"What the FCC is admitting when it embraces this policy is that it will give special consideration to a company whose ownership is partially vested in members of Congress who must act on nominations to the commission in the Senate, adopt the laws under which the commission operates and give to the commission its operating budget," he continued. "Far worse than making a phone call or writing a letter, a member of Congress can influence decisions of the FCC by purchasing or accepting as a gift stock in a company which intends to apply for a tv or radio license."

Recanting slightly from his Monday statement, Sen. Proxmire admitted that "it is true that the award made in the Capital Cities case was a preliminary one and that the words quoted in the press accounts were those of the FCC examiner rather than of the commissioners."

FCC, FPC approve 'full agency' bill

The FCC and Federal Power Commission have told the House Communications & Power Subcommittee they approve of a Senate-passed bill which would authorize members of the two commissions whose terms are expiring to continue to serve until successors are appointed and are qualified.

FCC Chairman Frederick W. Ford said his commission feels the bill (S 1965) would assure a full agency membership, preserve continuity of commission responsibility and avoid delay in proceedings involving decisional matters.

The Budget Bureau recommended by letter that FCC and FPC members with terms expiring be authorized to serve for only 60 days after their terms expire. An FPC spokesman said experience with vacancies on that agency indicated 90 days would be better.

Radio-tv exemptions in minimum wage bill

A Democratic-sponsored bill (S 1046) increasing the federal minimum wage gradually from $1 to $1.25 an hour was approved and sent to the Senate June 22 by the Labor Committee. The bill includes an amendment granting exemption from overtime requirements to certain broadcast stations in marketing areas of fewer than 50,000 persons. Chief engineers, news editors announcers with multiple duties who are employed at independently owned broadcast stations are covered. Currently there are no overtime exemptions in the broadcasting industry.

A similar bill in the House (HR 12677) would exempt radio-tv stations from overtime provisions in cities of less than 100,000. The bill has been approved by the House Committee on Education & Labor.

The House exemption is designed to provide relief to small market stations, except where the market is located within the boundaries of a standard metropolitan area of more than 100,000 population.
Gila chain licenses are set for hearing

A chain of six Arizona stations had their renewal applications designated for hearing by the FCC last week on issues ranging from alleged technical violation to personal qualifications.

KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all owned by the Gila Broadcasting Co., had their license renewals set for hearing after receiving a Sec. 309(b) letter last March requesting information on various charges (BROADCASTING, March 14.) Gila replied on April 7.

The commission said last week that the hearing would determine the extent of the original charges made last March:

- Whether a management contract between Gila and Radio Assoc. Inc. was inconsistent with FCC rules since, as the FCC indicated, Radio Assoc. had asserted complete control of the station chain.
- Whether the licensee actually had relinquished control of the chain and had not reported it to the commission. Records filed with the FCC indicate that President Louis F. Long from 1938 through 1959 had held 50% interest in Gila. However, the commission said, during this period his holdings ranged from 40% to 75% and this was never reported. In addition, the FCC noted, Mr. Long was convicted of violating income tax laws and fined $5,000 in December, 1959. This may disqualify him as a licensee, the FCC said.
- Whether Gila had filed applications containing misrepresentations and omissions. The FCC said last March that certain Gila stations have been operating with transmitters unattended and station logs were falsified for the unattended hours. Also, the FCC stated, an unlicensed transmitter has been in operation for a year and a half at KCKY.

Another 315 opponent

Political broadcasting will be severely limited during the presidential campaign year unless Congress provides relief from the Sec. 315 equal-time clause, according to the U.S. Chamber of Commerce.

In a letter to all members of Congress, the chamber said the American people "may well be deprived of historic opportunities to see and hear debates between the presidential nominees of the two major parties unless a resolution (SJ Res 207) is passed. The resolution sets aside the equal-time provision for the upcoming campaign, with a report to be submitted on its effect by March 1, 1961.

NBC investigation

Charges that NBC "staged and directed" racial demonstrations involving Negro students in Montgomery, Ala., (BROADCASTING, May 2) are going to be investigated by the federal government. Public Service Commissioner Ralph Smith, who called for the investigation, said Harold Ranstad, an investigator for the House Interstate & Foreign Commerce Committee would be leaving for Montgomery in "several weeks" to look into the matter. Sandor Van Oere, a member of the NBC news staff, spent about 10 days in Montgomery during the alleged incident.

Football suit filed

Infant American Football League had to sell tv rights for 1960-65 at far less than reasonable value because of conspiracy by National Football League at keeping new league out of business. This was one of charges made by American Football League in $10 million treble-damage antitrust suit against NFL filed in U.S. District Court in Washington. AFL charged 40-year-old National League conspired to maintain professional football monopoly by using various illegal means. It asked court to stop NFL and its members from continuing alleged practices and to enjoin NFL from granting or transferring any franchises into cities where AFL already has team. Suit asked court to force NFL to withdraw new franchises in Dallas and Houston, where AFL also has signed up teams.

FCC employe charged

Clara Amelia Fairall, chief of the FCC Mail & Files Div., has been placed on leave without pay pending outcome of gambling charges against her lodged by the Prince Georges County (Md.) police. Mrs. Fairall, her son and a second man were charged with operating a lottery, possessing lottery slips and bookmaking following a police raid June 6 at the Fairall home.

All three were released on $1,500 bond each pending a hearing June 30. It was reported that Mrs. Fairall was not at home at the time of the raid and voluntarily went to the police station after returning from work. The commission immediately placed her on leave without pay, which is in effect a suspension, a commission spokesman said. No further action by the FCC is contemplated pending outcome of the police hearing.

Uhf operator scores proposed v drop-ins

A proposed interim policy of vhf drop-ins in selected markets "... merely becomes action without results and only bypasses the true problems for another number of years," Springfield TV Broadcasting Corp. told the FCC last week.

Several months ago the commission asked for comments on the proposed rulemaking to add a second or third vhf channel to as yet unnamed cities at reduced mileage separations. Deadline for comments has been extended twice and they now are due Sept. 1.

Springfield, which owns three uhf stations in New England, said it is "implied" by the FCC that some other long range action is planned to solve the allocations dilemma and asks why the ultimate action "should not now be proposed." Any action which increases number of vhf signals would have an adverse effect on uhf, Springfield stated, and would substantially injure the competitive position of the upper-channel stations.

In a related development, a group of Rhode Island citizens, headed by Robert A. Riesman, commented last week that Providence can afford a third vhf channel. This was in relation to the commission's proposed rulemaking to add ch. 6 to that city from New Bedford, Mass., to make Providence an all
It's like a tenement house

Formation of the new Complaints & Compliance Div. within the FCC's Broadcast Bureau has compounded an already serious problem: lack of office space for the bureau's professional staffers.

Take, for example, the situation faced by John Harrington, chief of the new division. He currently is located in a small office containing two desks in the middle of the bureau's quarters on the seventh floor of the Post Office Building. When asked where the planned 25-man staff for the intelligence-surveillance arms would be centralized, Mr. Harrington threw up his arms in despair.

His boss, Broadcast Bureau Chairman Harold Cowgill, points out that finding space for people to work already was a serious problem before Mr. Harrington's unit was formed. In several offices, there are six and seven desks in rooms designed to accommodate two or four. And, it is not uncommon to find a lawyer working from each side of a single desk.

In the Renewal & Transfers Div. there are 14 professional staffers who do not have a work place to call their own, it was pointed out. "It's a problem we are going to have to solve," Mr. Cowgill said, "but I just don't know what the solution is going to be."

Spotlighting the seriousness of the situation, the Broadcast Bureau has 223 employees today, compared with 167 two years ago, but still is contained within the same floor space. By mid-summer, Mr. Cowgill said, the bureau will have 250 employees.

One possible solution already has gone down the drain. Last November, it was announced that the examiners and staff would move out of the Post Office Building and Mr. Cowgill immediately put in a claim for the vacated office space. However, that branch of the commission is returning to the home office from an uptown Washington office building so the Broadcast Bureau has lost out.

The Senate last week passed a 75-8 vote a bill providing $200,000 for the FCC to set up its planned 25-man police unit to watch tv and radio stations for violations of law and FCC rules (BROADCASTING, May 23). The Independent Offices Appropriations bill (HR 11776), now goes to a joint Senate-House conference to reconcile Senate amendments to the House-passed measure providing fiscal 1961 appropriations for the FCC and other government agencies.

The bill, as amended by the Senate, calls for total FCC appropriations of $13,135,000, which is $365,000 less than the Budget Bureau request and $200,000 more than that approved by the House. The Senate approved the $200,000 figure in partial endorsement of the FCC's request for $300,000 for the new unit and specified the money must not be used for any purpose "remotely concerning" censorship of program content.

The FCC appropriation also includes $2 million for a commission study of uhf propagation in New York City over a two-year period. The House approved this figure after the FCC had asked for $2.25 million for that purpose.

The Senate also voted to restore a $185,000 cut by the House from the Federal Trade Commission's fiscal 1961 Budget Bureau request for $7.6 million, which also will require ironing out in the joint conference. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, was chairman of the Senate Appropriations subcommittee which acted on the FCC and FTC requests.

Harrissburg uhf

The FCC last week agreed to consider petitions seeking lower uhf channels filed by ch. 55 WHP-TV and ch. 71 WDTV (TV), both Harrissburg, Pa. Rulemaking was instituted and comments invited by the commission on proposals to assign chs. 21 and/or 33 to that city.

In asking for comments, however, the FCC said there "appears less basis now than formerly regarding lower uhf channels as preferable . . ." but thought the instant proposals might be a convenience to the public because of operating low-channel uhf stations in nearby cities. WHP-TV, which is on the air, asked for the shift of ch. 21 and deletion of ch. 55 while dark WDTV seeks the assignment of ch. 33 to Harrissburg.

v market and New Bedford all u.

The Riesman group, which will apply for the channel if rulemaking is adopted, noted that the assignment of ch. 6 to Providence rather than New Bedford "will result in an appreciable improvement in coverage." Deadline for comments in this instance has also been extended to Sept. 1.

Senate approves funds for FCC police unit

The Senate last week passed by a 75-8 vote a bill providing $200,000 for the FCC to set up its planned 25-man police unit to watch tv and radio stations for violations of law and FCC rules (BROADCASTING, May 23). The Independent Offices Appropriations bill (HR 11776), now goes to a joint Senate-House conference to reconcile Senate amendments to the House-passed measure providing fiscal 1961 appropriations for the FCC and other government agencies.

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PAY TV MOVES CLOSE TO SHOWDOWN

From Hartford to Miami Beach, advocates pushing rival systems

... Advocates of rival pay tv systems—on-the-air vs. wire—made their first big move last week.

The resulting battle is expected to become a major struggle for acceptance.

In Washington, RKO General submitted an inch-thick printed application asking the FCC to approve a $10 million, three-year Phonevision program of on-the-air tollcasting in Hartford, Conn.

In Hartford, there was a small announcement: the formation of the "Connecticut Committee Against Pay TV."

In Miami Beach, two advocates of wired pay tv explained their positions to 500 members of the National Community TV Assn., meeting in convention there.

Irving B. Kahn, TelePrompTer president, and Paul A. MacNamara, International Telemeter vice president, were the featured speakers. Both urged catv operators to get into the pay tv business.

Mr. Kahn's company demonstrated a key device which records the use of the fee-tv channel for billing purposes. TPT also fed the Johansson-Patterson fight to 13 cable companies (see separate story, page xx).

The Kahn and MacNamara speeches left the antenna operators troubled. Some saw pay tv as a new field, foreign to the antenna service most of them are engaged in. Others were interested, extremely so.

Last week's pay tv actually took this shape:

RKO-General's Bid  Box-office television faces a three-year test in Hartford, Conn., if the FCC approves an operating plan filed June 23 by RKO General interests.

Hartford Phonevision Co., wholly owned by RKO General Inc., is the applicant. The Hartford firm holds the Zenith Phonevision franchise in the market. Hartford last June 1 was granted FCC approval of a proposed assignment of the WCPT (TV) ch. 18 license in that city (Broadcasting, June 6).

The June filing culminated more than a decade of intense subscription tv development by Zenith, major radio-tv set manufacturer. If the Hartford application is approved, Zenith at last will have the opportunity it has sought to try out public acceptance of pay tv.

In the FCC filing, RKO's Hartford Phonevision Co. is joined by Zenith and Tecno Inc. The last-named is a Zenith-sponsored company cooperating with Zenith in developing, promoting and operating Phonevision services (Broadcasting, June 20).

RKO General owns a group of tv and radio stations in major markets, including WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) Boston; KFRC-AM-FM San Francisco; WQMS-AM-FM Washington; WHBO-AM-TV Memphis; one-third of CKLW Windsor-Detroit, and Yankee Network. It is involved in a proposed deal by which it would buy NBC's WRC-AM-FM-TV Washington and exchange its Boston stations for WRCV-AM-TV Philadelphia, now owned by NBC. In the deal, which has been involved in FCC, Dept. of Justice and Capitol Hill controversy, NBC would buy KTVU (TV) San Francisco and RKO would sell its present Washington radio outlets to Crownell-Collier Publishing Co. RKO is a subsidiary of General Tire & Rubber Co.

The Plans  Commenting on the Hartford pay tv project, Joseph S. Wright, Zenith president, said, "Subscription tv will deliver to the family a monthly panorama of premium box office entertainment for little or no more than the cost of a single orchestra seat at a top Broadway play."

And Thomas F. O'Neil, RKO president, said "free reception of all Phonevision programs will be provided for the federal and state veterans hospitals within the WHCT reception area."

The Hartford Phonevision application specifies, "No commercial announcements will be transmitted during subscription television programs."

WHCT will operate as a conventional commercial station through most of its broadcast day, according to the application, "with at least one and probably two premium subscription programs aired each day in popular viewing hours, without commercials, for the use of subscribers only."

Program sources  In essence the fee programs "will be limited to box-office attractions—those programs which are not regularly available to the public without the payment of a fee," the application stated. Motion picture releases are conceived as a principal part of the program fare, with multiple showings of each picture contemplated. At least one, maybe two such films will be shown on "most days in prime listening hours."

While movie producers and distributors have shown "great enthusiasm" in general, no firm commitments could be obtained because of their "wait and see attitude."

"We are aware of strong opposition from some motion picture exhibitors to the test," the application said. "We have
Was the big fight a little start for wired toll tv?

The local systems will keep none of it. After the subscription showing, most of the catv operators estimated that from 50% to 70% of their regular customers tuned into the fight.

The 13 catv systems that distributed the fight included four owned by TelePrompTer in Liberal, Kan.; Farmington and Silver City, N.M.; and Rawlins, Wyo. The others were in Aberdeen, Wash.; Alexandria-Pineville, La.; and Snowflake, Page, Holbrook, Morenci, Safford, Winslow and Miami, all Arizona.

A Heavy Tune-In • Bruce Merrill, president of the Arizona group, reported that 70% of his 8,000 homes took the fight. It was SRO in bars, restaurants and veterans organization halls, he said.

In Farmington, N.M., some subscribers told I.E. Shaheen, manager, that if he didn't get enough certificates in advance they would be willing to double their contributions to assure the delivery of the fight. Mr. Shaheen estimated a 70% tune-in.

Despite the lack of advance planning in Alexandria, La., where the dispute with the telephone company occurred, the catv manager said some 60% of catv subscribers watched the fight.

At week's end there was no definite word on collections. The special catv-subscription tv hookup was an offshoot of TelePrompTer's major project—the closed circuit telecast of the fight to 229 theatres and other special gathering places in 161 cities. All told some 500,000 persons were said to have watched the closed circuit showing. TelePrompTer expects the total box-office take to be around $2 million.

no reason to believe, however that the distributors and owners of motion picture product would conspire or agree with such exhibitors to deny product to a competitive method of motion picture exhibition such as Phonevision, or, in any event, that the number of such distributors and producers who would do so would be sufficient to deny us the volume of product we need."

A survey of film availability showed that if pay tv is established on a national basis, it would "tend to be a new category that would differ from either advertising television or motion picture theatre shows."

Enthusiasm was found among legitimate theatre interests, leading to the belief that plays in current exhibition can be carried on pay tv in prime evening hours. Regular stock-company presentations are being considered.

The Johansson-Patterson fight was cited in a discussion of sports programming, the June 20 event bringing $4 to $5 admission of movie theatres where it was shown on closed circuit television and $10 to $100 at the stadium.

Subscriber Payments • The first out-of-pocket expense of a subscriber will be an installation fee running between $7.50 and $10, the application said, with the company maintaining the decoder. Later a monthly rent may be charged, depending on experience during the test period. If program fees don't absorb maintenance charges, a rental fee may be the next step. At any rate, it's too soon to make a flat decision, according to the petitioners. Rental shouldn't top 75 cents a week, it's stated, covering cost of repairs, servicing and five-year depreciation.

A fee will be charged for each program tuned, probably ranging from 75 cents to $1.50 for movies, legitimate theatre productions, musical events, sports programs and others. Then there may be programs that cost only 25 cents, including educational and other low-cost productions.

On the other hand specials might cost up to $1.50 and a heavyweight championship fight might run as high as $3.50, it was stated, with public acceptance a criterion.

Subscriber agreements will be on a monthly basis; the subscriber must maintain his own tv set though Phonevision will keep the decoder operating and own the device.

At first Phonevision plans to use a credit-type decoder though it can install a more expensive coin-box system or decoding cards. Advance information giving program code numbers will be supplied. For instance, 343-D might be a feature film to be shown at a specified time for $1 and 564-E might be another program costing $1.25.

A paper billing tape is to be used in Hartford, concealed behind the decoder door. Phonevision indicated it can find out in a hurry if the subscriber has tried to cheat when he mails in the sum shown on the tape.

System Elements • The Phonevision system consists of tv transmitter, encoder, tv receiver and decoder. Zenith will provide the encoder at the transmitter and the decoder at the receiver. A tv station's video and audio signals are scrambled by the encoder via code material that restricts usable reception to sets equipped with a decoder.

In scrambling, the encoder cuts the picture horizontally into segments of seven lines each and displaces alternate segments in a horizontal direction as well as randomly shifting the divisions between segments from field to field. This is done by shifting the phase of such lines with respect to the horizontal synchronizing pulses, which remain regularly spaced. A video delay line, of 1.7 micro-seconds, in combination with a switch, adjusts phase. In addition, the black-and-white may be inverted.

Sound is scrambled by shifting the audio frequency upwards 2600 cycles. Both monochrome and color are handled without difficulty on either vhf or uhf, it is stated.

Should the problem of unauthorized
Programs on credit - This Zenith Phonevision decoder installed atop a television set will be used for the proposed RKO General subscription tv service in Hartford, Conn. At right a billing tape provides what is described as a foolproof record of pay programs tuned by a viewer.

The credit box, according to Zenith, is a less costly way to collect fees from subscribers than the coin-box type of decoder. The decoder door conceals a dial which is rotated to produce the proper serial number of the program in the adjoining window.

At the left is a three-position switch.

TelePrompTer's Key Tv - This is the control box which will be used by TPT in its wired "participation tv" system of pay tv. The unit must first be unlocked, and the customer must press an "accept" bar in order to receive the toll tv program on his receiver. The device, slightly larger than an old fashioned box of kitchen matches, also contains two buttons to permit "yes" and "no" answers to such uses as program ratings, quiz examinations in educational tv, and for ordering merchandise pictured on the tv screen. A record of usage is automatically registered on tape.

Telemeter's Coinbox - In the International Telemeter wire system, a coinbox is installed at every pay tv receiver. This instrument includes the necessary mechanism to permit upon the insertion of coins, the toll tv program to pass through and be seen. When a viewer wants the pay tv channel, he turns a knob to "telemeter," and then selects program "A," "B" or "C." The windows on the left show him the price of program. They also indicate any over-payments in the form of credits. The coin boxes must be serviced on a weekly or monthly basis.

viewing become serious, Phonevision said, it could shift to individualized decoders and decoding cards.

How it Works - The subscriber operates the decoder by opening a door switch is marked "TV" for normal tv concealing a dial. A three-position viewing, "PVA" for normal subscription programs and "PVB" for subscription programs that include an inverted video signal in the scrambling process. Then the dial is turned to show the desired three digits and letter in an adjacent window. This turns a decoding tape so the proper electrical contacts can be made through perforations. With 2,000 perforation combinations, a tape is designed to last at least a year.

A correlator circuit serves as a trouble shooter, preventing the decoder from operating unless the dial is properly set. Program identification is printed on the billing tape.

Zenith stated it can produce 1,000 decoder units a week, or 52,000 the first year of operation. A minimum goal of 10,000 installations has been set up for the first year. Operation will begin when 2,000 have been installed.

Since there's a three-year limit on the FCC's grant, the company may find it unwise to make costly new installations for less than a two-year period pending permanent acceptance of its system, according to the application.

Zenith-RKO Pact - During the period in which pay tv is being offered to subscribers, Zenith must notify RKO of any sale or grant of franchise for Phonevision in cities outside the test market. RKO will have 60 days to decide if it wishes to select such city or cities as one or more of the four additional franchises it is entitled to under its contract. RKO is entitled to only one of the three largest tv markets, one of fourth to sixth, one of seventh to ninth markets, and not over 20% of the national tv market as determined by the number of tv homes. Franchise fees are not to exceed 5% of all revenues of any operation.

During the first year of operation, RKO may end the agreement if it can't obtain 50,000 subscribers or if its expenses to date exceed $10 million. RKO can end the deal during the period of expansion to other cities if it spends or is obligated for $10 million net after deducting income received after taxes.

Teco Inc., Zenith's licensee of Phonevision patents, entered into the franchise contract with RKO General, agreeing to furnish equipment and services. Teco will pay a third of its net profits, before taxes, to Zenith. Net Teco capital consists of 100,000 authorized $10 par shares. A substantial part of TECO's stock is owned by Zenith stockholders and officials. Cost of construction, including installation of 10,000 decoders, is estimated at $1,676,700, with first-year operation expected to run $1,291,860. RKO General will finance construction and operating costs.

The test market—Hartford—includes
New Britain, New Haven, Springfield and Waterbury and has at least four free television services available.

The applicant stated that in all contracts with program sources it would retain the right to reject programs it considered unsuitable.

**Opposed to Pay TV**

Opposition to RKO General's application for FCC permission to begin pay tv operation in Hartford went into high gear last week when the "Connecticut Committee Against Pay TV" was organized.

The committee, mainly theatre exhibitors but open to all who oppose the principle of pay tv, is headed by a steering committee that comprises Herman Levy, secretary, Theatre Owners of America; B. E. Hoffman, Bernard Menschell and Maurice Bailey, Connecticut theatre chain owners all of whom have movie houses in Hartford.

Appointment of Marcus Cohn, senior member of the Washington law firm of Cohn & Marks, as special counsel to fight the RKO General application was also announced last week.

The Connecticut group has kicked off fund raising activities for the Washington battle and also is preparing to promote a public relations campaign to the public.

Albert M. Pickus, president of TOA, said that pay tv in Hartford, "would quickly put many of us out of business. If it ever spread nationally," he said, "it could wipe out the entire motion picture theatre business."

Mr. Pickus urged that the anti-pay tv adherents rally to their side, civic organizations, educators, clergy men and other "opinion-makers."

He added: "We must get them excited about this threat to their pocketbook... We must work this way because if we attempt to do it alone, our motives will be suspect as purely selfish."

*Five Million in Five Years* There is a potential of 5 million homes for wired pay tv in the next five years.

And the community antenna group is the cadre for this nationwide interconnection.

Thus, Irving B. Kahn, president of TelePrompTer, spoke to more than 500 engrossed NCTA members at last Wednesday's luncheon meeting at Miami.

Mr. Kahn's major premise was that catv operators cannot stand still and continue to prosper. Progress is inevitable and desirable, the TelePrompTer chief said. And the next step in cable operation is what Mr. Kahn termed "participation tv."

This is TelePrompTer's term for its wired system of subscription tv (see page 82 for details).

Mr. Kahn, whose company bought its first catv system two years ago (it now owns four—Liberal, Kan., Farmington and Silver City, N.M., and Rawlins, Wyo.), issued a strongly-worded warning to tv networks:

"Quit trying to play both sides against the middle. Stop giving devious support to those who would destroy us while at the same time pursuing plans of your own to tap the subscription tv market we have developed."

The pay tv protagonist urged the catv operators to move into pay tv immediately. Otherwise he said, someone else is going to take over "what is rightfully ours."

Mr. Kahn had an ingenious answer to a question whether community antenna systems might not antagonize the television stations it picks up by blanking out a channel for pay tv—or offering such a specially attractive program as to woo viewers away from the off-the-air programs.

He said that in his view the use of the Key tv device would be of benefit to telecasters and their advertisers. This was through the use of the pay tv channel to permit viewers to actually order products and services following a regular advertising message over the air.

Opposition by AT&T to a subscription service may be cancelled, Mr. Kahn stated, through "major" competition in the microwave field. Presumably Mr. Kahn was referring to the Western Union's national interconnection plans. Western Union is a 16% owner of TPT.

Most catv systems use telephone poles to carry their cables. Many contracts between catv systems and Bell companies prohibit in specific or implied language the carrying of non-broadcast programs.

He discussed the philosophy of TPT in providing a continuity of pay tv programs which would develop into something like special features one or two nights a week, plus the merchandising element of his Key tv feature. This would be sufficient, he said, to underwrite the cost of telephone loops, if not better.

At another point, Mr. Kahn explained that TPT had gone into fight promotion in order to stage "clean" bouts. This was in answer to a question raised from the floor about allegations of gangsters controlling prize fights.

**Better Than Expected** Mr. MacNamara told the catv operators that the Toronto Telemeter experience has exceeded all expectations. He said that the Etobicoke operation has 3,800 connections, with 1,600 orders on the books. By the end of the summer, he said, there should be 6,000 customers on the lines.

In discussing the experiences Telemeter has had with the operation, Mr. MacNamara disclosed that 50% of the customers had watched the "Ten Com-

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

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

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

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

"Adults from 18 to 7 spend 85% of the nation's ERI" Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

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EXCLUSIVE NATIONAL REPRESENTATIVES

**WOC RADIO**

**ADULTS OF ALL AGES**

LISTEN TO WOC RADIO "BECAUSE..."
mandments," 30% "Gigi," 25% "FBI Story" and 23% Anatomy of a Murder."

He warned that the Toronto system was still in the novelty stage, but said that perhaps the company might release some grosses this fall.

Opposition to pay tv is beginning to break up, he said. The networks are taking a "second look" at subscription television, he went on, and movie exhibitors are "getting on the bandwagon." He urged catv operators to bring into their ownership movie house owners.

Mr. MacNamara emphasized that his company maintained its belief in a cash system of payment, not a credit one.

Most of Mr. MacNamara's remarks were a repeat of what he has said before and what Barney Balaban, president of Paramount Pictures, said several weeks ago to his stockholders (Broadcasting, June 13). ITC is owned by Paramount.

TelePrompTer's System • "Key tv" is the term used by TelePrompTer Corp. to describe its method of subscription tv over wire.

The heart of the system is a box which will be placed in the home. This is the device which energizes a roll of tape to record the program—or an electronic data processing circuit still under development to relay billing information to a central office.

The system was demonstrated to members of the NCTA last week in Miami. The explanation and demonstration was made by H.J. Schaffly Jr., TPT research and engineering vice president.

The key tv apparatus has two elements. One is an actual lock and key which protects the pay tv system from being used accidentally or without authority.

When the key is turned to activate the device, a second step is necessary to receive the toll program. An "acceptance" bar must be depressed. This lifts the filter which has been inserted in the wire circuit to prevent reception of a pay tv program. At the same time it registers the use of the toll channel for the individual program.

This registration is done at a Tele-Record box, attached outside the house on the pole carrying the tap-off line. It contains at present a roll of tape, which must be picked up weekly or monthly to determine charges. Mr. Schaffly said, last week, that TelePrompTer's laboratory is working on a method of interrogating the tapes electronically so that physical collections might not be necessary.

Mr. Schaffly also said that a program of data processing might even obviate the need for tape.

The key tv device also has one other feature which was made much of at the demonstration last week.

It contains two buttons, marked "A" and "B." After the pay tv circuit has become live, and the program has been accepted by the customer, it is possible to register yes and no answers on the tape—or to a central office when electronic reporting is accomplished. Use of this "answering" service, Mr. Schaffly pointed out, showed the possibilities for rating a program, for educational programs with quizzes, and ultimately, possibly, for ordering products from a super-market.

The TelePrompTer "participation tv" is to be tested this summer in two cities —Liberal, Kan., and Farmington, N.M. Both of these systems are owned by TPT.

CATV PROBLEMS

Legislation worries on convention agenda

The decade-old community antenna business faced its moment of truth last week in Miami Beach—and came through its most serious and significant crisis wiser and more mature.

The main problem at the convention of the National Community Television Assn. was the position to be taken on legislation.

By a margin of one vote, the U.S. Senate last month voted to recommit to committee a bill (S-2653) which would put catv operations under FCC licensing jurisdiction (Broadcasting, May 23).

The second most important problem at the Miami Beach meeting was catv's relations to telecasters—particularly the "10 or 12" situations where there are fighting opposition to antenna operation.

In a series of round-the-clock meetings, the NCTA board submitted for membership vote—to be taken Friday—the following policy positions:

• Oppose all legislation at this time which would regulate community cable companies.

• Work to ameliorate any legislation introduced in order that it results in the most favorable terms of catv.

• Come to terms with those telecasters who have waged the fight against cable operation—specifically such broadcasters as Ed Craney, Bill Grove and Rex Howell. Work toward better all around relations with broadcasters.

• Reorganize the association to provide for a (1) paid chief executive (2) revise representation or board of directors by giving greater weight to regional catv organizations, (3) employ an attorney in the headquarters office but
retain present cause for special assignments, (4) increase dues to bring association budget to over $200,000 (as compared to $175,000 budget today).

The weight of association behind push to force FCC to clear up microwave situation (the commission has held up a number of microwave applications because of protests and policy considerations). Fight for full freedom to use microwave relays to bring in "outside" signals.

Regulation, Pro and Con — The major rift at the convention, which attracted more than 500 registrations, concerned legislation. A strong group of northwestern region cable operators took the position that the association needed the umbrella of federal regulations in order to escape the threat of state rate and service regulation.

This attitude was opposed by powerful voices summed up by Milton Shapp, president of Jerrold, in an "open letter" to the catv industry.

Mr. Shapp took the position that there was no need to accept the inevitability of regulation, that regulation of reception was precedent-making and bad and that a détente with the "handful" of broadcasters who were most affected by catv operator could result in the withdrawal of pressures for Congressional aid FCC regulation.

The battle over this, as well as proposals to reorganize the association, sawed up and down hotel corridors, in hotel suites as well as in board meetings which began Sunday and continued at two-a-day pace through Wednesday.

In discussions involving the contents of a number of western broadcasters that catv competition weakens local telecasters which results in depreciated programming and service for the local public, the catv officials emphasized and reiterated that this problem existed only in a limited number of areas and could and should be met — even, as one earnest multiple cable operator declared, "if we have to buy 'em out." Another NCTA official expressed the thought that if a local station actually was forced off the air because of cable competition, the local catv owner would apply for an reestablishment of the local station.

Actually, catv adherents say, there are only 43 "situations where there is a catv operation and a local tv station. And, they repeatedly asserted, only about 11 of these are critical.

These include such communities as Helena, Mont.; Tyler, Tex.; Huntsville, Ala.; Grand Junction, Colo.; Yuma, Ariz.; Charleston, W.Va.

The convention — the eighth annual meeting of the NCTA — covered such topics as income opportunities, cost reduction, operation and maintenance, accounting and promotion.

TV WRITERS BACK ON JOBS

WGA negotiates contract, pay raise, with ATFP and major picture firms

Writers of tv film programs went back to work last week for companies who are members of the Alliance of Television Film Producers and for the tv branches of the major motion picture organizations. Terms of the contract drafted by the negotiation committees of Writers' Guild of America and ATFP (At Deadline, June 20) were also accepted by the Assn. of Motion Picture Producers in weekend negotiating sessions and ratified by WGA's tv branch members on June 19.

On Thursday (June 23) negotiations were resumed between WGA and the tv networks covering writers of filmed programs produced by the networks. A new WGA network contract for writers of live radio and tv program material was reached earlier in the year. Thursday's meeting began in the afternoon, at which time there was confidence that agreement based on the pattern of the ATFP and AMPP settlements would be reached without undue delay. However, after it had recessed for dinner and resumed again in the evening, early optimism about an immediate agreement had all but disappeared.

Principal terms of the contract are:

1. The contract is to be for six years from the date on which the strike was terminated (June 20, 1960, for ATFP and AMPP).

2. Minimum salary scales are to be increased 10% for the first two years of the contract, plus an additional 5% compounded increase the second two years.

3. A joint fact-finding commission including members of WGA and of the producers' associations and an independent accounting-engineering firm will be established to determine a royalty formula where writers will receive their original salary for first runs only and will receive a minimum of 4% of the absolute gross on all reruns, domestic and foreign, in perpetuity. The commission will use writers' tv residual payments over the past five years as a basis to determine the royalty percent-

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Minneapolis - St. Paul? Kansas City - Kansas City?

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| Population | 1,620,100 | Drug Sales | $ 40,855,000 |
| Households | 423,600 | Automotive Sales | $ 299,539,000 |
| Consumer Spendable Income | $1,761,169,000 | General Merchandise | $ 149,789,000 |
| Food Sales | $ 300,486,000 | Total Retail Sales | $1,286,255,000 |

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

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A James A. Nae Station

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Photo: Aerial View Prosperous Twin Cities of Monroe-West Monroe, Louisiana
age, with 4% of the world gross as the
floor.

Rights Reserved The producers reserve the right to reject the commission's recommendations at the end of the first two years of the contract. In this event, the third and fourth years of the contract will maintain the existing 140% of minimum residuals formula. During the final two years of the agreement, both WGA and the employers must accept the commission's findings. All tv films produced and released after the royalty plan goes into effect will be eligible for the percentage of world gross.

(4) A non-contributory health and welfare plan is to be financed by producers' payment equal to 5% of the initial agreed compensation for each writer, with a ceiling of double the minimum scale. The plan is to be jointly administered by the guild and the producers and is to be continued during royalty formula payments.

(5) Provisions for pay tv are: Producers agree that before releasing films made for free television to pay tv, they will negotiate an agreement for this use. If no agreement is reached, WGA may cancel its free tv agreement. Before engaging any writer to write films intended primarily for pay tv, the employer must notify the guild of its intentions. If no agreement or fees is reached, WGA will be free to instruct its members not to write scripts for pay tv.

(6) Improvements in installment payments to writers were agreed on.

(7) Also improvements in relation to credits and in the provisions for speculative writing.

Directors' merger off

The Directors Guild of America has announced that it has decided to stop merger negotiations with the Screen Directors International Guild. A memorandum to SDIG by DGA cited what it called various "hostile acts" by SDIG. The latter represents directors employed at many film production companies in the East. The DGA represents members employed by radio and tv networks throughout the country and film production organizations on the West Coast and in other parts of the U.S.

D AYTIME AT CBS-TV

Two new serials and a game show added

Serials will continue to dominate the daytime programming on CBS-TV. Larry White, director of daytime programming for the network, revealed daytime plans last week in Hollywood, where two new half-hour dramatic series will originate. The new season's schedule will also include a game show, first to be added since the quiz scandal broke last fall.

"Entertainment, with no advice, no agony, is the basis of our program formula," Mr. White stated. The housewives who comprise the majority of the daytime tv viewers "get tired of hearing nothing but childish voices from morning to night, so we try to give her adult voices, to listen to if not to converse with. And because women are interested in the drama of emotional rather than physical conflict, we try to mold our daytime dramas to that frame.

"We don't try to talk down to our audience. We consider them as adults and we treat them that way. We've come a long way from the old radio daytime programs. Today, the most successful serials are those with the most fully developed three-dimensional characters.

"We're going to originate our new programs in Hollywood, rather than in New York where the others are produced. We feel we can get top notch acting and directing in Hollywood, where actors and directors are used to the two-day and 2½-day shooting schedules of tv filmed shows and so can fit easily into the tempo of the live daytime drama, where lines and business must be learned fresh each day. The actors we want are here, and directors are here and the writers are here too."

Two Soap Operas The two new serials, each a half hour program, five days a week, are Far Horizon and Full Circle. The first is the story of a family whose head is an Army man stationed at Cape Canaveral, a drama of family life under special circumstances set against the larger background drama of the development and testing of new military weapons. Written by Manya Starr and produced by Charles Palacheck, with Joe Behar and Hal Cooper as directors, Far Horizon will co-star Phyllis Avery and Ed Kemmer. A different kind of a story, that of a successful Don Quixote, a man who feels a responsibility toward others and an obligation to help them, is depicted in Full Circle. The leading characters are played by Robert Fortier, Jean Byron and Diana Cannon. Bill Barrett is the writer, Norman Morgan the producer, Bill Howell and Livia Granito the directors.

Addition of Far Horizon and Full Circle will give CBS-TV a total of nine dramatic serials in its daytime schedule five half-hour dramas and four quarter-hour ones.

The new game, Video Village, is designed purely for fun, Mr. White said. Basically it is the traditional children's game of a spaced trail along which the players move from "start" to "home," with rewards or penalties that speed up or retarded their progress. The trial is laid out on the stage of the studio. The players move themselves rather than pieces of metal or wood. "You might call it Parcheesi with people." Prizes are small; the game's the thing. The goal is to provide an entertaining half-hour for both the participants in the studio and the viewers watching in the home audience.

The addition of a game show is being made to give CBS-TV a more balanced daytime schedule and if Video Village succeeds in attracting a satisfactory number of viewers it could possibly be the forerunner of more programs of this type.

Full CBS-TV daytime schedule for the fall season is (all times are New York time):

10:10-10:30 a.m.—December Bride (reruns)
10:30-11 a.m.—Video Village
11-11:30 a.m.—I Love Lucy (reruns)
11:30-12 noon—Far Horizon
12-12:30 p.m.—Love of Life
12:30-12:45 p.m.—Search for Tomorrow
12:45-1 p.m.—Guiding Light
1-1:05 p.m.—News
1:05-1:30 p.m.—Station time
1:30-2 p.m.—As the World Turns
2-2:30 p.m.—Full Circle
2:30-3 p.m.—Linkletter Houseparty
3-3:30 p.m.—The Millionaire (reruns)
3:30-4 p.m.—The Verdict Is Yours
4-4:15 p.m.—Brighter Day
4:15-4:30 p.m.—Secret Storm
4:30-5 p.m.—Edge of Night
5 p.m.—Station time

BROADCASTING, June 27, 1960
CBS-TV wins Emmy sweepstakes

There were roughly half as many Emmy awards to go around this year, and CBS-TV accounted for most of these, thus winning back a race lost to NBC-TV last year.

The score after the Academy of Television Arts & Sciences telecast last Monday (June 20, NBC-TV, 10:11:30 p.m.) CBS 14 Emmies, including the special Trustees Award made to President Frank Stanton; NBC 5 and ABC 2. One syndicated show, Hana-Barbera Productions' Huckleberry Hound, broke into the winners' circle, taking the statue for outstanding children's programming. General Electric took technical honors for its low-light color camera tube.

A 24th award was announced two days after the telecast, a special citation to two companies and two producers-directors for the Nixon-Khrushchev debate taped for color tv last summer. Cited were the Ampex Corp., RCA, Michael R. Gargiulo and Richard Gillaspy (both were loaned by NBC to RCA for the American color television exhibit in Moscow; Mr. Gargiulo now is with Goodson-Todman Productions). The Academy recognized their cooperative effort in taping the debate July 25 and getting it on American networks. This citation was not presented on the awards telecast because of time shortage.

Twenty-seven academy leaders picked Dr. Stanton for the Trustees Award, stating that the president of CBS Inc. "by forthright and courageous action has advanced immeasurably the freedom of television as an arm of the free press and in so doing has strengthened the total freedom of television."
The citation continued, "In honoring Dr. Stanton, the trustees seek to express their deep concern for television's freedom to carry out its vital responsibilities as a medium of information and discussion."

These were the other 1960 Emmy awards, as between the networks.

ABC • Film editing, Ben H. Ray and Robert L. Swanson for The Untouchables, Dec. 10, 1959, Revlon Revue; art director and scenic design, Ralph Berger and Frank Smith, "The Untouchables," April 20 and 27, 1959, on Westinghouse - Desilu Playhouse; cinematography, Charles Straumer, the same episodes of Westinghouse - Desilu Playhouse; camera work, Winter Olympics; documentary writing, Howard K. Smith and Av Westin, "The Population Explosion," Nov. 11, 1959, on CBS Reports; variety program, Fabulous Fifties, Jan. 31; comedy direction, Ralph Levy and Bud Yorkin, Jack Benny Hour Specials; drama program, Playhouse 90 series; series performance by an actress, Jane Wyatt, Father Knows Best.


The awards show was sponsored by Procter & Gamble's Lilt home permanent and Greyhound, both through Grey Advertising. Bob Finkel was executive producer of the two-city origination, starring Fred Astaire as m.c. in Hollywood and Arthur Godfrey in New York. Awards were based on balloting among 6,000 ATAS members. Additional area awards were made by chapters around the country. Walter Cronkite of CBS-TV, national academy president, was on assignment in Tokyo at the time of the awards show last week, but appeared on film to review ATAS activity and pledge the organization to serve the industry and public.

New video tape firm

Formation of a new mobile video tape production company in Chicago has been announced.

The new firm, Tele-Tape Productions, is headed by Phil Bodwell, president; John Natale, vice president; and Ray Fruetel and Richard Riedel, board members. All formerly were with NBC Central Div. Headquarters for Tele-Tape Productions is 434 W. Chicago Ave., Chicago.

Mr. Bodwell claimed that video tape as a technique is "here to stay" and cited "tremendous interest" among agency personnel for commercials and programs.

NEW! . . . MACKENZIE Instant RECORDER

PERFECT COMPANIONS! For the ultimate in flexibility and foolproof operation use the 1CPB with the 5CPB Five-Channel Selective Program Repeater. Countless combinations of your own sounds . . . instantly cued . . . instantly available at your fingertips. New sound horizons . . . limited only by your imagination!

Be sure to ask us for your copy of the MACKENZIE Story!

MACKENZIE ELECTRONICS, INC.

145 WEST HAZEL ST./INGLEWOOD 9, CALIF./ORANGE 6-9235

Norman J. Osby, General Manager
Trend is to sponsored 5-minute news

A marked increase in the number of sponsored five-minute newscasts on radio networks occurred during the 1950s, according to a survey of news directors conducted by the NAB research department.

In a second analysis of questionnaire returns showing newscast patterns since 1953, announced last week by Richard M. Allerton, research manager, the network trend was traced to increased emphasis on weekend newscasts as well as weekday growth. (First analysis in Broadcasting, June 6).

Taking newscasts as a whole, it was found that radio stations are devoting twice as much time to world and domestic news roundups as was true seven years ago. A significant increase was shown in one-minute local news programs and declining interest in quarter-hour newscasts since NAB's last news study in 1953.

"Large and small stations have shown a tendency away from interest in five-minute and 15-minute local news programs toward the shorter one-minute and 10-minute format," Mr. Allerton found. Medium stations also show a liking for the shorter format in 1960, with a tendency toward the one and five-minute local news programs.

Little Rip 'n' Read = Most stations do at least some editing or rewriting of wire service copy, according to the NAB study. "A few edit or rewrite all wire copy and only a very few stations read the copy as it comes across the wire," Mr. Allerton reported.

A "strong tendency" was found away from the highlight summary technique followed by details toward a "treat each item separately" format. Many news directors contended headlines were superficial and time-consuming. Considerable opposition was found to rapid-fire newscasts.

Some of the respondents commented that headlines are necessary to newspapers to catch attention but radio doesn't need gimmicks. "If a person is listening, you already have his attention," respondent observed.

Film sales

The Robert Herridge Theater (CBS Films) (first listing)
Sold to KCOP (TV) Los Angeles, WCBS-TV New York, KOMO-TV Seattle, as well as to the Australian Broadcasting Commission and the Canadian Broadcasting Corp.

Background: A 26-episode package, produced by Mr. Herridge, which offers special treatments of classic American short stories, original dramas, adaptations of well-known one-act plays, jazz shows, ballet and pantomime.

Diver Dan (Young Productions Inc.) (first listing)
Sold to WWL-TV New Orleans; WGN-TV Chicago; KXTV (TV) Sacra-
ment; WGR-TV Buffalo and KOMO-TV Seattle.

Background: New series now in production features "live mermaids and a collection of talking fish who tell the story of underwater life."

Deputy Dawg (CBS Films)

Sold to H.W. Lay & Co., Chambler, Ga., through Liller, Neal, Battle & Lindsey, Atlanta, for 45 markets, still to be cleared in Alabama, Georgia, Florida, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and Washington, D.C. Also sold to WNDU-TV South Bend, Ind.; KONO-TV San Antonio; WCAU-TV Philadelphia; WGAN-TV Portland, Me., and WKBW-TV Buffalo, N.Y.

Now in 20 markets.

Campy's Corner (Heritage)

Sold to WXYZ-TV Detroit; WMJ-TV Milwaukee; KPHO-TV Phoenix; KOLD-TV Tucson, and WHEN-TV Syracuse, N.Y.

Now in 35 markets.

Program notes

Sports special — Emerson Yorkie, producer of all five of the official Little League baseball motion pictures, completed a filmed half-hour sports special, This is Baseball, which includes action close-ups of many major league players, an interview with Baseball Commissioner Ford C. Frick, a visit to baseball's Hall of Fame at Cooperstown, N.Y., and a sequence on the origin and growth of the Little League. Tom Harmon, veteran sportscaster, serves as commentator of the program, written by Joseph Johnson.

Shades of Fiorello — Television Personalities Inc. going to put famed detective Dick Tracy on tv as a cartoon character. A series of 208 five-minute shows are being produced for national distribution to stations across country. TP hopes to capitalize on the readership of some 80 million, in 580 newspapers for Chester Gould's daily comic strip.

Summer radio — WGMS Washington, D.C., has initiated what it terms "a new concept for summer radio in the Nation's Capital." Summer Music Festival, the station's new feature, will highlight concert broadcasts from some of the world's great music festivals and outdoor concert halls. Among those scheduled are the "Festival Casals 1960" from Puerto Rico, Boston "Pops" concerts from the Esplanade on Boston's Charles River, the "Haydn Festival" in Budapest, Hungary, and the stereophonic concerts by the Army, Navy, Marine and Air Force bands from Washington's Watergate Amphitheatre. The summer programming will continue through August 31.

Open conference — News Assoc. Inc., Washington, has announced it will offer its weekly half-hour program Radio News Conference for general distribution. Heretofore its distribution has been limited chiefly to NAI news service clients. Leading national and international political figures have appeared on the program since its inception in December 1959.

Fight for 'Queen'

ABC-TV said last week it would add Queen For A Day to its daytime schedule next season, but NBC-TV said it would sue to keep the show now running weekdays, 2-2:30 p.m. EDT.

Announcement of the Queen acquisition by Giraud Chester, daytime programming vice president of ABC-TV, said that network could negotiate for the show because the present contract, ending this December, contained no renewal or extension rights. NBC, on the other hand, says it has an oral agreement and wants a five-year extension. ABC and the packager have been so notified. The program will complete five years on NBC-TV at the end of this year.

Feature payments

Financial footnote to post '48 features: Screen Actors Guild reports it has distributed $615,000 to approximately 1,800 guild members in payment for tv exhibition of 82 post '48 RKO theatrical features, sold to tv through C&C Television Corp. and C&C Super Corp. Under agreement signed in 1957 with Matthew H. Fox, C&C president, payments have been made at rate of $17,083 per month. Formula for payment to each actor included one-half of one day's pay of then-existing minimum per picture, plus approximately 6% of actor's original earnings in picture.
Crown's modern day 'Treasure Hunt'

The Crown Station's 1958 "Treasure Hunt" series was such a success that an encore series was scheduled this year.

In 1958, the treasure hunts began in New York and worked their way westward. This year the procedure was reversed. San Francisco agency people got first crack at the fun and prizes on June 2; Los Angeles timebuyers got in on the excitement June 9; New York got into the picture June 20, and Chicago's agency people get their turn tomorrow (June 28).

Broken into teams of five persons, the treasure hunters were given a list of clues.

Among those the San Franciscans had were a visit to the city jail, where each team was given a bag of 100 Chinese fortune cookies, one of which contained a clue to the next point in the hunt. An airline terminal locker turned up a piece of audio tape, but no machine to play it on. Another point along the trail was a beatnik joint where the call of "cool man, cool" was the final clue, leading to the crowns, each frozen in a 300-pound cake of ice.

New York clues led participants to such places as a department store window, where one team member had to make another up as a pirate; a bowling alley, where at least one member had to make a strike or spare and to such points as a flea circus, Grand Central Station, Madison Park, the RCA Bldg., a taxidance establishment and an indoor miniature golf range.

If the treasure hunting was hard work, the rewards made it all worthwhile for the five winning teams. First team awards were one Volkswagen auto and four color tv sets. The second team got five mink stoles; third team, five Frigidaire air conditioners; fourth team, five Bell & Howell 8mm movie projectors, and fifth team, five Polaroid Land Cameras.

Stations hosting the hunts were KING-AM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-TV Spokane.

Lenny will return

If music is the language of the emotions, CBS Radio listeners are responding in kind. Some 15,000 wrote at network President Arthur Hull Hayes' broadcast invitation, sending love, warm regards and threats to stop listening to CBS if the network ever quit broadcasting New York Philharmonic concerts. In fact, CBS used a quotation as the title of a picture presentation: "If the Philharmonic Goes, I Go." The book goes on to profile the national Philharmonic audience with letter quotations under these sections: "remembering audience," "involved audience," "new audience," and "audience in search of a sponsor." Appended are 52 major companies represented in the mail and 74 educational institutions. A postscript on the back cover announces the annual return of the Philharmonic to CBS Radio Oct. 1.
Let there be music

What do a city's musicians do when the winter music season is completed? In many major cities (New York, Boston, Chicago, Philadelphia and others) there is no problem because of summer music festivals. But in Pittsburgh, musicians were faced (until this year) with a summer of unemployment or, as usually proved the case, a mass annual exodus where musicians were forced to look elsewhere for employment. Many never returned to the city's Opera Society, symphony orchestra and other groups.

Now, because of the efforts of 10 civic minded citizens (headed by industrialist Paul Benedum) and KDKA-TV Pittsburgh, local citizens can enjoy the music of the 40-piece Pittsburgh Pops Orchestra and the emigration of musicians has decreased.

The group's premiere engagement was a one-hour telecast on KDKA-TV. The new orchestra can be hired as a complete or divided unit, including a Dixieland band.

Following the telecast, KDKA-TV was flooded with congratulatory phone calls, including two which confirmed immediate bookings.

A contest with prizes totaling $3,000 including an automobile, will be held. Over 200,000 plastic capsules will be distributed throughout Pittsburgh containing numbers from 1 to 35. Prizes go to those collecting a complete series and combinations adding up to 35. Billboards, taxicabs, extensive use of the station's survey, 10-foot balloons, giveaway souvenirs and birthday cakes for advertising clients are all part of the landmark celebration.

Drumbeats

Olympic effort • KYW Cleveland has started a two-week campaign to raise money to help support the U.S. Olympic teams in Rome this summer. More than 200 one-minute spots are being aired, each recorded by Olympic stars of past and present from Cleveland—Jesse Owens, Harrison Dillard, David Hayes and Carol Heiss Jenkins and others. The sports stars explain the significance of the international games. News Editor Neil Flanagan originated the idea and spots were supervised by producer-director John Wellman.

Chug, chug • Close to 15,000 people watched the Antique Auto Tour sponsored by WOOD-AM-TV Grand Rapids, Mich., on June 4-5. It was the sixth year the stations had promoted the parade of ancient (from 1903) autos throughout the Grand Rapids area. The colorful array of vintage vehicles included Appersons, Packards, Rolls-Royce and Pierce Arrows. The stations carried on-the-spot reports of the tour.

Tennis trophy • WOWO Fort Wayne, Ind., in cooperation with the mayor's campaign to promote interest in high school tennis, has presented the new City Tennis Commission a trophy to be presented to the high school team winning the annual tournament. The

productions are gathered with the cooperation of Washington's National, Phillips and Freer Galleries.

Each painting is accompanied by explanatory text read by the announcer, facts about the picture and the artist and appropriate music.

WJPS' Air Force 'Flight'

The Air Force got 100 recruits and WJPS Evansville, Ind., got a "well done" from the Air Force as the result of a two-week recruiting campaign the station conducted as a public service. At its completion a record hop was held by WJPS for the new airmen and their girls. A flight queen was crowned and showered with gifts from local sponsors.

A parade through Evansville featured three AF recruiting busses with the station's call letters. The Boeing flight taking the new men to Texas was dubbed "The New WJPS-United States Air Force Flight" by the service. Program Director Jim Hearon, who organized and executed the promotion, is preparing a brochure describing the steps he took. WJPS says it will be happy to send a copy to any station interested in launching a similar venture.

Anniversary Celebration

Big plans have been drafted to celebrate the 35th anniversary of WCWS Portland, Me., which claims to have been the state's first commercial outlet. Special programs will be aired on WCWS and WCWS-TV on July 13, the date in 1925 the former signed on. Some of the original air personnel of that era will be featured, including Linwood T. Pitman, the announcer who opened the station and who is presently executive and publicity director of both operations.
winning team’s school will be inscribed on the trophy and it will hold it for the year of its supremacy.

Student composers — WNBQ (TV) Chicago has launched a search for the orchestral composition which best reflects the life and spirit of that city. The station is offering a $1,000 prize for the top original work and will feature the winning selection in an NBC Chicago concert by orchestra leader Joseph Gallicchio on a special telecast some time this fall. The contest is open to any U.S. citizen between the ages of 17 and 26 who is registered during 1959-60 at an accredited university, college or music conservatory in WNBQ’s coverage area. Manuscripts of compositions, required to run 8 to 20 minutes in length, must be submitted by Aug. 1 to “Music Composition Contest,” P. O. Box 3465, Chicago 54, Ill.

Nolo contendere — Listeners of KRAK Stockton-Sacramento, Calif., were allowed 114 words or less to tell why they hated contests in an anti-contest conducted for the grand prize of $1 million in “authentic reproductions” of Confederate money. Why 114 words? Station’s frequency is 1140 kc. What to do with the prize? If the South should rise again open a bank—or perhaps go to jail for counterfeiting.

FATES & FORTUNES

Broadcast Advertising

Paul Biklen joins Ogilvy, Benson & Mather, N.Y., as account supervisor. He had previously been with N.W. Ayer, N.Y., as vp and account supervisor. Prior to his 8-year association with Ayer, Mr. Biklen was supervisor for Fuller & Smith & Ross, N.Y.

Henry C.I. Johnson, formerly vp and senior account supervisor at J.W. Thompson Co., N.Y., joins Lippincott & Margulies, industrial designers, that city, as assistant to president. Responsibilities will entail marketing expansion.

Thomas W. Hanlon, Albert W. Reibling, both account executives at Ted Bates, elected assistant vps. Mr. Hanlon is account executive on Fleischmann Distilling Corp., Div. of Standard Brands, and Mr. Reibling is on Brown & Williamson account.

Ranson R. Dunnell and Clarence

H. Russell elected vps of Potts-Woodbury Inc., Kansas City advertising agency.

Wilber B. Downes, account executive at Donahue & Coe, N.Y., elected vp.

Clarence L. Strock, copy supervisor with Klu-Van Pietersom-Dunlap, Milwaukee, promoted to vp and chairman of plans board.

Sam Fink and H. Kenneth Hayes appointed creative director and copy director, respectively, in Chicago office of Young & Rubicam. Mr. Fink, vp and art director, assumes newly created position of creative director. Mr. Hayes formerly was associate copy director and has been with agency for 12 years.

Star bright — KGO-TV San Francisco will showcase the stars in its summer festival of feature films. Each week will be devoted to showing outstanding pictures of a single movie star, starting July 3. The schedule will be led off by Clark Gable with six of his movies to be shown on consecutive nights. Spencer Tracy, Wallace Beery, June Allyson, Judy Garland and Lana Turner are among the others who will be similarly honored. George Rice, KGO-TV program director, says, “We feel this will give viewers an opportunity to see for themselves the true greatness of a star and his talent when he is seen in a variety of contrasting roles in some of his most famous movie hits.”

Ben R. Migdow, secretary at M.M. Fisher Assoc., Chicago, elected executive vp.

Jerome J. Cowen, formerly of Cunning- ham & Walsh, N.Y., joins Kenyon & Eckhard, that city, as vp and account supervisor. Mr. Cowen, who joined C&W 19 years ago as research assistant, was later made copywriter, assistant account executive, as well as account executive and account supervisor. He was named vp and director of account management in 1954, general manager of San Francisco office in 1957, and elected executive vp in charge of west coast operations in 1958.

Jack S. Pettersen, previously head of own agency, and formerly vp of Kenyon & Eckhardt, returns to Norge Div., of Borg Warner Corp., as marketing director, succeeding Walter C. Fisher, appointed vp, sales last March. Mr. Pettersen will direct all home appliance merchandising operations, including advertising (with an estimated $10 million annual budget) and sales training. He previously was with Norge from August 1954 to July 1956 as merchandising and dealer development director.

Francis E. Sammons, formerly with publicity department, J. Walter Thompson, N.Y., joins Ted Bates, that city, as vp, director of publicity and pr.

Albert F. Remington named assistant to president of D.P. Brother Co., Detroit.

Herbert Klauber, formerly advertising director of Lanolin Plus, appointed account director of Gillette Labs Div. of Gillette Co. account and on Deep Magic brand of Toni Co.
New research vps at Benton & Bowles

Dr. Benjamin Lipstein, Frank Stanton, associate research directors, and Dr. Arthur H. Wilkins, director of advertising and developmental research at Benton & Bowles, N.Y., named vps in research department. Dr. Lipstein, who joined company in 1958 as project director, was previously technical director of Market Planning Corp.; vp and technical director, Audits & Surveys, as well as serving for five years as statistical consultant, U.S. Bureau of Labor Statistics. Mr. Stanton was research executive with National Analysts Inc. before joining B&B in 1958. Dr. Wilkins, former sociology instructor, Brown U., did copy and motivation research for Dancer-Fitzgerald-Sample, N.Y., and Young & Rubicam, that city.

Al Lavel, commercial manager at KXEL Waterloo, Iowa, appointed general manager succeeding Frank Tirico, vp and general manager of KXEL, who was promoted to executive vp of Cy Bahakel Stations of which KXEL is one. Robert Proctor, general manager

AAA elections


Alfred R. Ries, account executive at Needham, Louis & Broby, New York, and previously member of advertising-sales promotion department of General Electric Co.'s Apparatus Div., elected vp.

Francis C. Gillon joins Hune, Smith, Mickleberry Adv., Miami, as radio-tv director. He formerly was with Ambro Adv., Cedar Rapids, Iowa, as vp and account executive.

John E. Sullivan, formerly on Corn Products account at Donahue & Coe, N.Y., joins Lambert & Feasley, that city, as account executive in Listerine group.

Diana Beeton, formerly estimator at Ted Bates, N.Y., joins BBDO, that city, as assistant casting director.


The Media

Melvin B. Wright appointed executive vp and general manager of Skyline TV Network (KID-TV Idaho Falls and KLIK-TV Twin Falls, both Idaho, KXLF-TV Butte, KKLJ-TV Helena, KFBB-TV Great Falls and KOOK-TV Billings, all Montana). Prior to joining Skyline Network, Mr. Wright was manager of station operations for Hawaiian Broadcasting System in Honolulu.

The STARS SHOW THE WAY...

To KMSO-TV, A "Preferred" Buy.
CBS*** NBC*** ABC
58,475 TV HOMES

MISSOULA scores highest again. Bank Debts have soared to 4-20% for the 1st Quarter of 1960 as market prospects. (Highest of all Montana Cities).
In "HIGH-SPOF PREFERRED CITIES" Missoula leads all other Montana cities with an index of 109.6.

ADVERTISE where business is good. Missoula has been a "Preferred" city for 12 out of past 17 months. (Sales Management Business Activity).
KMSO-TV covers all of Western Montana... Missoula, Butte, Anaconda, Deer Lodge..., Hamilton, Kalispel, Helena... 18 Community Boosters.
Robert E. French appointed sales manager of WTVN-FM Columbus, Ohio.

Charles Vais, formerly sales manager of KICN Denver, joins Inter-mountain Network in similar capacity.


Donald Macfarlane, formerly station manager of WBZY Torrington, Conn., joins sales staff of WVIP Mt. Kisco, N.Y.

Mr. Dennis

Ed Paul and Harry Dennis, national sales manager and chief engineer of WERE Cleveland, respectively, appointed vps of Cleveland Broadcasting Inc. (WERE Cleveland, WLEC Sandusky, Ohio, and WERC Erie, Pa.). Mr. Paul becomes vp in charge of operations of WERC and WLEC and Mr. Dennis becomes engineering vp of all three stations.

Arthur Simon, advertising manager of Radio-Television Daily, elected president of New York Chapter of Broadcast Pioneers. Other officers:


Harry Wheeler, sales manager at WCOP Boston, joins WHDH-AM-FM-TV, that city, as local sales manager. Mr. Wheeler, 20-year veteran in broadcasting, was formerly New England representative for Ziv Television Programs, and for six years headed his own station representative firm.

Raymond L. Quinn, assistant program director of WWDC Washington, promoted to supervisor of program operations for WWDC-FM.

Thomas G. Flynn transferred from supervisor of video tape department at ABC Chicago to management engineering staff of WGBK (TV), that city, as engineer in charge of video tape operations.

Scott Young, director of video tape operations at WBBM-TV Chicago, resigns and will announce future plans shortly. He joined station as tv director in 1950 and subsequently was named assistant program director before assuming present post.

Ross Donaldson, director of script services at NBC-TV, named director of creative services. W. Preston Wood, program development executive, becomes manager of script services.

Sherman Headley, assistant manager of WCCO-TV Minneapolis, elected president of Minnesota Broadcasters Assn., succeeding Robert E. DeHaven.

C. Merritt Trott, formerly account executive at WTIC-TV Hartford, to WNHQ-TV New Haven, both Connecticut, in similar capacity.

Lee Ruwitch, WTVJ (TV) Miami, elected president of Florida Assn. of Broadcasters, succeeding Lawrence A. Rolls of WSIR Winter Haven. Joseph S. Field Jr., WIRK West Palm Beach, elected radio vice president; Fred Shawn, WSUN-TV St. Petersburg, tv vice president; Norman O. Protsman, WNER Live Oak, secretary-treasurer.
Richard Kimball, formerly of George P. Hollingbery Co., Chicago, joins Blair Tv Assoc., that city, as account executive.

Robert M. Hetherington, previously vp and general manager of KXLW Clayton, Mo. and formerly sales manager of WIL St. Louis, to sales staff of KWK, that city.

Robert J. Smith, formerly production manager for WTVO (TV) Rockford, Ill., promoted to program director.

Gil Faggan named assistant program director of KYW Cleveland. He formerly was in charge of spot sales programming. Other changes: Sanford Markey, news director, to director of public affairs; Lawson Deming, executive producer, retains position but concentrates in new field of creating spot commercials; and John Wellman, sports program production, appointed production supervisor.

Charles Breeze appointed program director of WFBM Indianapolis, succeeding Robert Yeager who resigned. Mr. Breeze formerly was air personality with station.

Bob Dean joins KEX Portland, Ore., as assistant program director. He formerly was program director of KLMS Lincoln, Neb.

Sidney J. Palmer, formerly with KARK-TV Little Rock, Ark., to WIS-TV Columbia, S.C., as producer-director.

Donald D. Sullivan, KVTU (TV) Sioux City, Iowa; T. B. Baker Jr., WIAC-TV Nashville, Tenn., and August C. Meyer, WCIA (TV) Champaign, Ill., elected to three-year terms on board of CBS-TV Affiliates Assn. They succeeded, respectively, William B. Quarton of WMT-TV Cedar Rapids, Iowa, who has been chairman of affiliates' group; T. B. Lanford, WJTV (TV) Jackson, Miss. and Leslie Johnson, WHBF-TV Rock Island, Ill.

Irvin E. (Elly) Dierdorff joins Eckels & Co., station rep, Boston. He formerly was with WCOP, that city, as creative sales director.

James J. Cusack, formerly buyer at Benton & Bowles, to New York tv sales staff of BBDO, N.Y., joins CBS-TV production sales in similar capacity.

Charles J. MacGuire, formerly account executive at BBDO, N.Y., joins CBS-TV production sales in similar capacity.


Joseph Wallach, controller for Puritan Sportswear Corp., Altoona, Pa., appointed chief controller for KFSD Inc. His duties will include accounting for KFSD-AM-FM-TV San Diego, Calif.

Verne Hester appointed operations supervisor of Greenville, S.C., office of WLOS-TV Asheville, N.C.

Herb Charles, formerly of WRCV-AM-TV Philadelphia, to WKBZ Muskegon, Mich., as director of news and special events.

Thomas A. Taylor, account executive in Chicago office of Peters, Griffin, Woodward, elected president of Chicago chapter of Station Representatives Assn. Inc. Also elected were Charles Compton, The Meeker Co., vp; Jerry Glynn, AM Radio Sales, treasurer; Sy Thomas, Radio-TV Representatives, secretary.

Gene Karaganides, traffic manager of KTAL (TV) Los Angeles, elected president of The Pirates, city's public information radio & tv educational society whose members are public service personnel from stations, networks and charitable agencies.

Florence Cyhel, Potts-Woodbury Inc., elected president of Kansas City Chapter of American Women in Radio and Television, succeeding Barbara Draper of KCMO, that city.

Robert McGonagle, formerly newsman at WBIC Bayshore, Long Island, N.Y., joins WHLI Hempstead, L.I., as news reporter.

William Mason, formerly farm director at WLS Chicago, to WBBM, that city, as farm service director, succeeding George Menard, transferred to WBBM-TV as farm personality.

Robert B. Hance III, chief copywriter for WBAL-TV Baltimore, named as-

**1 Kw TRANSMITTER**

The "Bauer Kit" Model 70 is the only 1000/250 watt AM transmitter with Silicon Rectifiers in all power supplies, a Variable Vacuum Capacitor and a Constant Voltage Transformer. Your assurance of maximum reliability and optimum performance. All components are standard items available at local sources.

Assembly of the "Bauer Kit" is actually easier than many consumer audio kits – the wiring harness is furnished completely pre-fabricated and coded. And when you complete the transmitter it will be fully inspected, tested and guaranteed by the Bauer Electronics Corporation.

Bauer 1 Kw Transmitter (In Kit Form) $3495.00*
Bauer 1 Kw Transmitter $4495.00*  *FOB Burlingame, California
Brice Howard, joins National Educational Television & Radio Center, N.Y., as program associate in social sciences.

Carleton Miller, formerly of WBNX New York, joins WFYI Garden City, Long Island, N.Y., to produce and host new weekend show, For Your Information.

Michael Botula, formerly of WRIV Riverhead, Long Island, joins announcing staff of WVIP Mt. Kisco, both New York.

Bryce Bond joins WVOX New Rochelle, N.Y., as air personality. He formerly had similar position at WNOR Norfolk, Va.

Sid Davis, formerly air personality at KFOR Lincoln, to KOIL-AM-FM Omaha, both Nebraska, in similar capacity.

Bruce Lawrence, on-the-air promotion executive with WFGA-TV Jackson ville, Fla., named promotion assistant.

Ted Krek, formerly radio-tv editor of Long Beach (Calif.) Press Telegram and Independent, joins KTTV (TV) Los Angeles in publicity department.

Horace R. Vann and Ashby Ward join WBTW Florence, S.C., as announcers. Mr. Vann formerly was with WIST Charlotte, N.C., and Mr. Ward with WDKD Kingstree, S.C.

Dave Nellis, formerly news editor at WCKR and WCKT (TV) Miami, to WVCQ Coral Gables, Fla., as announcer.

Bob Cook and Hank de Vega join KNOB (FM) Long Beach, Calif., as disc jockeys. Chuck Carey rejoins KNOB as air personality following military service.

Bill Vance, formerly program director at KILE Galveston, to KILT Houston, both Texas, as air personality.

Bob Kirby named air personality with WTCN Minneapolis. He formerly was with WGN Grand Haven, Mich.

Jack Pyle rejoins WRCV Philadelphia as air personality. He had been with station four years ago when he left.

Bob Brady and James Blair join WTTM Trenton, N.J., as air personalities.

Alan Smith, formerly with WTTM Trenton, N.J., to KVTV (TV) Sioux City, Iowa, as staff announcer.

Dave Manning, formerly with WLWD Dayton, Ohio, to WLWT (TV) Cincinnati as staff announcer.

Bill Furlong, sports columnist for Chicago Daily News, signed to handle nightly 15-minute sports commentary on WFMQ (FM), that city.

**Programming**

Al de Caprio, director of Phil Silvers Show on CBS-TV, joins Theatre Network Television, N.Y., as director of programs.

Selmer (Sonny) Chalif, in charge of liaison with advertisers and agencies for Screen Gems, Hollywood, named general assistant to William Dozier, vp in charge of west coast activities.

Lloyd Krause, United Artists Assoc., N.Y., promoted from account executive to eastern division sales manager.

Arthur L. Manheimer, formerly of National Screen Service Corp., Chicago, joins Trans-Lux TV Corp., that city, as midwest division manager.

Richard J. Rising, national merchandising manager of Capitol Records Distributing Corp., N.Y., becomes assistant director of international department, effective August 1.

Leonard (Buzx) Blair named to produce The Brighter Day, daytime serial on CBS-TV.

Lewis R. Foster signs with Walt Disney to direct new tv series, Daniel Boone, scheduled for release this fall with Dewey Martin in the title role.

Elliott Lewis will produce Flight of the Robin, new tv series which Ziv-United Artists is preparing for fall release. William Conrad signs to produce Klondike.

Joseph Ryan, formerly of Gotham Records, joins Music Makers, N.Y., engineering staff.

Joaques Rupp, formerly with Walt Disney and UPA Pictures, joins Animation Inc. as designer.

**Equipment & Eng'ring**


Joseph Roberts, formerly transmitter project engineer for RCA Camden, N.J., to Industrial Transmitters & Antennas Inc., Lansdowne, Pa., producer of fm broadcast and communications equipment.

Bertram Green, Wallace Hickman, Albert H. Katz and Kevin Redmond

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**HAMILTON-LANDIS & ASSOCIATES, Inc.**

**BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS**

**SOUTHERN NEGRO STATION**

This station is grossing $6,000 per month, half of it national and is now in the black. The down payment would be $38,000 with liberal terms on the balance. Or 75% can be purchased and the present manager would stay in with 25%.

**$110,000.00**

**FLORIDA FULLTIMER**

Excellent property—absentee ownership. Gross potential $170,000.00 easily. 20% down five years on balance.

**$230,000.00**

**CALIFORNIA METRO MARKET**

Full time, high power. Owner very realistic concerning terms—a real opportunity.

**EASTERN COASTAL STATE**


---

**WASHINGTON, D.C.**

| Ray V. Hamilton | Richard A. Shoheen | DeWitt 'Judge' Landis | John F. Hardesty |
| 1714 Tribune Tower | 1511 Bryan Street | 111 Sutter Street |
| 1737 DeSales St. N.W. | Delaware 7-2754 | Riverside 8-1175 | EBrook 2-5671 |

**CHICAGO**

| Executive 3-3456 |

**DALLAS**

| John D. Stebbins | 1111 Bryan Street |
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**SAN FRANCISCO**

**NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS**

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*Broadcasting*, June 27, 1960
FCC praises late Frieda Hennock

Funeral services for former FCC Commissioner Frieda Hennock Simons, 55, were held last Wednesday (June 22) in Temple Sinai, Washington. Miss Hennock died Monday following an operation four days earlier to remove a brain tumor (AT Deadline, June 21).

Last week, the commission adopted a resolution praising Miss Hennock for her "...distinguished contribution to its [FCC] work during the challenging period of television's growth." The FCC resolution continued:

"Perhaps foremost among the endeavors for which Miss Hennock will be long remembered was her devotion and impressive championship of policies which have made possible the establishment and continuing growth of educational television...Gifted with a keen intellect and endowed with tireless energy, Miss Hennock ceaselessly and unflaggingly dedicated her extraordinary capacities to the highest goals of the nation's communications services.

"The commission is deeply saddened by her passing, which in a tragic and untimely way has removed from the scene a truly valiant spirit."

Miss Hennock, the only woman ever to be a member of the FCC, served as commissioner under an appointment by President Truman from 1948-55. She married William H. Simons, Washington real estate man, in 1956 and had practiced law since leaving the FCC.

In 1951, President Truman nominated Miss Hennock to a New York federal district judgeship. The appointment was opposed, however, by the state bar association and she asked that it be withdrawn.

all promoted to department heads at Ampex Corp., Hicksville, Long Island, N.Y. Mr. Green heads industrial tube applications, Mr. Hickman microwave applications, Mr. Katz transmitting and communication tube applications, and Mr. Redmond semiconductor applications.

Kurt R. Machein, marketing manager of Ampex Corp., Redwood City, Calif., international liaison group, appointed head of new video engineering department.

W. Allen Moorhead, personnel manager for Raytheon Co.'s semi-conductor plant at Newton, Mass., promoted to division personnel manager.

William G. Frick, formerly field sales manager of RCA's Radio and Victrola Div., Camden, N.J., to Zenith Sales Corp. as merchandising assistant to president.

Government

Jay D. Bond, hearing examiner for FCC, transfers to Atomic Energy Commission July 1 in similar capacity. Mr. Bond entered Government service after World War II, as assistant counsel in office of general counsel, Navy Dept. He later became enforcement attorney in office of Price Administration. Mr. Bond transferred to FCC in 1946 as attorney in am facilities section and as commission counsel at am hearings. He was appointed hearing examiner in June, 1947.

Allied Fields

Kalman B. Druck named president and Morris B. Rotman board chairman of newly-formed pr firm, Harsh-Rotman & Druck, which combines eastern operations of Harsh-Rotman and Kalman B. Druck Inc. Former will continue national operations from Chicago headquarters and Los Angeles office, with Mr. Rotman as president; Mr. Druck as member of executive committee.
Robert Willan, commercial manager of CKLY Lindsay, Ont., to retail sales department of CISP Leamington, Ont. Ron Maynard, farm editor of CISP named farm director.

Deaths

J. Ellsworth Rogers, 61, president and general manager of CFRB Toronto, Ont., and co-founder of station in 1927, died of heart attack June 14. He became president of CFRB last year, following death of Harry Sedgwick. With his late brother E.S. Rogers, who died in 1939, he founded CFRB after his brother had invented the first batteryless radio tube.

RALPH K. STRASSMAN, 85, retired vp of old Ward Wheelock Co., Philadelphia advertising agency, died June 15. He previously was owner of Redbook magazine and advertising director of Chicago Tribune.

HERBERT F. ZIMMERMAN, 47, office manager of Needham, Louis & Broby, Chicago, died June 19. He joined agency's art department in October 1941 and following year organized and headed traffic department.

John W. Alicote, 70, publisher of The Film Daily and Radio & Television Daily, died June 21 of coronary thrombosis.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

June 16 through June 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, whl—very high frequency, uhf—ultra-high frequency, ant—antenna, aur—auroral, vis—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sunrise, med—modification, trans—transmitter, unl—unlimited hours, kc—kilocycles, SSA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, ed.—educational. Announced.

Existing TV Stations

CALL LETTERS ASSIGNED

KAIT-TV Jonesboro, Ark.—George T. Herrnheiser. WIND-TV New Britain, Conn.—Connecticut TV Inc. Changed from WNBB (TV). WFTV (TV) Clewiston, Fla.—West Coast Telecasting Corp. Changed from WFET-TV. KGTV-NT Grand Island, Neb.—Norton Corp. KFUR-TV Santa Fe, N.M.—Santa Fe Telecasting Corp. WNBT-TV New York, N.Y.—National Broadcast Co. Changed from WRTA-TV.

New Am Stations

APPLICATIONS

Tucson, Ariz.—L.G. Gliseum, 830 kc, 1 kw

New Fm Stations

APPLICATIONS


WGJ Babylon, N.Y.—CP to increase daytime power from 1 kw to 5 kw, changes in DA-D pattern (DA-1 to DA-3) and install new trans. (1200 kc). Ann. June 17.


Existing Fm Stations

APPLICATIONS

WAPO Vinings, Calif.—Mod. of cp with new antenna.

SAN FRANCISCO, June 30 (AP)—With a potential audience of 750,000, the Tieton, Wash., station, a part of KBCS of Yakima, Wash., on 1200 kc, which is partially owned by the Tieton-Lakeview Mutual Benefit Association, began regular transmission on June 28. The station is owned by a partnership of four men, who are the only stockholders of the Tieton station. The station is located in a rural area and is expected to attract a large number of listeners. The partners are: John W. Allman, Frank B. Rodgers, and W. E. Jones. The station will broadcast a variety of programming, including music, news, and sports. The station is expected to become a popular addition to the local entertainment scene.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Services</th>
<th>Company</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>1239 Wisconsin Ave., N. W. Washington, D. C.</td>
<td>3-4600</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>National Press Bldg., Wash., D. C.</td>
<td>7-1205</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1710 H St., N. W. Washington 6, D. C.</td>
<td>7-2347</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; ROHRER</td>
<td>1405 G St., N. W. Washington 6, D. C.</td>
<td>7-4446</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Box 68, International Airlift</td>
<td>4-5308</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>P.O. Box 9044, Austin, Texas</td>
<td>2-3073</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Austin, Texas</td>
</tr>
<tr>
<td>A. E. Towne Assocs., Inc.</td>
<td>1 Wheaton Bldg., Wheaton, Ill.</td>
<td>6281</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Wheaton, Ill.</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>4-5851</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Cambridge, Mass.</td>
</tr>
<tr>
<td>FREDERICK</td>
<td>AM-FM-TV</td>
<td>6-2810</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Frederick, Md.</td>
</tr>
<tr>
<td>CAPITOL RADIO</td>
<td>Engineering Institute</td>
<td>2-3169</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>M. R. KARIG &amp; ASSOCES.</td>
<td>Broadcast Consultants</td>
<td>P.O. Box 248, Sarasota Springs, N. Y. Sarasota Springs 4300</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>GEORGE C DAVIS</td>
<td>Consulting Engineers</td>
<td>7-9111</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>P.O. Box 7027, Jackson 5202 Kansas City, Mo.</td>
<td>79261</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Kansas City, Mo.</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 32, Arlington, Texas</td>
<td>4-6721</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers</td>
<td>5-6601</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>4-5386</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Canton, Ohio</td>
</tr>
<tr>
<td>JAMES E. HEFFELINGER</td>
<td>8401 Cherry St., Hilliard, Ohio</td>
<td>4-7010</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Kansas City, Mo.</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS</td>
<td>3-5562</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Denver, Colorado</td>
</tr>
<tr>
<td>JOHN B. HEFFELINGER</td>
<td>8401 Cherry St., Hilliard, Ohio</td>
<td>4-7010</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Kansas City, Mo.</td>
</tr>
<tr>
<td>A. R. TOWNE ASSOCES.</td>
<td>Broadcast Consultants</td>
<td>P.O. Box 317, Lakeland, Florida</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Lakeland, Florida</td>
</tr>
<tr>
<td>ALBERT F. TOWNE</td>
<td>Consulting Engineer</td>
<td>3-3100</td>
<td>Consulting Engineer</td>
<td>AFCCE</td>
<td>Lakeland, Florida</td>
</tr>
</tbody>
</table>
Get More Coverage With The RCA BTA-1R 1000-WATT AM Transmitter

The ability of the BTA-1R 1000-watt AM transmitter to achieve and maintain a higher average level of modulation assures more program coverage. Simplified tuning, ease of installation, built-in provisions for remote control, and low operating cost make the RCA Type BTA-1R your best trans-mitter buy.

Color styling adds harmony to station decor—a choice of red orumber gray. Whatever your equipment needs—SEE RCA FIRST!

Write for complete information and descriptive literature to RCA, Dept. HO-22, Building 15-1, Camden, New Jersey.

RADIO CORPORATION OF AMERICA

EQUIPPING A RADIO STATION?

BTA-1R Transmitter

(two) to change frequency from 92.5 mc. ch. 107.9 to 102.5 mc during ERK June 13. 1750 w to 32,987 kw, change Type 3 trans. and ant. Ann. June 15.

CALL LETTERS ASSIGNED

KMMK (FM) Little Rock, Ark.—Hi-FI FM Bangl. Co. [9.02] (FM) Anaheim, Calif.—Hi-Fi Bcst. Inc. Changed from KLJOU.

KRAY (FM) Denver, Colo.—Plains Radio Bcst. Co. wign-FM Manchester, Conn.—Manchester Bcst. Bcst. Co. wmsi (FM) Meriden, Conn.—Silver City Crystal Co. Changed from WMMW-FM.


JKBV (FM) Provo, Utah—Brigham Young University, Ann. Changed from KBGR (FM).

WAVY-FM Norfolk, Va.—Tidewater Teleradio, Inc.


Ownership Changes

APPLICATIONS

KGEE Bakersfield, Calif.—Seeks transfer of control of KGEE Inc. from Martere Pro-ducts Inc. to KMO Inc. for $110,000. Principals are Carl E. Hay- mond, 50%, and Carl D. Haymond, 5% owners of KMO-AM-TV Tacoma, and KIT Ya-king, both of Wash., Ann. June 10.

KTVU (TV) Oakland, Calif.—Seeks assign-ment of license from San Francisco-Oakland TV Inc. to National Bcst. Bcst. Co. by stock transfer of 110,843 shares of RCA common (voting), to be distributed to stockholders in San Francisco-Oakland, in exchange for all assets, property, contractual rights and obligations, business, good will and liabilities of KTVU. Transaction amounts to over $7.5 million, Ann. June 7.

KUYF Durango, Colo.—Seeks transfer of control of San Juan Bcst. Bcst. Co. from Price Way, M. L. Cummings, T. F. Keeling, approx. 11% each, and others, to KIUU Inc. for $35,000. Purchaser is Ralph Louis Atlas, director of KUJ Radio Sales. Also seeks assign-ment of license from San Jose to KIUU Inc., Ann. June 21.

WROD Daytona Beach, Fla.—Seeks trans-fer of control of Daytona Beach Bcst. Corp. from Mining Journal, and Iron Moun-tain Publishing Co. 40% each, and James F. McAllister, 26%, to Inter- nal and Iron Mountain, 50% each, for $10 and other considerations, Ann. June 9.


WRPL-FM Kansas City, Mo.—Seeks transfer of control of London Bcst. Bcst. Co. from Elmo Mills, 66.6%, to Herman D. Ziesing and John B. Dottson, 16% each, for $2,520. Mr. Mills will retain 5% interest in station. Her-man Ziesing, Mr. Dottson formerly had interest in WMNF Richwood, V.A. Ann. June 17.

WDAY-AM-TV Fargo, N.D.—Seeks transfer of control of WDAY Inc. from Mr. & Mrs. E.C. Reineke, 55%, owners, to Forum Publishing Co. for $500,000. Holders of voting stock in Forum are stockholders in WDAY Inc. Ann. June 10.

For new tv station to operate under assignments of cp from Lawrence Bcst. Co. to New Hamp-shire Bcstg. Corp. will retain 50% interest in corporation with same stockholders as 13.7% owned by each. George H. Mason, Elmer E. Japser and George H. Jasper, 10% each. No financial consideration involved. Ann. June 18.


WJKN Knoxville, Tenn.—Seeks transfer of control of WJKN Inc. from Abe D. Withers, 50%, and Don C. P. Withers, 50%, will assign license to RB T II, Inc. for $750,000. Owners of RB T II, Inc. have 17.65% and others, by means of stock investment, issuance of new stock, no financial transaction involved. Ann. June 20.

KJZ-FM Fort Worth, Tex.—Seeks assign-ment of license from Texas State Network Inc. to RAF Telecasting, Inc. NAF will lease property for $400,000 for first five years, $825,000 for second five years and $875,000 for third five years. NAF will also purchase certain assets of $450,000 and will pay $250,000 for agreement not to com-pete. Option to purchase for $1 million after expiration of 12-year lease. NAF is group headed by Harry L. King (Bing) Crosby Jr., Chairman. Harry L. King is owner of KPTV (TV) Portland, Ore., KCCP (TV) Los Angeles, Calif., and KPST Houston, Tex. Ann. June 21.

KUDY Renton, Wash.—Seeks transfer of negative control of Cutie Radio Inc. from Music Munications Incorpor (Mr.实质性), 50%, to KWKG Bcst. Co. for $56,000. Purchaser is Hal D. Brandt, owner of KWK Stockton, Calif. Ann. June 15.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Basil D. Cooper issued initial decision looking toward granting application of Lake Huron Bcst. Corp. for $5,300. Banneker Bcst. Corp. is wholly owned subsidiary of Jerrold Electronics Corp. (Milton J. Shapp, board chairman). Bcst. Corp. is wholly owned subsidiary of Jerrold Electronics Corp. (Milton J. Shapp, board chairman).

BROADCASTING, June 27, 1960

Continued on page 104
CLASSIFIED ADS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum
- HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $2.00 per inch—STATIONS FOR SALE advertising display space.
- Will accept display ads $4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transmissions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transmissions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted—Management

Station manager for Texas kllowatt, immediate. Excellent pay and fringe. Experience required. Must have excellent top salaries you’ll have excellent a. Here’s your California. We’re building a Sunny California. We’re building an outstanding station manager for Texas kilowatt, immediate opening. Send resume and photo. Box 947A, BROADCASTING.

We have number one property in a three station metro market of 125,000. Excellent opportunity for man with sales experience who is capable of managing this station. $10,000 plus incentive. Box 947A, BROADCASTING.

California Here You Come! Join the California Gold Rush of the Golden Sixties! Here’s your big chance to make the move to a state with top salaries you’ll have excellent opportunities in television. We need a manager at our new station (the second) in a California market that is teaming with a gigantic military installation. We need a manager. A manager with top salaries ... you’ll have excellent opportunities for advancement with our expanding chain. You can name your own deal as manager or sales manager if you are worth $75,000 per month guarantee plus some form of profit-sharing. Apply in detail (including photograph) to Box 966A, BROADCASTING. All replies treated with strictest confidence.

Sales

Permanent career in radio sales at prestige adult appeal station for solid, creative salesman with experience, initiative and desire to make money. Southern coastal medium market. Good location, normal living. Box 966A, BROADCASTING.

Salesman for S.C. station in good market must be hustler interested in established management opportunity. $100.00 weekly plus incentive. Furnish details in information as to experience, age, education and references. Box 966A, BROADCASTING.

Experienced salesman for radio-television stations under same ownership, Middle Atlantic states. Excellent opportunity for man seeking permanent location. Give full details, Box 969A, BROADCASTING.

Is there an outstanding radio sales man in your Cleveland, or Buffalo, New York, television market. Write to WCPA, 41 West 51st Street, New York, 18, N.Y.

Opportunities available for good engineers. WABQ, 27, 1960.

Help Wanted—Sales

Help Wanted—(Cont’d)

Announcers

Announcer—three class ticket. Top job. Start immediately. Box 910A, BROADCASTING.

Announcer—salesman for established western Pennsylvania station. Must have proven ability. Format operation. $100 per week, up. Box 969A, BROADCASTING.

Announcer-chief engineer for 1 kw small town daytimer. Good engineering job and first announcer required. $1800 weekly plus free hospital insurance for man and family. Send resume and data to Station Manager, Box 958A, BROADCASTING.

Join the fast moving to WTVB, Box 970A, Harrisburg, Pennsylvania.

Need capable experienced announcer with first ticket, sufficient technical knowledge and management required, only emergency repairs. Excellent salary plus profit sharing in large western Pennsylvania market. This is permanent position. Will be interested in organization with good opportunities for promotion, unexcelled opportunity for advancement. Announce with first class ticket. Send tape and resume. Box 953A, BROADCASTING.

Wanted to hire: A combo man with first class ticket. Send on to Box 940A, BROADCASTING.

Good adult dj with sales interest for top midwest region at Fort Wayne, Indiana. $5000 per month minimum. Immediate opening. Box 955A, BROADCASTING.

Production-minded, fast-paced announcer with flair for news and sales. Progressive central Ohio station. Send tape, photo, resume. Box 970A, BROADCASTING.

We need a good announcer. Prefer small market man heading up. Middle of road music policy. Semi-formal. 5000 watts, night work, must be willing to work in South Missouri. Box 975A, BROADCASTING.

Mature dj with housewife appeal for day-time show in Ohio. Send tape, references. Box 988A, BROADCASTING.

Staff announcer for NY metropolitan area station. Must have experienced music, news, sports. Operate own board and studio equipment. Middle of road music policy, no top ticket. No minimum required. Send resume and audition tape to. Box 1033B, BROADCASTING.

Early morning dj with housewife appeal for day-time show. Mail resume and data to Station Manager, Box 957A, BROADCASTING.

Wanted 1 dj. Opening for sober, reliable, experienced announcer, willing to work with a well established morning show. Send resume and audition tape to. Box 1033B, BROADCASTING.

Wanted experienced bass, must be top personality, the other a summer replacement staff announcer. Rush tape and resume. Box 725A, BROADCASTING.

BROADCASTING, June 27, 1960

Help Wanted—(Cont’d)

Announcers

5,000 watt station in N.Y. New state opening for announcement. Tape, resume and minimum salary to WAEY, Pittsfield, N.Y.

Immediate opening for announcer with imagination. Pioneering full time radio. Please call or write Bill Poole, WFLS, Essex 3-5000, Fredericksburg, Virginia.

Wanted two experienced announcers send tapes and all information to WHNC, Henderson, N.C. Phone Geneva 67138.

Central Florida daytimer will have September openings for two competent staff announcers. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Experienced morning man needed immediately between the mountains and the sea. Send resume and details to WMPM, Smithfield, N.C.

Experienced staff announcer—immediate opening—established 1000 watt daytimer, WPDX, Clarksburg, W.Va.


Excellent opportunity for experienced news—man—announcer in leading integrated radio—tv operation. Must be good air salesman both radio and on-camera. WAEY Radio—Television, Savannah, Georgia.

Immediate opening for versatile announcer, willing to grow with small station, paid vacations and fringe benefits. Write or call Hugh Williams, WTN5, Coshocton, Ohio.


Country dj—salesmen, do you have a nest egg? Little or no salary, highest commissions return. Send tape and interested, WYBE, Country fm. Larry Dickey, Box 1977 or ALPine 3- 5365, Phoenix, Arizona.

Women—Opportunity to earn extra money by recording for good local accounts. Send audition. Box 1053, Tampa 5, Florida.

Needed — young aggressive announcer—salesman for Georgia station—strong on sales—send tape and resume to Box 131, Cleveland, Georgia, or phone Union 3-5161.

Give your ratings a shot in the arm with Professional Services' exclusive D-J comedy material—written for radio—send for current selection. Professional Services, Box 5815, Baltimore 8, Maryland.

Midwest placement! Write Walker, Broadcast Division, 63 So. 7th St., Minneapolis 2, Minnesota for application.

Audio Logging? Audition not finished "... showcase? New York School of Announcing, 103 West 13th Street, New York 1, New York. Send CV and resume.

Announcers losing jobs? Lack that professional polish? Audition not finished. Audio Logging...Showcase? New York School of Announcing, 180 West 13rd Street, NYC, SU 7-6305.
Help Wanted—(Cont'd)

Technical

Engineer for Washington, D.C. area station. Some experience required. Box 844A, BROADCASTING.

Engineer with 1st class ticket and announcing experience of potential, immediate opening. Box 894A, BROADCASTING.

S.E. Virginia 1,000 watt station needs reliable engineer-announcer. Engineering ability and first class ticket essential. Tape requested in first letter. Reply Box 918A, BROADCASTING.

Successful 5 kw daytimer; remote control, needs reliable experienced chief engineer-announcer. Must be good on maintenance, announcing, and have good references and credit. Prefer family man, looking for permanency and willing to live in small town in great plains region. Good equipment, plant, and easy schedule, top wages in area. Send tape, resume, references and picture to Box 921A, BROADCASTING.

California daytimer needs top chief engineer, who is also good announcer. Immediate opening. No. 1 station in five-station city. Send full details and tape. Box 925A, BROADCASTING.

First phone announcer—Experienced on board—projected format, remote control network, news, farm director, country and pop d.j., metropolitan market. Presently chief engineer am-fm operation. Family man, 41, sober, reliable. Box 945A, BROADCASTING.

Man or woman with first class ticket who can also do some announcing and selling. Box 107B, BROADCASTING.

Chief engineer, WDUN, Gainesville, Ga. Must be thoroughly qualified and experienced.

Immediate opening for chief engineer with sales experience. Salary commensurate with ability. 5kw daytimer in small, mountain resort town. Contact, Jimmy Childress, WMSJ, Sylva, N.C.

Chief engineer-announcer, 250w. References, salary, tape to Frank Hash, WTHA, Thomas, Ga.

Midwest placement! Write Walker, Broadcast Division, 795 3rd St., Minneapolis 2, Minnesota for application.

Number one station in Wheeling-Steubenville seeking chief engineer, must be technically capable for transmitter and studio maintenance. Salary open. Phone collect Cedar 2-2292. Mr. Dougherty or Mr. Dickey. Wheeling, W.Va.

Production-Programming, Others

News director NBC affiliate. Direct completely equipped radio and tv department, supervise department of sister station. Department personnel experienced, intelligent, conscientious. If not satisfied with present position, send photo and resume Box 946A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

This is ridiculous—top promotion man, good air and sales. Excellent production, but unemployed. Married, veteran, college, 28. Excellent references. Absolute minimum $150. Qualified for similar program director or assistant manager. Prefer no air work. Box 958A, BROADCASTING.

Wanted—Experienced, creative program manager, director, and/ or associate in an independent station. Must be able to develop and maintain a successful news service, and a program that will attract large audiences. Must have demonstrated record of growth in the field. Must have ability to train and manage young, inexperienced personnel. Box 963A, BROADCASTING.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

Promotion advance man. Do you write effectively, speak convincingly, have interest in religious radio? Non-profit corporation needs help to expand religious station in southwest. Box 968A, BROADCASTING.

Newman—announcer, experienced, at rapid- ly expanding adult program station in New Jersey. Salary commensurate with ability. Box 972A, BROADCASTING.

Opportunities—Performs children's program, account executive, broadcast engineer; program manager; announcer-director; technical director. Locations Indianapolis, Fort Wayne, and Bloomington. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Situations Wanted—Management

I'm ready for management. Top-flight dj, ce, pd. Minimum $150. Box 781A, BROADCASTING.

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 978A, BROADCASTING.


12 years experience all phases radio. Community leader. Record can stand close inspection. Needs job in small market. Box 977A, BROADCASTING.

Manager or sales manager. Would like to join station in major market which needs sales improvement and can offer remunera- tion commensurate with results. 18 years creative thinking, dynamic action and out- standing results all phases major market radio, television and agency. Have handled and sold all versions of format and smooth sound. A stable, enthusiastic, hard-working producer and pace-setting leader. With present employer 11 years. Age, 38. Married, devoted family man. No drinking. Box 978A, BROADCASTING.

Production-Programming, Others

Sales manager/manager. Small or medium market station. Heavy on local, regional, time sales. Solid experience in independent news programming, 15 years in radio. Highest industry references. Box 594A, BROADCASTING.

Management-sales manager twelve years experience in all phases of radio. Two years network staff experience, three years college. Excellent references. From large independent stations from sports announcer to chief announcer, sales manager, and station manager. Production, research, sales and management. Guarantee to make your station go. Southeast or east, or west coast degree. Highly adaptable. Hard worker. Thirty four years old, single, happy to take part ownership of station. Available for interview after July first. On vacation in west until that date. Send Inquiries to: Thurston Springer, 761 Virginia Ave., Gal- latin, Tenn.

Sales

Manager-sales manager experienced in national, regional, local sales. Excellent record. Box 575A, BROADCASTING.

Experienced announcer, 23, married. Desire learn sales your way. Employed. Box 967A, BROADCASTING.

Experienced announcer D.J., 4 years, mar- ried. Would like to settle. Box 981A, BROADCASTING.

Announcers

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 727A, BROADCASTING.

Happy singing — not screaming — adult morning show. Start your broadcast day ton with present employee does for only $125. Box 894A, BROADCASTING.

Announcer wants job. Will travel anywhere. Opportunities available now. Box 895A, BROADCASTING.

Newman: Top flight, major market, best references. Stylish or straight writer. Ob- jectively interpretive announcer. Excellent report. Investigative interviewer. Good researcher Box 917A, BROADCASTING.

Announcer, News, commercial, dj shows, specialty sports play-by-play. Light on ex- perience, but ambitious, conscientious, available now. Write Box 999A, BROADCASTING.

Money won't buy everything, but it sure buys ability and experience. Mine is for sale now. Box 920A, BROADCASTING.

Announcer/program director, versatile, ex- perienced. Also sports. Offers top quality. Box 942A, BROADCASTING.


Announcer-salesman looking for position in the south or southeast or California. Good track record, production, experienced. Box 994A, BROADCASTING.

Attention! "Good music-news-sports sta- tion"—4 years announcer sales experience, college graduate. Available immediately. Box 904A, BROADCASTING.

Sportscaster-dj-newman, experienced, 22, Columbia College graduate, available im- mediately. Box 906A, BROADCASTING.


Fat, 5 foot 2, 150 pounds, no drinking. 1st phone announcer with some sales expe- rience. No military obligation. Single, prefer southeast, all offers considered. Employed at 5 kw regional. Box 968A, BROADCASTING.

FRAKINMcCORMICK

WANTED

Requirements: Heavy, mature voice with ability to read with feeling and dramatic emphasis. Top ten market, top pay. Send tapes and resume to:

Box 941A, BROADCASTING

FRAKINMcCORMICK

WANTED

Requirements: Heavy, mature voice with ability to read with feeling and dramatic emphasis. Top ten market, top pay. Send tapes and resume to:

Box 941A, BROADCASTING
**Radio TV Announcer**

Announcer-newsmen. Young, married, family, Majors minus thesis in radio-tv, 3 years experience. Excellent voice, permanent, minimum $100. Prefer Pennsylvania, New York, Box 983A, BROADCASTING.

Country music personality dj wants permanent position. Have experience in all phases of radio-televisi on, do-awake. Write Box 984A, BROADCASTING.

West. 10 years radio. Announcer, dj, writer, program director, news director, assistant manager, chief engineer. Now employed. State salary. Box 985A, BROADCASTING.

First phone, Announcer, tight production, 4 years experience. Married, want to settle. Not commercial. Box 986A, BROADCASTING.

Announcer, experienced, very, married, tight format, willing to work, not a floater. Box 985A, BROADCASTING.

First phone. Announcer, tight production, 4 years experience. Married, want to settle. Not commercial. Box 986A, BROADCASTING.

Have talent will travel. Married, college grad. Sheldon Frome, UN 5-4000 or SU 7-9306. New York. Box 104B, BROADCASTING.

College educated-announcer, dj, continuity writer, and news man. Available immediately! Four years experience, write or phone Owen Sherman, KXAN, Manhattan, Kansas.


Anne, dj experienced. Tight format. Want to settle. Married. Not a prima donna. Box 992A, BROADCASTING.

Announcer, evening, write and read poetry, 1st ticket, good social commercial delivery, no rock. Box 94, Jasper, Indiana, Phone 1555.


Received 1000 adult letters last promotion. Announcer, 1st ticket no rock. Box 94, Jasper, Indiana, Phone 1555.

Experienced announcer, pd, presently employed as co-manager. Veteran. 810 West 5th St., Hastings, Minnesota.

**Technical**

Competent Chief available. Experienced to 19 kw directional. Metropolitan market minimum. Box 1025B, BROADCASTING.

First class engineer, 6 months board experience. c/o John July 15. Box 988A, BROADCASTING.

3 years first phone-dependable-family likes people-have worked at present station 2 years still employed, but want another location. Best references past employment. Box 984A, BROADCASTING.

First phone engineer, 24 years old, desires change. Present 4 kw power directional 5 kw station. Prefer Kentucky, W. Va., or surrounding area, but will consider other locations. Box 986A, BROADCASTING.

Experienced cine-photographer with on-the-spot news reporting, full editing and lab experience. Available immediately. Box 989A, BROADCASTING.

Engineer, 2 years experience, 5 kw, am, 1st phone, good middle, available immediately. Box 1025B, BROADCASTING.

Chief or first class license, twelve years experience, some announcing. Without car. Room 217, Marian Hotel, Palatka, Florida.

Chief, 7 years experience, good announcer. Sales, directional and construction experience. Box 94, Jasper, Indiana. Phone 1555.

First phone engineer desires position with radio or tv station in middle or south Atlantic states. Graduate Philadelphia Wireless Technical Institute. Enjoy's mobile unit maintenance. W. H. Hamby, Murphy, N.C., VE 3-7301.

Engineer, first phone, 2 years experience transmitter, seeking steady employment. Write Box 960, Main Street, Rosetta, Pennsylvania.

Production-Programming, Others

Program director... , for the past two years the top thirty stations in the country, seeking advancement. Have reached limit in present station, am looking for an operation with more potential and brighter horizons... presently doing air shift and public relations in conjunction with programming. Box 988A, BROADCASTING.

New England, New York station managers: 12 yr. veteran, announcing, production, sales, desires to relocate your area. Now program, production manager of prosperous New York station. Top references. If you're looking for a competent man who can take on major responsibilities, phone or write. Box 101B, BROADCASTING.

Quallified and experienced radio- tv man (12 years) wishes to return to field as program director, sales director, or administrative assistant. Family, 36. Good C. E. education. Write Paul, 315 East Cypress, Anaheim, California.

**Production-Programming, Others**

Assistant engineer, 7 years experience in various locations. Excellent opportunity to progress. Box 990A, BROADCASTING.

**Technical**

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Experience reported. Box 991A, BROADCASTING.

Do you have TT25BL experience? Do you have supervisory capabilities? If so, write Box 992A, BROADCASTING.

Engineer wanted with qualifications for supervisory duties. Pioneer basic major station in division. Opening requires first class radio-telephone license with studio, vtr and transmitter experience. Must be proficient in insurance, vacations and holidays. Send full details with picture to Box 993A, BROADCASTING.

Full power vhf. Station needs transmitter mechanic. Latest RCA equipment. Send complete details in first letter to Personnel Director at KSCO-TV, Newport, Labrador, Labrador.

Need two first class technicians. Experience preferred. Send resume to Chief Engineer, WYES-TV, New Orleans 24, Louisiana.

**Production-Programming, Others**

Public affairs project manager. Experienced in radio, and produces documentaries, investigatory and able to meet the challenge of effecting better public affairs program standards. Unique opportunity at multiple owner station. Top market. Submit resume, photo and any substantiating material in first letter. Box 994A, BROADCASTING.

Need to add male or female copy writer to staff. Send pic, resume, requirements. Station located in midwest. Ideal working conditions plus company benefit. Box 995A, BROADCASTING.

Southwest tv station needs topnotch creative copywriter for range of planning and writing assignments. Tv or agency experience. Full power vhf. Box 997A, BROADCASTING.

**Television**

BROADCASTING, June 27, 1960

Situations Wanted—Announcers

Televisi

Help Wanted—Management

Promotion manager wanted with flair for new programs and promotional campaigns. Experience in pleasant, southern city. All replies confidential. Box 989A, BROADCASTING.

Announcers

Wanted: Television weather forecaster. To work 10 a.m. to 5 p.m. daily—there's a lot—be able to hold an audience you will inherit from the news, and perhaps build on it. Must know your business and be a strong personality. You will face competition but this period is a great time to build a number of loyal fans. We are looking for someone who can deliver the weather forecast to men only, to build a following. We are looking for someone who has experience in television only—commercially. We are looking for someone to build a strong audience. Require two to three years experience. Be able to reach a wider audience. Box 997A, BROADCASTING.

**Situations Wanted—Announcers**

Televisi

Help Wanted—Management

Reliable, versatile, experienced announcers is highly desirable. Opportunities for full responsibility. Typical experience in a wide range of stations and production facilities a must. Box 990A, BROADCASTING.

Announcer-director team. Successful combination since 1941. College grad. Veteran sales and production officers. Excellent opportunity in present post. Box 991A, BROADCASTING.
TELEVISION

Situations Wanted—(Cont’d)

Technical

Chief or supervisor—12 years experience, 4 years chief, 4 years supervisory am-fm, tv, planning, construction and maintenance. Box 807A, BROADCASTING.

Chief, tv-am. Available for south or southwest. Emlended large and small operations. Box 812A, BROADCASTING.

Competent studio operations interns completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others


FOR SALE

Chief

102

FOR SALE

Box 4

101

Production-Programming, Others

America’s outstanding personality, trick, dog—Cholly II. Her charming talents She’s Kiddie’s tv Pied Piper. Cholly jets Juvenile bit upwards, positively. Twenty-million children can be right. They love her. My Hungarian sheepdog is your ready-made key for live talent that is different. So We’re waiting for you—enterprising station manager—to call! Write! Now! John Cecil 1619 Grandin Rd., Roanoke, Va. Tel.: Diam- mond 3-5086.

New, unused Schaefer 400-B remote control system, list $1,695 for $1,200. Never removed from cartons. Box 860A, BROADCASTING.

FOR SALE

Equipment—(Cont’d)

Available immediately. Westinghouse HV-5, 5 kw transmitter, $4,800. Box 599A, BROADCAST- ING.

12 slimline base light fixtures s'TV864G. Excellent condition. Transformer box s'TV-868BS included. $100 each. KHOU-TV, Box 11, Houston, Texas.

RCA disc cutter—type 72B. Ferris field in- tensity meter. 100 foot Wincharger tower, type 1BA, Write K.E.E.N., Shelby, Montana.

For sale on ground—1 Trueson 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antennas. 1 RCA AGC amplifier BA-1A, 1 Tapak portable battery operated tape re- corder. 3 Face heavy duty 2 ohm Channel 3 antenna. 1 RCA TKIC monoscope camera in under operating condition. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—RA 3-621.

Tapak battery operated recorder in excel- lent condition with mike and fresh bat- teries. First offer over eighty-five dollars takes. WIRL, Peoria, Illinois.


Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1,000 each. $1,090 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

RCA disc cutter—type 72B. Ferris field in- tensity meter. 100 foot Wincharger tower, type 1BA, Write K.E.E.N., Shelby, Montana.

FOR SALE

RCA disc cutter—type 72B. Ferris field in- tensity meter. 100 foot Wincharger tower, type 1BA, Write K.E.E.N., Shelby, Montana.

RCA disc cutter—type 72B. Ferris field in- tensity meter. 100 foot Wincharger tower, type 1BA, Write K.E.E.N., Shelby, Montana.

A 1000 watt Collins transmitter in operating condition. Will sell reasonable. Radio Station WMOZ, Post Office Box 229, Mobile, Alabama.

Gates RDC19 remote control unit com- plete. Has rf amplifier, perfect condition, must sell, make offer. WPAP, Fernandina Beach, Florida.

Television Mobile Unit—RCA type TJ-50A, interior fitted to mount 5 camera controls and switcher. Has 6 cantilever mounted cable reels, power control rack and watt hour meter. No camera equipment. ½ ton chassis with many extras. Only 1700 miles. Write to WTMJ-TV, Milwaukee, Wisconsin.

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland, 20, California.

RCA BTA 500 R transmitter like new with spare tubes, $2,500.00 cash. Write Box 181, Cleveland, Georgia, or call B. L. William- son, Union 9-5181.


TV Video monitors. 8 Mc. metal cabinets starting at $199.00, 30 different models 8" thru 34" Miralet, Inc., 1859 Dionne St., St. Paul, Minn.

Tower Utility—heavy duty—type 260 with A-2 lighting kit, 150' standing—40' on the ground—total 190'. Available immediately. Make offer Bob Jackson, Miss. John Mc- Lehan, F. O. Box 197, Jackson, Miss. Tel- phone FL 4-1617.

General Precision Laboratory 18mm kine- scope recorder, model PA-503 with Maurer sound of film system and utilizing electro- matic shutter. For further information contact the Director of Purchasing, Uni- versity of Missouri, Columbia, Missouri.


Anything in broadcasting field from a tube to a tower sold or brought. Electrofind, 550 Fifth Avenue, N.Y.C.
FOR SALE

Equipment—(Cont’d)

Schefer automatic program equipment. Used less than one year. Manufacturer’s guarantee 4 years. $8,000.00. Call Olean, N. Y. 2061.

Two 240-foot heavy-duty Fisher, guyed towers available. $31,000. Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

WANTED TO BUY

Stations
Want station in northeast city over 100,000 population, available by 4:00P.M. Principal. Box 100B, BROADCASTING.

WANTED TO BUY

Equipment

Used 150 vat am transmitter and 150 foot guyed tower. Box 552A, BROADCASTING.

Wanted: 1 kw fm transmitter complete with instructed in resident classes. Grantham Schools are located in Hollywood, Fla., and Washington, D.C. For our free 40-page brochure, Grantham School of Electronics, 1523 Gillham Road, Kansas City 9, Missouri.


FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 519 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of BROADCASTING, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 725A, BROADCASTING.

If anyone knows the whereabouts or address of Cyril J. Chuchakovich, please write KBMN Radio, Box 145, Bozeman, Montana.

RADIO

Help Wanted—Announcers

NEWS EDITOR

Must be good air man. Authoritative voice. Know how to get news stories, do basketball and football. We furnish car. All maintenance and gasoline furnished. No floaters or drinkers. This position is permanent. Open July 4. Contact J. C. Jeffrey, WQO, Kokomo, Ind. 1000 words, minimum. Salary $1,500. Only station in city. Telephone Gladstone 7-1194.

TELEVISION

Help Wanted

Production-Programming, Others

Secretary for TV-AM station manager in midwestern city. Must be experienced.

Give complete information and include photo. All replies confidential.

Box 935A BROADCASTING

FOR SALE

Equipment

Cartridge Tape Equipment

NOW IN 150 STATIONS

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or contact your VISUAL ELECTRONICS man

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates

Box 3192

Woodland 7-1469

San Antonio, California

Situations Wanted—Announcers

"COUNTRY MUSIC"

Country Music dj with executive ability. 10 years all phases including management and ownership. Desires to join metropolitan competitive operation as dj, account executive and/or promotion manager. Personal interview extremely important. Very capable, sober, family man.

Box 996A, BROADCASTING

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By Hearing Examiner Transmission Press Inc. and extended from June 16 to June 22 time for all parties to examine exhibits in proceeding on its application for new am station in Dedham, Mass. et al Action June 20.

By Hearing Examiner J.D. Bond 
- Granted petition by Belton Bstgs. Inc. Belton, Tex., and extended from June 13 to June 26 for filing of comments on non-engineering issues in proceeding on its applications 6-182, 1184 and 2225.
- Granted petition by John K. Rogers, Bristol, Tenn., and extended from June 16 to June 26 for filing of replies in proceeding on its application and that of Kingsport Bstg, Co. (WKPZ) Kingsport, Tenn. Action June 16.

Pursuant to procedures agreed upon at June 20 prehearing conference, continued commencement of hearing to a date to be announced in proceeding on petition of Pioneer Bstg, Co. (KNOW) Austin, Tex. for renewal of license of its station. Hearing Examiner Thomas H. Donahue
- Granted petition by Rollins Bstg of Delware Inc. (WJWL) George Town, Del. and extended from June 30 to Aug 1 time to file proposed findings and conclusions and from July 14 to Aug 15 to file reply findings in proceeding on its am application, et al. Action June 20.
- By Hearing Examiner Charles J. Frederick
- Granted petition by Broadcast Bureau and extended from June 22 to time to file proposed findings and conclusions in proceeding on applications of Alkima Bstg, Co. for new am station in West Chester, Pa., et al. Action June 16.
- On own motion, scheduled prehearing conference for 2:00 p.m. June 22, in proceeding on am applications of Clarke Bstg, Corp. (WCAG) Athens, Ga., Wake Bstg, Inc. (WAKE) Atlanta, Ga., and Savannah Valley Bstg, Co. (WBBQ) Augusta, Ga. Action June 15.
- By Hearing Examiner Walther W. Guenther
- On own motion, corrected transcript of record (unless objected to within 5 days) proceeding on renewal of license of KVEN-FM, Ventura, Calif. Action June 27.
- Granted motion by Paul J. Nolan, City of Columbus, Ohio, and extended from June 13 to June 20 time for exchange of preliminary drafts of engineering exhibits in proceeding on its application for station WJUI-AM affiliated with Ohio Music Corp., Cleveland, Ohio. Action June 12.

Scheduled oral argument for 11:30 a.m. July 23 on petitions of WJDO Medford, Inc. (KDOV) Medford, Ore., for leave to amend application (Action June 15) for station WJDO-AM. Motion continued indefinitely oral argument scheduled for July 23.

By Hearing Examiner G. Hafford Irion
- Granted petition by Des Plains-Arlington Heights Bstg, Co. Des Plaines, Ill. to amend its application so as to correct the RMS the number in figures to exhibit, in consolidated proceeding. Action June 15.

- Granted petition by Broadcast Bureau and extended from June 22 to time to file proposed findings from June 14 to June 24 in proceeding on am applications of Old Belt Bstg, Corp. South Hills and Patrick Henry Bstg, Corp. (WHEE) Martinsville, Va. Action June 16.

By Hearing Examiner David I. Kraushar


Pursuant to order of the Commission issued June 16, by order of the Commission issued June 16, on am applications for station WTVV Evansville, Ind., should not be modified to specifically on operations on the station. Action June 16.

By Hearing Examiner Elizabeth C. Smith

By Hearing Examiner Forrest L. McClennan
- On own motion, corrected transcript of record received in evidence application submitted June 23 in closed record, and scheduled July 18 for filing of proposed findings and order of decisions from proceeding on application of WPIC Inc. for mod. of license of station WPIC and WPGC (TV) for mod. of licenses of stations WPIC and WPGC. Action June 15.

By Hearing Examiner Herbert Sharman

By Hearing Examiner Edward L. Bryant
- On request of the licensee, license of WBOY-TV (ch. 12) Clarksburg, W.Va., continued hearing from June 20 to July 3 in application for renewal of license of WBOY-AM,许可 to transmit by J. F. Beaumon and sale of station to Johnnote, mountain. Action June 17.

By Hearing Examiner Lawrence E. Webster
- Scheduled prehearing conference for July 14 in proceeding on application of Mark Twain Bstg, Co. for renewal of license of its station. Action June 20.

By Hearing Examiner Elizabeth C. Smith
- Pursuant to agreement of parties at June 14 prehearing conference scheduled tele conference hearing on application for renewal of license of its station. Action June 15.

By Hearing Examiner Charles J. Frederick

By Hearing Examiner Charles J. Frederick

By Hearing Examiner Charles J. Frederick

By Hearing Examiner Charles J. Frederick

By Hearing Examiner Charles J. Frederick

By Hearing Examiner Charles J. Frederick
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING June 22

<table>
<thead>
<tr>
<th>Lct.</th>
<th>AM</th>
<th>CPs</th>
<th>VHF</th>
<th>TV</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,426</td>
<td>59</td>
<td>426</td>
<td>667</td>
<td>70</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING June 22

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Non-commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>UHF</td>
</tr>
<tr>
<td>452</td>
<td>78</td>
</tr>
<tr>
<td>85</td>
<td>11</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
As reported by FCC through May 31, 1960

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,426</td>
<td>661</td>
<td>472</td>
</tr>
</tbody>
</table>

| Applications for licenses to operate trans. | 56 | 58 |
| Applications for new stations (not in hearing) | 60 | 83 |
| Applications for new stations (in hearing) | 86 | 163 |
| Total applications for new stations | 3,565 | 890 |
| Total applications for major changes (not in hearing) | 60 | 44 |
| Total applications for major changes (in hearing) | 60 | 17 |
| Total applications for major changes | 800 | 55 |
| Licenses deleted | 0 | 0 |
| CPs deleted | 0 | 0 |

1 There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

2 There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

studio location; pursuant to commission order dated May 31, 1960, this authorization is without prejudice to possible future grant of pending application of Simon Gel- ler, Glendale, Calif., to construct new standard broadcast station at Gloucester, Mass., and the Commission hereunder accept any interference that may be caused by Gloucester operation.

KDON Salinas, Calif.—Granted license covering installation of new trans. (main).

WKAG Charleston, W.Va.—Granted mod. of license to operate trans. by remote control, using DA conditions.

KBMS (FM) Los Angeles, Calif.—Granted cp to increase ERP to 71 kw; install new type ant. and make changes in trans. equip- ment; make changes in the air ant. system; waived sec. 2.205 of rules to permit station location, to be specified as Los Angeles, Calif., but with main studio located at 135 S. Kenwood Ave., Glendale, Calif.

KTKR-FM Phoenix, Ariz.—Granted mod. of license to increase ERP to 115 kw.

WLYI (FM) Pittsburgh, Pa.—Granted mod. of cp to increase ERP to 4.5 kw, decrease ant. height to 440 ft, and specify studio location; waived sec. 3.205 of rules to permit trans. to be located at Gillette, Wyo. (not in limits of Pittsburgh and not at trans. site).  KHQ-FM Spokane, Wash.—Granted mod. of cp to increase ant. height to 2,000 ft., and change trans. location.

a Following stations were granted extensions of completion dates as shown: WRFL, FM Williamsport, Pa. to Dec. 1; WINE (FM) Pittsburgh, Pa. to Nov. 4; KROW (FM) Houston, Tex. to Dec. 30; KAKI (FM) San Antonio, Tex. to Dec. 9, and WFGM-FM Pittsburgh, Pa. to July 31.

Actions of June 16

WSIL-TV, Harrisburg, Ill.—Granted in- voluntary assignment of cp to Turner-Far- rar Assn., partnership of Ethel M. Turner, individually and as executrix of estate of Oscar L. Turner, deceased, O. L. Turner, Charles D. Farrar and Richard R. Worsin, WIMS Michigan City, Ind.—Granted cp to replace expired permit which authorized increase in daytime power to 5 kw, change to DA n and d, change studio location and install new trans.

WAVY (FM) Norfolk, Va.—Granted cp to make changes in ant. system (increase height); condition.

WFYI (FM) Dayton, Ohio—Granted cp to make changes in ant. system (increase height);

condition.

WBTV (AM) Norfolk, Va.—Granted cp to replace expired permit which authorized changes in ant. system and ground system.

KQDH Baltimore—Granted cp to install new type trans.

KGW-AM Portland—Granted cp in install new type trans.

WTTV-WL, Wlaz.—Granted mod. of cp to change ant.-trans. and studio locations; make changes in ant., and ground systems and operate trans. by remote control.

WLOC Munfordville, Ky.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

WWCH Clarion, Pa.—Granted change of remote control authority.

Actions of June 15

WWCO Waterbury, Conn.—Granted acqui- sition of positive control by Herbert Bloomer through corporate reorganiza- tion and sale of stock by Murray Grossman and Herbert Saxe to Rurs E. Goddard.

WOR New York, N.Y.—Granted cp to install new trans. for auxiliary purposes and increase power.

KOCY Oklahoma City, Okla.—Granted cp to change ant., location and studio location; make changes in ant. system; condition.

WJBR (FM) Wilmington, Del.—Granted cp to install new ant. system and increase ant. height to 499 ft.

WGN-FM Newport News, Va.—Granted cp to increase ERP to 85 kw and ant. height to 490 ft.; change ant.-trans. location, install new type trans. and new type ant. and make changes in ant. system; remote control permitted; waived sec. 3.205 of rules to permit main studio to be located outside city where station is located and not at trans. site; conditions.

KTFV Texarkana, Tex.—Granted cp to change ant.-trans. location and remote control point (main studio location).

WLOB-FM Portland, Me.—Granted mod. of cp to change studio location and remote control point.

WNPS New Orleans, La.—Granted authority to remain silent between 9 a.m. and 3 p.m. each day for period beginning June 13 and ending Sept. 15.

KRVN Rock Springs, Wyo.—Granted author- ity to sign-off at 8 p.m. for period June 15 through Sept. 15.

b Following stations were granted exten- sions of completion dates as shown: KHQ-FM Spokane, Wash. (main trans. & ant.) to Jan. 10, 1961; KOST (FM) Dallas, Tex. to Dec. 21; KUTE (FM) Glendale, Calif. to Aug. 1.

Actions of June 14

KOB Albuquerque, N.M.—Granted assign- ment of cp, license and SSB to KSTP Inc.

KMMR (FM) Little Rock, Ark.—Granted assignment of cp to Hi-FM Best Corp.

K7AAL, K7AAD Palm Springs, Calif.—Granted mod. of cp to change ERP to 151 kW, type trans. and make changes in ant. system: ERP to 150 kW, type trans., and make changes in ant. system.

WBRR-FM Phoenix, B.P.—Granted mod. of cp to change trans. location and make changes in trans. and ant. system and equipment.

INC NEASE

<table>
<thead>
<tr>
<th>500 WATTS TO 1 KW</th>
<th>1 KW TO 500 WATTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>POWER INCREASE</td>
<td>POWER DECREASE</td>
</tr>
<tr>
<td>250 WATTS TO 1 KW</td>
<td>1 KW TO 250 WATTS</td>
</tr>
</tbody>
</table>

SIX POWER COMBINATIONS
IN ONE TRANSMITTER CABINET

| 300-2 | 250/100W |
| 550A-1 | 500/250W |
| 20V,2 | 1KW/500/250W |
THE U.S. OLYMPIC TEAM NEEDS YOUR SUPPORT NOW!

AN URGENT APPEAL TO THE RADIO AND TELEVISION BROADCASTERS OF THE UNITED STATES:

BROADCASTING is publishing this announcement to place squarely before you the present financial situation of the United States Olympic Committee.

Right now when it should be concentrating on preparation for the big Games at Rome this summer, the Olympic Committee is faced by a serious situation. It must finance training programs, transport more than 450 athletes and officials to and from the Games and feed and house them there, yet it has received only one-third of the million and one-half it needs to do the job.

Without adequate funds, the U.S.O.C. can't take all our athletes to Rome. And we can't afford to lose to Russia. We can't afford to lose too badly. It would be a damaging blow to our national pride.

We're asking you to rectify this situation.

Radio and television fund-raising appeal kits have been prepared in behalf of the U.S.O.C. by Erwin Wasey, Ruthrauff & Ryan, Inc. (Chicago).

They're on their way to you.

We urge you to utilize the material and to contribute time to this worthy and worthwhile cause in the interests of public service.

Support Your Olympic Team

This space contributed to the U.S. Olympic Association by:

.Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
OUR RESPECTS TO . . .

William Colin Payette

Bill Payette, who was then reporting news instead of selling it, once scored a news beat on the plans for Jean Harlow's funeral because friends of the late actress mistook him for an undertaker.

It is an understandable mistake, especially in time of grief. Mr. Payette stands a well-kept 6 foot 5 and along with tact and courtesy possesses a dignity which, for solemn occasions, no doubt can be commanding, where as a mortician's. But outside of funeral parlors—no favorite haunt anyway—he bears no resemblance to a morfician. Far from it; he's a newspaper first and last.

Now 47 and general sales manager of United Press International, he has been a newspaperman for some 25 years. Throughout that span his work has been closely identified with radio and television. He started on the UPI radio desk in Los Angeles when the western radio wire was first opened; for a time he also wrote a Hollywood column for radio; he has worked for UPI on the venerable Richfield Reporter on the East Coast and for the Esso Reporter in South America; and when UPI wanted to organize a television service, he was the man who did it.

William Colin Payette was born May 13, 1913, in Aberdeen, Wash., the son of Edward and Eva Payette. The elder Payette was sheriff of Chehalis County, and the son got his middle name from that of a deputy killed in the pursuit of a fugitive.

Grounded Long before young Bill was old enough to pack a gun his family packed its belongings and moved to Los Angeles. Then back to Washington state and, when he was 8, back to the L. A. area again. There he went through public school and the U. of Southern California, where he graduated in journalism in 1935. In high school he played football until he broke an arm, an accident that not only took him out of football but kept him out of basketball, where his height would have been even more valuable.

He was editor of several school papers during his high school days and, in Victorville, wrote a high-school column for the town's weekly. He had displayed a sales talent even before that; while still in elementary school he started as second newsboy on his corner and soon had so much business his competitor quit and left it to him.

After USC he worked for a year as editor of the Santa Monica Topics, a twice-a-week throwaway which was in the red when he joined and in the black when he left, but subsequently went out of business. In 1937 he moved from the Topics to United Press in Los Angeles, on the new radio desk.

Six months later he was transferred to the general news desk, but continued writing the UP Hollywood radio column. In the fall of the same year he was named bureau manager at Billings, Mont. (offices in the KGHL building), where part of his job was to prepare a daily radio report.

During the next two years he moved from Billings to Butte, again as bureau manager (he also was the staff in this one-man operation); from Butte to Helena as state manager, then back to Butte for a quick stint before transferring to Seattle in 1939 and Portland in 1940 as northwest news editor.

Front & Back Offices In 1941 he was back in Los Angeles, where he became bureau manager in 1943 and remained in charge of Southern California and Arizona until the end of 1948. Then he was transferred to South America as manager of the northern division, in charge of all UP operations—both news and business—north of Brazil and Peru. During this two-year stint he established the first radio teletype delivery of news to South America and the first daily overseas Telephoto transmission of newpictures anywhere in the world. He once covered an earthquake disaster and signed up a new subscriber the same day. Newspapers in South America were so impressed by same-day delivery of pictures that when a group of Puerto Ricans tried to assassinate President Truman in Washington, one paper put out five extras in one day.

In 1951, when UP decided to establish a television news service, Mr. Payette was called to New York to develop the plans and set it up. The problem then was how news should be handled on television in the first place. Mr. Payette helped work out with 20th Century-Fox the joint project which now is UPI Movietone Television News. They evolved the system of supplying newscasts to stations for insertion locally, a script wire to keep the film current, an advance service which supplies stations with appropriate background film and copy on major news stories that are apt to develop, and, along with other pioneering services, the use of Facsimile to get news pictures to stations in a hurry.

He has been intimately involved in UPI's television and radio operations since that time. Even after his promotion to assistant general news manager in 1955, he continued to follow the broadcast activities closely and was frequently called upon for counsel. His accomplishments in all news media contributed to his elevation to the UPI board in 1958 and his selection as general sales manager last Dec. 30.

Client Comes First Whether he's arranging news coverage or selling it, his philosophy is rooted in client service: “Figure out what the subscriber needs, then do it. We can do anything that people can pay for.” It was this line of reasoning that led the UPI-Movietone division to launch its newest service, voiced news reports, a few weeks ago. Known as UPI Audio,” the new service feeds to UPI radio wire clients daily audio reports on top news stories breaking around the world (Broadcasting, May 30).

Mr. Payette is a man who can take his work home and discuss it with a knowing audience. His wife, whom he married in 1952, is the former Virginia MacPherson, for many years UPI's widely read Hollywood columnist. They live with their children, Susan and Bruce, in Bronxville, N.Y.

The Payettes share a common hobby, skiing, which first attracted him in 1947. It looked like fun, so he took off for a month, went to Banff in the Canadian Rockies and practiced until he had mastered the ups and downs of it. Now he and the family shoulder their skis and are away for the weekend whenever work and weather permit. Their other common hobby is Nantucket; they spend their summer vacations there.

UPI's Payette He tailors news to radio-tv needs
Evolution of Emmy

If, perish the thought, an award were to be given for the best program devoted to the presentation of awards, last week's Emmy telecast would have to win. In writing, production, direction and performance it ranked far above its predecessors, which almost uniformly have flouted the basic rules of the art that the Emmies represent.

In short, the 90-minute ceremonies were conducted as entertainment first and ceremonies second. If they did not spark uniformly, at least they encouraged the hope that the professionals have finally learned how to handle their own affairs professionally.

We regret, therefore, that the producers did not capitalize as fully as they might have on their chance to advance the cause of the business they serve. They made a start, but fell short. We refer to the clips of outstanding variety, comedy and dramatic shows that television has offered during the past year. Here was a chance to remind the public forcefully—and yet without using a sledge-hammer to make the point—that television presents a great deal that is good despite its snobbish detractors and paid critics.

The inclusion of a long lineup of westerns among the "drama" clips, for instance, did nothing to counter the canard that television is all blood and violence. The Earps and Dillons have a place, but they cannot be equated with Olivier and Bergman under "drama". Coupling them would be misleading if the difference weren't so obvious: As it is, it merely perpetuates the critics' myth.

Without detracting from what they accomplished this year, we would suggest that the producers keep this point in mind next time. They need only to emphasize it a little more. So long as they earn their paychecks in television they should want to miss no opportunity to defend its name against unwarranted abuse.

Proxmire's quagmire

Wisconsin's eager young Senator Proxmire, who has made a fetish of sniper at the FCC, has fired again without checking his target. He attacked what he called "political payola" because the FCC has announced its intention of granting ch. 10 in Albany, N. Y. on a regular basis to Capital Cities Broadcasting Corp., a company in which five Congressmen happen to own small interests. The examiner had given weight to this congressional participation in his initial decision.

But the FCC hasn't yet issued its final opinion. And we doubt whether the commission will decide that preference should be given Capital Cities because of the examiner's finding on this single point.

Mr. Proxmire's comments on the Senate floor, consequently, are premature. Moreover, we believe them ill-founded on other grounds. If the Proxmire philosophy prevailed, an individual, promptly upon his election to Congress, automatically would be disqualified from stock ownership in any broadcast licensee. The annual broadcasting survey of members of Congress identified with station ownership made last February shows there are 30 legislators having interests either in their own names or through their families, in radio and television properties. Under Mr. Proxmire's theory, they could not properly hold such interests.

The five congressmen in Capital Cities own about 5% of the stock. The same single stockholder, with 16% is Lowell Thomas, the noted commentator. Frank M. Smith, president-general manager, is the second largest with 13%. There are, all told, 1,180 stockholders.

It isn't our purpose to argue the merits of Capital Cities versus Veterans Broadcasting Co., which lost out in the tentative decision. That's the FCC's job alone. And there's always recourse to the courts.

It is our contention, however, that there are no laws proscribing members of Congress for engaging in or investing in private business. Many able legislators have other business interests or professions. Unlike federal officials serving on administrative agencies, senators and representatives are elected. They must make an accounting of their stewardship to their electorate at prescribed intervals. Their opponents overlook no bets. If stock ownership in radio or television, or any other enterprises, results in unfairness or abuse, the voters soon are apprised of it. It all comes out in the voting booth.

More than mere words

The elegant phrases and solemn admonitions of the revised NAB Radio Code will take on new meaning July 1. On that day the code will get its first set of enforcement teeth, with monitoring, self-policing and the other devices lending significance to the plaque that has decorated the reception rooms of subscribing stations.

On reflection, July 1 poses a serious industry challenge. The abuses of payola are still fresh in the minds of Congress and future performance will be appraised to an important extent by the way stations join the new code structure and then live up to its ethical and commercial provisions. Herefore the code has meant whatever management wanted it to mean. At best it was a set of high standards to be followed faithfully. If not followed, it was at least a statement of noble ideals.

Now the radio code becomes a living set of rules. Its enforcement structure closely resembles that of the television code, which has a policy-making board, a staff of professional administrators and the power to throw out stations and networks that fail to live up to commercial and program requirements. Non-member stations are now eligible to become subscribers to the NAB radio document, an innovation that grew out of NAB sources and drew support in official Washington.

Self-regulation is at stake. All Washington, all advertising and the public will be watching the 3,500 am and 750 fm stations. If a substantial majority live up to the code provisions, radio will have an effective answer to its critics.

If the code flops, the alternative is unpleasant to contemplate.
Good for WDAF

Having neither the time nor the patience to sit and watch T.V. (and we never did get our antenna put up after we moved) we have become quite a radio fan—you can listen to radio while you work. So we want to hand a bouquet to some of our radio stations and networks for their good programs. We like WDAF's new features—Point of Law and Reporter's Scrapbook, and Conversation. They are interesting and informative. (Wonder if WDAF'S Walt Bodine is any relation to the Bodines of Paris, Mo.) Anyway, it looks as tho the folks who planned these programs realize that radio should grow up even if TV hasn't—and even if a few radio stations have decided to stay on a very low-Teen-Age level.

And we heard a good interview with Dr. Franklin D. Murphy on another WDAF program Sunday. In these days of rock and roll and disc jockeys turned pundits, we're glad that part of the radio industry is giving us some adult fare.

The above editorial is from the Humboldt (Kans.) Union of Thursday, April 7, 1960.

Humboldt is about 105 miles down highway 169, southeast of Kansas City...where the sound from Signal Hill comes in loud and clear, just as it does in hundreds of towns all over the golden circle WDAF has served since 1922.

We are most grateful to Publisher Malcolm Higgins for this recognition because he has praised the qualities WDAF Radio has worked the hardest to achieve...interesting, informative adult programming.

WDAF 610 RADIO • SIGNAL HILL • KANSAS CITY, MISSOURI

REPRESENTED BY HENRY I. CHRISTAL CO., INC.
The role of the teacher is becoming increasingly important in the complex world of today and tomorrow. Because KIMN recognizes the fine influence a dedicated teacher has on our future citizens, it sponsored a "Teacher of the Year" contest, announcing the results on June 3, graduation day in Denver area schools. $1000 in cash was awarded to Miss Mildred Snow, teacher-counselor at Eiber Elementary School, Jefferson County, and a $500 U.S. Savings Bond went to 6th-grader Marty Haines, who submitted the winning nomination. KIMN sponsored this contest in order to bring to public attention the need for understanding and encouragement of the teaching profession.

KIMN...DENVER'S INTEGRITY STATION!
950 ON YOUR DIAL
5000 WATTS / REPRESENTED NATIONALLY BY AVERY-KNODEL, INC. / KEY STATION—INTERMOUNTAIN NETWORK

CECIL HEFTEL, PRESIDENT