"The Sound of Music over the City of Angels"
ON THE ALL NEW
KGBS
Los Angeles
50,000 WATTS

THE NEW KGBS now covers all the Southern California market with ten times the power. A magnificent music policy...expanded news and service...every spoken word creatively scripted, tastefully delivered. The center of the dial, 1020. Call Peters, Griffin, Woodward, Inc., or KGBS, Dunkirk 8-2345, another Great Storer Station...338 South Western Avenue, Los Angeles 5, California.
WNAX, in co-operation with the Sioux Falls Chamber of Commerce and the South Dakota Association of Soil Conservation Districts, will sponsor the 1960 Soil Conservation Field-Days and National Plowing Contest beginning September 21st.

Over 100,000 people are expected to visit the contest site during the three days of this big national event.

Already farm machinery and farm-related product manufacturers have contracted for the major portion of the available commercial exhibit area. In addition to these commercial exhibits, visitors will see soil conservation developments and demonstrations, and the National Plowing Contest with top plow men from all over the United States competing.

Invitations have been extended to the Republican and Democratic presidential candidates to attend. In 1952 and 1956 both presidential candidates made major campaign speeches at the National Plowing Contests.

Active in planning of the event are the members of the WNAX three-man Farm Service Department: Rex Messersmith, George B. German and Lyle Hansen. This trio of farm experts travel the length and breadth of Big Aggie Land for first hand information of interest and benefit to the Midwest Farmer.

WNAX-570's sponsorship of this national farm event is one more indication of the station's leadership in farm broadcasting and service in Big Aggie Land—the nation's 40th Radio Market.

To reach and sell this important five-state area—you need only WNAX-570.
The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc

WILX is associated with WLS - Lansing WPON - Pontiac
Everywhere people are saying...

Lancaster-Harrisburg-York is one TV market when you use WGAL-TV

WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

Representative: The MEEKER Company, Inc. New York - Chicago - Los Angeles - San Francisco

ROADCASTING, July 4, 1960
New Blue Book?  FCC members were given big gulp of homework last week—300-page-plus staff report on programming practices and recommendations for FCC program surveillance. Report was work of Network Study Staff under Ashbrook Bryant, and it reportedly contains 78 pages of conclusions adding up to recommendation that FCC assert authority to pass upon program judgments of licensees. It's said to be tougher version of principle that major industry witnesses themselves advanced during program hearings early this year. Networks and NAB agreed that FCC could examine overall programming and match promise vs. performance in license applications.

Special FCC discussion of programming report will be held later this month—after Commissioner Robert T. Bartley returns from England (he's due Wednesday, July 6) and all commissioners have had time to study thick document. Meanwhile, there's tight security imposed; numbered copies of report were distributed personally to individual commissioners and few key staffers.

Line economy* There's been quiet but growing interest in use of less-expensive Class C lines instead of Class A for radio station interconnections—so much so that NBC Radio planned to convert all but transcontinental backbone and major spurs of its network lines from Class A to Class C over past weekend. As explained to affiliates, NBC concluded after tests that there's been great technical improvement in Class C lines which puts them virtually on quality par with Class A—even though they cost little more than half as much; that most NBC Radio programming is news and other voice matter which for all practical purposes can be handled as well by Class C, and that in public's receiver habits—recipient of big consoles by table lamps and portables—make Class A transmission fidelity meaningless in most cases anyway. NBC's clincher: On test basis it fed its network via equivalent of Class C lines for two weeks without telling anybody, got not one complaint.

As insurance for NBC Radio stations that will be getting network service via Class C lines (see above), NBC engineers developed what they call "transistorized Class C equalizer." One of these will go to each converted station, all of which are being assured that the devices, easily installable by station engineers, will simulate Class A service.

Blue couches* Private eyes and cowboys may have to make room eventually for new standard character on tv screen: psychiatrists. Headshrinkers have been making fitful starts in past seasons, and new ABC-TV daytimer may help trend along. Road to Reality, starting in fall as dramatic five-week, is based on transcripts of sessions in group psychoanalysis. ABC-produced project recalls April 22 play on CBS-TV Playhouse 90, Roger O. Hirson drama, "Journey to the Day," which presented group treatment of patients in institution. Subject matter also is reminiscent of daytime House on High Street which ran for while on NBC-TV afterward, dealing with professional help in domestic problems.

G-2 plans* Now before FCC, in form of document for public release, is specific outline of functions of new Complaints & Compliance Div. Big push will be made for document's approval as soon as money for operation of office is in commission hands (see story, AT DEADLINE). Originated by Commissioner T.A.M. Craven, it is designed to let licensees know exactly what to expect from new compliance branch, headed by John C. Harrington. Earlier, Mr. Craven had asked FCC to issue "clarification statement" of division's duties but this was tabled as "unnecessary" after Senate had approved $200,000 for compliance activities. House Friday cut another $50,000 from that amount, leaving FCC with one-half of $300,000 it had asked for.

Now for the news* ABC-TV's next big program effort will be in area of news and public affairs. With network's sports schedule bolstered through its acquisition of both NCAA games and American Football League, and its entertainment programming competing effectively, AB-PT President Leonard Gursen has been green light on more intensive news coverage through expansion of organization and implementation of public affairs programming.

Marked down* Price of Groucho Marx's You Bet Your Life—still seeking a sponsor—has been falling. Set for Thursday, 10-10:30 p.m. on NBC-TV for 1960-61 season, show's weekly production cost had been pegged at $53,000; now is being offered at $46,000 (both prices exclusive of agency commission; NBC owns show). Groucho's program is slotted against last half of highly-rated Untouchables on ABC-TV.

CBS-TV has not programmed its counter half-hour; but now is peddling Grindl, Screen Gems package (about $48,000 per show). Comedy is anthology created by Mr. Peepers creator David Swift and centers around misadventures of a domestic.

If it's not Grindl for CBS-TV's Thursday period (see above), there's good possibility—particularly if Talent Assoc. gets advertiser for it— of Happy Talk, edited-down half-hour version of Open End talkfest by top comics aired last month. David Suskind of Talent Assoc. is moderator of Open End. Program would be on tape and TA is now editing tapes of that Open End discussion into presentable pilots.

Seattle settlement* KIRO-TV Seattle, which was co-defendant with CBS-TV in antitrust suit brought by KTNT-TV Tacoma, decided last week to follow CBS example and settle out of court. CBS settled by giving KTNT-TV joint affiliation with KIRO-TV in Seattle-Tacoma market and, reportedly, by reimbursing Tacoma station for $400,000 expenses [BROADCASTING, May 30]. KIRO-TV reportedly paid KTNT-TV nothing but agreed, "reluctantly," officials said, not to counter-sue for losses it assertedly has suffered since dual affiliation in same market was announced. Original suit charged that CBS-TV and KIRO-TV conspired to take network affiliation from KTNT when KIRO went on air.

No easing* Don't interpret action of FCC in dropping revocation proceedings against KIMN Denver (BROADCASTING, June 27) as softening of new FCC crack-down on untoward programming. Issuance of cease and desist order in lieu of revocation hearing (4-1 vote) came only after FCC lawyers held that revocation could not be sustained in court test on basis of facts. Burden of proof, in revocation proceedings, is on FCC, whereas in renewal proceedings it shifts to applicant.

No sale—yet* Rumors flew again last week of impending sale by Elroy McCaw of WINS New York, but Mr. McCaw insisted no deal was in negotiation. So far Mr. McCaw is sitting tight despite offers of as much as $10 million for property he bought in 1953 for $450,000. At moment Mr. McCaw is planning new enterprise—investment company to provide equity financing for all kinds of businesses. If plans jell, several leading industrialists and financiers will be partners.
KPHO-TV, Phoenix, Arizona — America's Leading Independent — begins its second decade by proudly announcing the completion of its $400,000 improvement program.

Operating on low band Channel 5, KPHO-TV — first in Arizona since 1949 — now serves the state with maximum power, 100,000 watts, authorized by the F.C.C.

The brand-new facilities include the most modern and up-to-date RCA Victor TT/25/CL Transmitter and self-supporting IDECO tower with the latest RCA 6-Bay Antenna, 1770 feet above sea level — the tallest of its kind in Central Arizona.

REPRESENTED NATIONALLY BY THE KATZ AGENCY
A MEREDITH STATION

KPHO-Tv CHANNEL 5 • Phoenix, Arizona • Affiliated with Better Homes & Gardens Magazine
Richard B. Rawls, Vice President & General Manager • Howard Stalnaker, Station Manager
Bob Martin, Program Director • George McClanathan, Director of Engineering

BROADCASTING, July 4, 1960
WEEK IN BRIEF

Hard sell, not humor, should win tv awards = It's about time the creative awards for tv commercials were presented where they belong, according to Kenneth S. Barasch, who is leaving Kost, Hilton, Chelsey, Clifford & Atherton, New York, to become an independent tv-radio creative consultant. He doesn't mean the fancy, arty commercials either. He is talking about the good, old fashioned hard sell commercials, those that produce results in sales. Although others say the trend is toward wit and humor in tv commercials, Mr. Barasch believes they are wrong. The trend is the other way, he says in this week's Monday Memo. Page 22.

Stars and contracts = Those long-term deals made by the networks are on the way out. The trend today is toward short-term contracts and profit participation by the stars, influenced by such factors as high taxes, sharper inter-network competition and the emergency of film programming and outside production houses. Page 27.


Network tv curve = It continues upward as advertisers place more than $283.2 million gross for time January-May of this year. Page 38.

Another crack in Canon 35 = Ohio Supreme Court board holds that recording of courtroom proceedings is not barred by Canon 35 if broadcast later from outside the court. Page 42.

New fm project = Heritage Stations Representatives formed by International Good Music Inc., fm programming service being set up in 25 major markets. Politz survey shows fm households have above normal buying power. Page 44.

Suits and more suits = KRON-TV San Francisco files antitrust action against principals in NBC-RKO General series of major-market station sales; asks FCC to lump all applications into one big hearing. Page 50.

Senate okays Sec. 315 plan = Senators vote to suspend equal time provisions for presidential, vice presidential nominees this year and send it to House. Page 52.

King to FCC = Charles H. King, Detroit law dean, was nominated to the FCC last week by President Eisenhower but congressional recess delays the planned recess appointment. Page 54.


Senate parries payola = Pastore subcommittee sets August hearing on suspension and forfeiture features after bill rolls through House. Page 58.

A commissioner speaks = T.A.M. Craven takes verbal swipe at those who advocate FCC programming content and balance; charge made that no thought given to illegalities involved. Page 60.

Daylight look = Spot changes in networks' daytime lineups for fall show number of new shows, some casualties and tug-of-war over one old show but no radical departures in formats. Page 64.

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BROADCASTING, July 4, 1960
QUALITY TELEVISION* SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE GUNSMITH'S CRAFT IS REPRESENTED BY THESE MATCHED DERINGERS, MANUFACTURED BY COLT'S OF HARTFORD, A PROUD NAME SINCE 1836.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN
AT DEADLINE
LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

HOUSE VOTES FCC POLICE FUND
Approves $150,000; Senate goes along

Congress Friday approved $150,000 for FCC’s proposed police unit to watch stations for violations of Communications Act and FCC rules and other misbehavior. There was some debate in House on whether unit would get into program censorship.

House acted in morning and Senate in afternoon on compromise Independent Offices Appropriations bill (HR 11776), which was approved by House after amounts were worked out Thursday by Senate-House conferees on fiscal 1961 budget for FCC, Federal Trade Commission and other independent agencies.

Congress-approved compromise gives FCC total $13,085,000, which includes $2 million for agency’s proposed two-year study of uhf propagation in New York City. Total was $415,000 less than original Budget Bureau request, but $150,000 over amount originally approved by House and $50,000 less than figure subsequently approved by Senate. Police unit figure of $150,000 was half of $300,000 FCC requested when matter was first brought up during Senate hearings. Senate had approved $200,000 before bill went to Senate-House conference to work out Senate-House differences. Bill sets FCC travel limitation of $165,000.

During House debate Friday Rep. Edward Boland (D-Mass.) expressed concern FCC police unit might set “dangerous precedent” and might get into program censorship, but Reps. Albert Thomas (D-Tex.) and Oren Harris (D-Ark.) said FCC is prohibited from censorship. (Similar concern had been voiced by senators and Senate report specified money could not be used for anything “remotely approaching” censorship.) Rep. Joe Evins (D-Tenn.) said FCC is justified in checking broadcaster promises versus performances in light of abuses revealed by congressional investigators.

Bill, now to go for presidential signature, specifies $7,507,000 for FTC and directs special attention to its new textile-labeling program activities.

Measure also provides for Office of Civil & Defense Mobilization to hire telecommunications expert or consultant at $75 per day and strikes language earmarking $185,000 for OCDM Interdepartmental Radio Advisory Committee because “it is no longer necessary under the reorganization of OCDM.”

KTVU strikes back at KRON-TV charges

Bitter charges that KRON-TV San Francisco had warmed-over old claims previously shown to be unfounded were made by NBC and KTVU (TV) San Francisco, cited by KRON-TV in federal antitrust suit and FCC hearing petitions (story page 50).

NBC told Broadcasting KRON-TV’s statements attacking NBC’s proposed acquisition of KTVU are “hardly new,” adding they are based “on many of the same claims which the (San Francisco) Chronicle had made in its brief, jointly filed with Westinghouse Broadcasting Co., seeking to attack the acquisition before the federal district court in Philadelphia.

“At that time, the Dept. of Justice, which had conducted an intensive investigation into every phase of the transaction, said the allegations ‘do not enlarge upon facts disclosed by our investigation or upon theories considered by the government. Those facts and theories in our view do not disclose any violation either of the judgment or the antitrust laws.’”

KTVU charged KRON-TV and affiliated Chronicle “are attempting through litigious conduct to indirectly effect a continuing and perpetual affiliation with NBC” that could not be done directly.

Pointing out the Dept. of Justice had found the charges without merit, which was sustained later by Federal court Judge Kirkpatrick in Philadelphia, KTVU said:

“The extent to which the Chronicle and KRON-TV have gone in hearing false witness” by harassment and unsustained charges shows “the complete panic it suffers when confronted with the task of operating a tv station with its own vast resources and without network help.

“We at KTVU as small businessmen are proud that we have the courage and competence to undertake a type of tv operation that an organization as dominant and powerful as the Chronicle so thoroughly dreads that it will go far beyond the bounds of decency, fairness and honesty in persecuting a small competitor.

“We shall in due course and in appropriate process thoroughly vindicate our conduct and reveal the shabby and unconscionable motives of the Chronicle.”

Political jingles

With political pot beginning to boil, Jingle Mill Inc., New York, announced Friday it is prepared to create singing commercials for candidates to their specifications. Commercials will be sold to local candidate or his party for $68 each for use on one station and charge of $25 for each additional station use. Mort Van Brink, president, said Jingle Mill can offer 20- to 30-second jingles at this cost because company has library of more than 600 tunes already recorded on tape and only lyrics have to be written. Candidate will have specific tune exclusive in his area. Mr. Brink reported that 75 political jingles already have been sold during past few weeks and said he could accommodate national candidates when they are selected.

He observed Jingle Mill probably would create new tunes and lyrics for them so they would not conflict with melodies associated with local candidates throughout country.

WJZ-TV strike settled; WBEE denies charges

Strike developments at weekend: WJZ-TV Baltimore strike by AFTRA settled after night session June 30; WBEE Chicago (Harvey, Ill.) strike by AFTRA, started June 9, is acquiring racial overtones.

Agreement at WJZ-TV followed 11-day strike by seven freelance talent employees, with about two-score employees refusing to cross picket lines. Station said service was not interrupted. John L. McIlvain, WJZ-TV general manager, and Nelson Baker, one of strikers, issued joint statement saying, “We feel we reached a very happy conclusion for everybody concerned. It was fair all the way around, with compromises on both sides.”

In Chicago, July 2 issue of Chicago Defender, Rollins station explored AFTRA charges and pointed out station is only one in Chicago area employing Negro help fulltime and servicing Negro community interests. Ad asked why AFTRA hasn’t insisted on
NEGRO EMPLOYMENT AT MAJOR BROADCAST OUTLETS CONTINUED

Negro employment at major broadcast outlets. Station contends it is willing to pay hourly rate sought by union and parent company (Rollins Broadcasting Inc.) has union contracts with Negro personnel at other stations in group.

CONTEST ABANDONED, FCC REPRISAL FEARED

Potts-Woodbury, Kansas City agency has withdrawn station promotion contest on behalf of client DX Sunray Oil because promotion managers are reluctant to accept prizes for fear of "implications" with FCC. Contest, planned since last April, was for best effort producing "Grand Jury" film series, on about 35 stations. Prizes included trip to Hollywood for manager and wife.

Letter signed by Ranson Dunnell, agency's radio-tv director, explained to station management that several promotion managers had said they could not accept prizes. He added that in view of payola and plugola investigations, contest was postponed on advice of attorneys and to "avoid embarrassment" to stations.

CAPITAL CITIES TRADED

Stock of Capital Cities Broadcasting Co. opened at 10 last week on first day of trading on American Stock Exchange, New York. It was back at that price by close of business second day, (July 1), after dropping 1/4 in interim.

Firm is listed under symbol "CCB." Lowell Thomas is largest stockholder in Capital Cities and Frank Smith is president. CCB stations are WROW-AM-FM-WTEN (TV) Albany, N. Y.; WTVD (TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., and WTEN's satellite, WCDC (TV) North Adams, Mass.

POLITICAL SALE

Mutual's convention-election package has been purchased by Liggett & Myers Tobacco Co. (Oasis cigarettes), New York, for price reported slightly over $100,000. L&M will sponsor ten 25-minute programs at each convention, four special five-minute programs on Election Day and participation in 19 Friday programs of The World Today in period between conventions and election. Agency: McCann-Erickson, New York.

FTC CITES COLUMBIA PAYOLA

Payments direct to radio-tes stations charged

Columbia Record Sales Corp. and Columbia Record Distributors Inc., both New York, are among seven record manufacturing and distributing firms being cited for payola tomorrow (Tuesday) by Federal Trade Commission. In addition to accusation that they have made undercover payments to disc jockeys to play their records, two Columbia firms and Interstate Electric Co., New Orleans, also are charged with making payments directly to radio and tv stations.

Other firms being charged tomorrow include Triumph Records Inc., Malverne Distributors Inc., Mayfair Distributors Inc., all New York, and Concord Distributing Co., Cleveland. This brings total payola complaints issued by FTC since last fall to 93.

Trade Commission also announced last week that 15 firms have agreed to accept consent decrees prohibiting the giving of payola in future. All previously were cited by FTC. They include United Telefilm Records Inc., New York; Allstate Record Distributing Co., Vee-Jay Records Inc., Mercury Record Corp., all Chicago; three Mercury subsidiaries in Cleveland, New York and Chicago; Midwest Distributing Co., Commercial Music Co., Interstate Supply Co. and Roberts Records Distributing Co., all St. Louis; Ric Records Inc., New Orleans; Astor Records Inc., Pittsburgh; Ace Record Co. and Record Sales Inc., both Jackson, Miss.

Hearings on payola complaint against Decca Distributing Corp., New York, will begin Wednesday (July 6) in Washington before Hearing Examiner J. Earl Cox.

Report on FTC activities for fiscal year ended June 30, released yesterday (Sunday), shows that record number of complaints and orders against illegal business practices were issued through "sharply intensified policing." According to report, drafted by Acting Executive Director Basil J. Mezines, 157 (double fiscal 1959) complaints were brought against monopolistic practices and 348 (up from 272 last year) against deceptive practices, including payola.

WSHE Raleigh sold

Sale of WSHE Raleigh, N.C., from John C. Greene and associates to Louis P. Heyman for $175,000 announced Friday (July 1). Mr. Heyman is former executive of Schenley Distillers. WSHE is 500 w daytimer on 570 kc. Transaction was handled by David Jaret Corp., Brooklyn, N.Y.

OVERTIME MEASURE AWAITS SENATE ACTION

Legislation (HR 12853) granting exemption from overtime requirements of wage-hour law to broadcasters in smaller marketing areas was passed by House and sent to Senate where it was awaiting action at weekend. Bill excludes radio-tes from overtime requirements in cities under 100,000 population. Clarifying language was adopted specifying overtime requirements do not apply in small markets lying within boundaries of standard metropolitan area if total population is under 100,000.

Overtime language is involved in bill originally increasing federal minimum wage gradually from $1 to $1.25 per hour. This had been approved by Senate Labor Committee (Broadcasting, June 27).

Parliamentary mixup by which 14 million workers were deprived of minimum wage through technical fluke threatened to prevent Senate action.

SAG CONTRACT

Screen Actors Guild Friday negotiated new contract for actors employed on tv films with Alliance of Television Film Producers and Assn. of Motion Picture Producers. It calls for immediate increases and also for future raises. For example, minimum fee for half-hour program (with guarantee of 13 programs) goes from present $285 to $315 and to $350 in 1962; retroactive to June 1, 1960. Present residual schedule, which goes to total of 140% of original payment, continues in effect, but actors now have option in 1st 2 of changing system to minimum royalty payment of 8% of world rights, in which case contract runs until 1965. Producers also agreed to support pension, health and welfare fund with payments equal to 5% of actors' salaries up to $4000 per actor per half hour program or $4000 per hour program.
WHAT REALLY CREATES PROSPERITY?

Let's be realistic.

More wages don't create prosperity. Actually, unearned wages create inflation.

What is true prosperity? The increase of material wealth.

What basically creates wealth? Not education, culture, social agencies, government. They help spread it, help you enjoy it, use it, control it.

Basically, industry creates wealth: by creating more goods for everyone. By keeping costs within reach through mass production and product improvement. By making more jobs for more and more people. Remember—85% of us derive our incomes directly or indirectly from industry and business.

Let's be realistic: if you work with industry—against inflation, foreign competition, idle waste of manpower—you are helping create prosperity!

REPUBLIC STEEL

CLEVELAND 1, OHIO

One of Republic Steel's important pioneering improvements, which greatly reduces costs for home builders (thereby helping to counteract inflation and promote prosperity), is a new line of low-cost windows.

These handsome windows have been specifically designed and produced to meet the economic needs of home builders. Excess cost has been engineered right out of them. They will not warp, stick, or rot. Positive closing. Weathertight seal. Installation is fast, easy, and economical.

Combining quality and cost that home builders and owners can live with, these superb windows are sold under the famous name of TRUSCON, a Division of Republic Steel.

BROADCASTING, July 4, 1960
Vincent Price
...taut melodrama

Pat O'Brien
...hardhitting action

June Lockhart
...gay romance

Charles Coburn
...tongue-in-cheek farce

Charles Ruggles
...rollicking comedy

Peter Lorre
...suspense-laden intrigue

Harry James
...jazz drama

Everett Sloane
...Western adventure

BROADCASTING, July 4, 1960
BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions
of Americans, ITC now proudly
brings to television first run,
for the first time, the

"BEST
OF THE
POST"

The “best” known stars of Broadway and Hollywood appear in stories carefully selected by
the Editors of the Saturday Evening Post from the works of famed “POST” authors like
Richter . . . Kay Boyle . . . Andrew Tully . . . as ITC adds the dimension of television to
the finest in popular fiction — “Best of the Post.”

INDEPENDENT
TELEVISION
CORPORATION

488 Madison Avenue • New York 22 • N. Y. • Plaza 5-2100

ITC OF CANADA, LTD. 100 University Avenue • Toronto 1, Ontario • Empire 2-1166

BROADCASTING, July 4, 1960
JULY
July 10-22—NAB Executive Development Seminar, Harvard Graduate School of Business, Boston.
*July 17-21—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison. Possible formation of live radio network for non-commercial stations will be explored.
July 19-20—Idaho Broadcasters Assn. convention, John Meagher, NAB vice-president, and Ben Sanders, KIDC Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.
July 20-24—American Federation of Television and Radio Artists annual convention, Shoreham Hotel, Washington, D.C.
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 20—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 continuance of June 50 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.
Sept. 19-23—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.
Sept. 22—Advertising Federation of America Tenth District convention, Little Rock, Ark.*
Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

OCTOBER
Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.
Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.
Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.
Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to fix the Miami ch. 10 tv grant (first trial ended in a hung jury).
Oct. 4-5—Advertising Research Foundation annual conference, Hotel Commodore, N.Y.
Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.
Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

AWRT Conferences
Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.
Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.
Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAA Conventions
Oct. 16-19—AAA, western region annual convention. Hotel del Coronado, Coronado, Calif.
Nov. 2-3—AAA, eastern regional annual conference. Biltmore Hotel, New York.
Nov. 30—AAA, east central regional annual meeting. Statler Hilton Hotel, Detroit.
The commercial is the payoff

Research says it can be done...that one commercial can be forty times more effective than another for a competing product. Swings like this (and some a lot less spectacular) can show up—fast—on the profit-and-loss sheet.... A fact which dominates our whole concept of selling here at Ayer.

N. W. AYER & SON, INC.
Detroit auto story

EDITOR: I have just finished reading your Detroit article in the June 20 issue (page 27, "Automen plan record ad buying"). I have just one thing to say: tremendous!—Jos. Killeen, Sales Manager, WTMJ-AM-FM Milwaukee.

'Birth control' for radio

EDITOR: In reading your "Rate infamy" editorial in the June 20 issue, I agree that no matter which wins, local and/or national rate, we will have a rate problem in radio: off the card dealing, i.e., multiple rates still.

You mention that "local vs. national... is no more than one element in a much bigger problem confronting broadcasting." It isn’t, as you say, rate cutting. It is the cause of the rate cutting. Not the disease, but the genes.

Yes, what radio needs is birth control.

We note that the FCC estimates that there will be 2,000 more radio stations in the next 10 years. To NAB, RAB and equipment manufacturers this means a tremendous growth in the radio industry, the epitome of American business initiative. We, as Americans, frown on the over-populated areas, like China, as backward nations in which war affords an automatic and necessary birth control. Is that why radio, today, is going through a rate war?

I think it is:... over-competition does not lead to better radio, but to all-over leveling, struggling, starvation radio subsisting on payola records.

The lowering of engineering standards... the disregard for economic backing... the misguided pride in quantity versus quality... the inevitable need to get the business at any cost... all these are the cause of radio’s rate problem...

The addition of 200 stations in 1960 will merely aggravate the problem.—Florence M. Gardner, Manager, KTFI Twin Falls, Idaho.

Alaska tv set count

EDITOR: In case a question arises about our Alaskan set count figures, which appear somewhat confusing as released by us, I am attaching an explanatory note: the total homes figures for Alaska are for the entire judicial districts. We found from the results of a preliminary survey that 98% of all television viewing in Alaska occurs in and around the immediate vicinities of Juneau, Anchorage, and Fairbanks. Therefore... the figures printed in the Broadcasting ARB set count are the total homes figures for the entire judicial district, with set counts for Juneau, Anchorage, Fairbanks and...
The new multi-million dollar Deering-Milliken Research Center on Interstate 85 near Spartanburg, S. C.

Prosperity breeds more prosperity! . . . and the booming industrial growth of the area under the influence of WSPA is a vast storehouse of BUYING POWER!

Here in the rich Lower Piedmont is an audience eager for the products they see advertised . . . with the cash to buy them! WSPA-TV is the ONLY CBS-VHF station serving this fertile Spartanburg—Greenville SUPERmarket! . . . your best buy in the South!

WSPA TV channel 7

SPARTANBURG, S. C.

AM • FM • TV •

National Representatives: GEORGE P. HOLLINGBERY CO.
their immediate vicinities only.

We would certainly like to thank and congratulate you on the excellent treatment given these figures. We learned more about agency attitudes on coverage from your story than we've been able to find out during the whole last year.—James W. Seller, Director, American Research Bureau Inc., Beltsville, Md.

Prospective giveaway client

EDITOR: We would very much appreciate any information you could supply us listing public relations firms who can set up participations in giveaway shows, network, regional or local. We have a client who is very much interested in this type campaign; however, we are unable to find any listings of firms who could supply us with information as to availabilities, product requirements and costs per presentation.—Eleanor Werner, Radio-Tv Director, Ridgway-Hirsch Adv. Co., St. Louis.

[A major report on this subject, "The busy middlemen in giveaways" (page 10, Aug. 10, 1959), has been sent to Miss Werner—The Editors.]

Word gets around

EDITOR: Please be advised that we have documentary proof of Broadcasting's vast coverage and circulation. After getting a paragraph in your March 21 edition in Fanfare section (page 102) regarding our Copy-Cat Kit (25¢ hand-book of contests and gimmicks for would-be competitors), just the other day we received an order for same from Station 3XY, Efftee Broadcasting Pty. Ltd., in Melbourne, Australia, using an enclosure for three shillings to pay for said copy of the Copy-Cat Kit. —Verne Paule, General Manager, WIPS Evansville, Ind.

The Telenews record

EDITOR: Enjoyed the story in your June 27 issue on one of our worthy competitors, Bill Payette of UPI (Our Respects to, page 107), but despite the merger of INS-INP with UPI some two years ago, which eliminated the "INS" slug from our letterhead, I wanted to point out some facts simply for the record.

You might interpret my feelings towards either loyalty or nostalgia; nevertheless, I wanted to call them to your attention.

Telenews was the pioneer newsfilm service for tv, in association with INS, in 1948—some four years prior to UP-Movietone's entry into the field. This pertains to the statement that Payette helped evolve supplying of newscasts to tv stations in 1951.

INS-INP-Telenews pioneered facsimile service to tv stations a year before either UP or AP got into the act, in January 1953, and had installed its equipment in some 25 major markets. This pertains to the statement that "UPI, along with other pioneering services, evolved the use of facsimile," etc. Even AP would resent that!

In passing, you might be interested to know that Telenews is the only independent newsfilm syndicate that services one of the major networks—ABC. And we're still going strong.—Robert H. Reid, General Sales Manager, Telenews Sales Division, Hearst Metrotone News Inc., New York.

Political aftermath

EDITOR: Thought you might be interested in the following:

On or about the 13th of November 1959 six local state and county officials filed a petition with the FCC for the revocation of licenses and for other relief against radio stations WBLO Evergreen, Ala., and WEBY Milton, Fla., owned by myself.

In the recent state and county election, those signing the petition and seeking re-election were defeated. One of the petitioners, Sheriff Bart D. Brosson, was killed in an automobile accident Dec. 24 and his son was appointed to fill his unexpired term. His son was defeated for re-election by Wade H. Cobb.

Albert Golden did not seek re-election, but actively supported all signers of the petition.

State Senator Newman C. Brackin was defeated by myself. Morrison Kimbrough was defeated by Mayor W. C. Byrom. Clifford Wilson was defeated by Ezra Johnson and Richard C. Finlay was defeated by Macon Wise.

The fact that these gentlemen tried to close these two radio stations was a major issue in the campaign. Possibly their defeat can be attributed to the filing of the petition.

As you know, the FCC failed to consider the petition.—Clayton W. Mapoles, Milton Broadcasting Co., Milton, Fla.

[FCC on May 18 dismissed the petition seeking revocation of the licenses of WEBY and WBLO. FCC said local political factions and differences are not proper subjects for consideration by the commission.—The Editors.]
Executive Vice President, Stockton-West-Burkhart Advertising Agency, Cincinnati, tells why he selects the WLW-TV and Radio Stations for Hudepohl Beer.

“You can always look to the Crosley Stations for the latest accomplishment of true significance to the broadcasting industry.”

“This summer the WLW-TV Stations are televising night baseball in COLOR for the first time in TV history. Undoubtedly color adds tremendously to the appeal of the game . . . and to the effectiveness of our commercials.”

“This COLORCASTING of outdoor night remotes under normal lighting conditions is of real value to TV advertisers and gives added weight to the already heavy list of other WLW-TV's advantages.”

“The Hudepohl Brewing Company is happy to receive this extra programming and commercial advantage as one of the WLW-TV sponsors of these Cincinnati Reds games.”

Call your WLW Stations' Representative...you'll be glad you did! The dynamic WLW Stations...

WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis

Crosley Broadcasting Corporation, a service of Avco
Statistics are like icebergs. The numbers you see may be impressive, but it is often the footnote hidden below that carries the most weight.

Consider the next network trade ad you see. Examine closely the figures that support the headline's claim.

Are they based on less than half of all the nation's television families, or do they represent a true measure of nationwide audiences? *(We count the whole country—see footnote.)*

Do the statistics simply reflect an isolated week or two, or do they span a longer, more meaningful period? *(We embrace the whole season—see footnote.)*

Do the numbers in big type report "total audience" ratings, which include all viewers who dip in and out of any program? Or are they "average-minute audiences," which more accurately measure how many television homes were tuned to your commercials? *(Our viewers stay put—see footnote.)*

Do the boundaries of "nighttime and daytime" include the full schedule of sponsored programs, or are
some time periods left out, foreshortening either night or day? (We work the longest hours—see footnote.)

When you do look into our footnotes, you will find that by all the measures that really count the CBS Television Network again this season broadcast the most popular program schedule in all television, with

... the greatest nighttime audiences: 16% larger than the second network and 17% larger than the third
... the largest daytime audiences: 20% larger than the second network and 65% larger than the third

... more of the most popular nighttime programs than the other two networks combined: 4 of the top 5, 6 of the top 10, and 11 of the top 20
... more of the most popular daytime programs than the other two networks combined: 3 of the top 5, 7 of the top 10, and 12 of the top 20

Which explains why advertisers, who can be counted on to read the fine print, continued to commit more of their budgets to the CBS Television Network than to any other single advertising medium.
Recent articles discussing the trend to tv humor present this art form as the avant-garde of a new world of advertising. However, the effort to create a witty, charming "different" tv commercial which employs humor and cartoons often results in a loss of sales! [The opposite view was expressed in the June 27 MONDAY MEMO by Lincoln Diamant, vice president in charge of tv-radio, Daniel & Charles Inc., New York.—The Editors.]

Research backs us up in this view. According to Dr. Henry Ostberg of Blankenship, Gruneau & Ostberg, research firm, "humor gets attention, but may not get believability or seriousness." Every year the "creative" commercials receive tv awards. But if the awards were based on sales results instead of art direction, then the commercials at the bottom of the creative rankings might well be the winners.

I need only cite Dristan, Rolaid's and Anacin as three commercials that art-conscious experts would rate very low on the "creative" level, yet these three have produced outstanding sales results.

Re-define 'Creative' — This would suggest a re-definition of "creative." I would suggest that creativity in advertising should describe the type of presentations that promote sales. In these terms the Dristan, Rolaid's and Anacin advertisements are works of art—advertising art.

"Gimmick," the cartoon-plus-wit approach to tv selling results in a high recall of the "gimmick" or presentation factor used, but a very low recall of the product's image or reason for buying. Awareness of the brand name increases, but, without a reason for buying the product, sales decrease. Furthermore, cartoons and humor that tend to treat a product lightly will in turn be thought of lightly by the consumer.

Therefore, humor not only can rob a tv commercial of its believability and serious import, but it can also hide a good selling idea. For example, the Piel Bros.' campaign, "A beer that holds its head, holds its flavor," is a powerful idea. Along with visible proof of two glasses side-by-side, it should be all that's needed to make Piel's sales soar. What's wrong? I think that Bert and Harry sometimes get in the way of the idea, make a joke of it and as a result tend to steal the thunder of the "head-test."

In contrast to tv humor or cartoons is "continuous" or hard sell. Continuous sell has the advantage of being able to tie together all aspects of the commercial and to relate its message to the home audience. It uses real-life situations and diagrams to bring home its sales point. Properly constructed, nothing is permitted to get in the way of the primary message. Everything in a hard-sell commercial works towards credibility and seriousness.

Where the competition is great and all advertisers are vying for a pre-determined market, it is the most promising and believable story that will make the sale. Certainly wit and cartoons would stand out in these markets—but would they sell? I think not. A headache is a serious thing. A mother wants to buy the best, most nutritional foods. A man wants to see the car he will buy and at three thousand dollars he's serious about it.

Think Pictures — Television is not radio with pictures. On the contrary, it is a silent movie with sound. The sound backs up a story told visually. Every picture in a tv commercial should work towards telling the primary sales story, from beginning through demonstration, proof and close. Where the picture may not tell the complete story, supers can be used. But above all, the pictures should be made to work for the product.

How, then, do you know your pictures are working for you?

Test the commercial without sound. A storyboard, with supers but without the audio, should tell your full story from beginning to end. If you have difficulty reading the board, if it doesn't "play" from opening to close, if the demonstration is not clear, the proof not visible, the chances are that your commercial does not have a strong visual story. But, when the pictures "track" and tell the story, then an already strong commercial is enhanced by the audio. Existing television commercials also can be tested with a similar method. Just run them off and turn off the sound. If you can understand what the advertiser is telling you in pictures and supers without the sound, then the commercial is a good one.

Using these methods, you may find that cartoons really aren't doing anything to help your sale. But by the same token, a stand-up commercial (the announcer talking to the camera) may not stimulate consumer interest either. Commercials must have action—but that action must be related to the sales story.

Primary Sales Point — Of course, any successful advertising vehicle must have a primary sales point that sets it apart from its competitors. Without it, you don't have an advertisement. With it, you don't need gimmicks, techniques, cartoons or wit to get in the way. Look at it this way: a primary sales point can get a response of, say 70%, before a test audience. Add cartoons and humor and they, too, will get a response. But at what cost? Chances are, at the cost of the primary sales point.

Fortunately, the trend is away from humor in advertising. As more and more advertisers realize that recall of the brand name is not enough, that recall must result in a "good reason why" for higher sales, a return to hard sell or "continuous sell" will occur throughout the industry.

Someday soon, the giver of advertising awards will recognize that sales come before beauty. And, such brilliant commercials as Anacin, Dristan, Rise shaving cream, Bufferin and Colgate will get the credit they deserve.

Kenneth S. Barasch started in advertising as tv writer on mail-order drugs and cosmetics, has worked for Ogilvy, Benson & Mather and with Ted Bates on drugs and package goods. He now is leaving Kastor, Hilton, Chesley, Clifford & Atheron, N.Y., to become tv-radio creative consultant.
HOW TO PLAY
'Take TAE and See'

It's simple. It's fun. Ask your Katz man for your free "Blindfold Kit," complete with blindfold, pen, comparative "homes reached" and rates of the three Pittsburgh TV stations. Then follow simple instructions and let your secretary prove to you—blindfolded—that in Pittsburgh, you'll reach more homes per dollar during peak viewing hours when you take TAE.

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
STORER BROADCASTING COMPANY
33 Years of Community Service
WHEN DO YOU FREEZE A FORMAT?

The answer is very simple—never!

At least, in 33 years, we have never quite been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences.

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big...too fluid...too much of a responsibility to be frozen—even for one day.

Radio
CLEVELAND—WJW
TOLEDO—WSPD
WHEELING—WWVA
MIAMI—WGBS
LOS ANGELES—KGBS
DETROIT—WJBK
PHILADELPHIA—WIBG

Television
DETROIT—WJBK-TV
CLEVELAND—WJW-TV
MILWAUKEE—WITI-TV
ATLANTA—WAGA-TV
TOLEDO—WSPD-TV

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
128,654 WWDC homeowners own stocks or bonds...33.6% above the total sample Washington, D.C. average.*
A sizable market in which to make your investment!

*PULSE Audience Image Study—July, 1959
OUT OF MANY, SOME

Three days and 1,400 pictures later, Producer Paul Belanger of Kudner Adv., New York, had the 140 stills he needed to make nine commercials for the Renault Dauphine. The results of his labor, and that of Hollywood photographer John Engstead, covered most of a room before the winnowing-down process began. (At left, Mr. Belanger shows one of his choices to Mel Kane of Pacific Title & Art Co., Hollywood, whose company serviced the commercials.)

The chosen 140 were turned over to the tv commercials division of Columbia Pictures, which used the "visual squeeze" technique to give a sense of animation to the commercial. The still portions were integrated with conventional action sequences in the finished series.

The six shots at top are from one of the nine commercials. It relates in a humorous vein how the Renault Dauphine is just the thing for the woman who likes to "drench" herself in diamonds, furs and beautiful gowns, and then concludes with a pitch to the man of the house, who's told that "every woman loves the husband who keeps her in the height of style in . . . the stylish Renault Dauphine."

B&H'S HANDS-OFF POLICY

Advertiser thrives on controversy shows

Who speaks for network control of tv programming? One of the most influential voices in client circles is Bell & Howell, Chicago-based photographic supplies firm. In fact, its contract with ABC-TV for continuing public service projects in prime time makes express provision for no sponsor control.

And last week, as a matter of idle curiosity, Bell & Howell's agency, McCann-Erickson, Chicago, combed its files for all available trade reports in connection with the sponsor control issue, frequently raised by newspaper tv critics. There's evidence that networks will maintain a tighter rein on programming this fall (Broadcasting, May 16).

Simultaneously, B&H released reactions June 25 from nearly 500 letters to its May 27 controversial documentary on CBS Reports', "Who Speaks for the South?" All were unsolicited and the majority were "enthusiastic," according to Carl G. Schreyer, B&H marketing vice president.

Despite threats of boycotts, loss of dealerships, decreased sales and consumer resentment, client and network received only 14 "unfavorable" letters and "none of these predictions materialized," he reported. Most of them lauded Bell & Howell for significant public service in prime time hours, with letters continuing to pour in from throughout the country a month after the telecast.

"The mail indicates the company has apparently gained new friends who have written to thank us and pledge support of our products," Mr. Schreyer stated. "We are delighted at this evidence that our faith and confidence in the American television audience have been vindicated."

Equally important, he stressed, "there is no indication of a consumer or dealer boycott." Sales of B&H's photographic products in June are running ahead of the same month last year, he added, showing the same trend in both the South and North. A good deal of favorable reaction to the program itself also came from the South and letters indicated a closer understanding of the geographical viewpoints involved.

Many of the letters specifically mention the company's products. Some writers expressed pride in the equipment they own and others stated their intentions of buying B&H photographic products.

34 (Broadcasting Advertising)
Fifteen network feeds by WSOC-TV within a recent 12-weeks period speaks for the stature of this station's news staff. Ivy Bluff prison break, drama in the snow, Bolivia plane crash, mass sit-down arrests...wherever news breaks in the Carolinas, WSOC-TV is there! Here's another reason why your best buy in Charlotte is WSOC-TV...one of the nation's great area stations.
AN EVOLUTION IN STAR CONTRACTS

30-year deals a la Berle, Gleason now passe at tv networks

High taxes, increased competition dictate new ground rules

The network practice of committing big money, for long terms, to lock up a "stable" of stars is going out of style.

Economics have caught up with the type of deal that made a Milton Berle synonymous with NBC, or an Arthur Godfrey with CBS. There are still some long-term contracts left, but they're a vanishing breed.

The new condition is evident in current programming. The big star is a sometime thing. The steady work goes to performers who carry the bread-and-butter programming that now constitutes television's regular schedules.

It's not that television has lost its luster. But such mundane matters as high taxes, sharper competition among networks (and sharper cost accounting within each network), a fickle public, star corporations, the emergence of film programming and of the outside production house have dictated a new set of negotiation ground rules. Among them:

- You can't buy anybody with money alone. You don't talk to the star; talk to his tax counsel. You don't buy anyone you're not sure you can use. Whatever the length of contract, keep the options short.

Name talent, of course, has been and continues to be essential in television. But the ways of getting these names on the air have changed. For series stars, the current trend is to contracts from three to seven years, with options to cancel at least annually (and sometimes after only 13 or 26 weeks). The "show stopper" today is signed simply for three, six or eight appearances.

More often than not, stars come into television under contract not to networks but to outside producers (the Four Stars, Ziva, MCAs, etc.). And one of the biggest "holdouts" to come to television—Danny Kaye—won't be under contract to either. He signed directly with an advertiser, General Motors.

Double Deal: The star who does come in under network contract often has two deals under his arm—a personal appearance contract and a production contract. The personal appearance pact says he'll appear on the network in shows produced by a production company in which he has an interest (Perry Como on NBC, Ed Sullivan on CBS, Pat Boone on ABC, for example).

The firm, long-term contracts developed when television was trying to build up the excitement that would build audiences. The logical course was to follow the one laid down by the movies and radio. Networks are secretive about financial terms of their deals, but the Celler Committee hearings in 1956 disclosed some of this information.

For example, one CBS contract for 10 years required the artist to work for only five years at a minimum guarantee of $300,000 annually; in addition, he was to receive $100,000 annually for the next five years without any service to CBS but was prohibited from appearing on any other network. Another CBS contract contained similar provisions, with seven years of active service at $176,000 a year followed by a 13-year restricted period.

In television's early days, Tuesday night at 8 was the magic hour. That was when "Mr. Television"—alias Milton Berle—held forth for an hour on the Texaco Star Theatre on NBC-TV. It was tv's highest rated program.

Remembering the radio talent raids of the late 1940s when NBC lost valuable properties to CBS (Jack Benny, Amos 'n' Andy, Edgar Bergen) on capital gains deals, NBC-TV negotiated the first of the long term tv talent deals with "Uncle Miltie" in 1951. The network was assured of the exclusive services of Mr. Berle for a 30-year period, and "Mr. Tv" was assured of an annual salary for the same period.

A year or two later, the Texaco Star Theatre was a victim of skidding ratings and Milton Berle was without a show of his own. Since then, he has made few guest appearances, but continues to receive his NBC-TV paychecks.

Next season, he'll be back on NBC-TV with bowlers instead of jugglers for straightmen as he acts as m.c. for the Jackpot Bowling series.

Mr. Berle's plight has not been unique. He's had plenty of company—Jimmy Durante, Martha Raye, Sid Caesar, Jackie Gleason, Arthur Godfrey and others.

Today the trend is to short-term contracts (3-5 years) and profit participation by the stars. The change has been influenced by sharper competition between the networks and the increased role of the outside production firms.

Uncle Miltie's story

In television's early days, Tuesday night at 8 was the magic hour. That was when "Mr. Television"—alias Milton Berle—held forth for an hour on the Texaco Star Theatre on NBC-TV. It was tv's highest rated program.
at $100,000 per year. An NBC contract specified a five-year active period with a minimum guarantee of $176,000 a year and a 10-year exclusive period during which the artist was to make at least 15 guest appearances on NBC for $50,000 per year. (None of the talent in these deals was identified in the Celler Committee information.)

By hindsight, it can be argued that the networks were burned by having to pay guarantees to stars whose popularity waned before their contracts expired. The two networks most intimately concerned—CBS and NBC—resist this conclusion, saying that although the deals may not look so good now, they served their purpose at the time.

Who Had the Deals • The granddaddy of the TV contracts—after the radio talent raids of the late 1940s—was signed between NBC and Milton Berle in his "Mr. Television" days. It called for a firm guarantee for 30 years (from 1951). He has made only guest appearances in the past several seasons, but will have a regular series (Jackpot Bowling) this fall.

Reading down from Mr. Berle, NBC's long-term contracts included Eddie Fisher, Jimmy Durante and Martha Raye (15-19 years); Sid Caesar, Perry Como, Dave Garroway, Jack Webb, Paul Gilbert and Dr. Frances Horwich (10-14 years); and Phil Harris and Jack Paar (over five years). The Fisher, Horwich and Caesar contracts have been dissolved "by mutual consent."

At CBS the long-terms included Edward R. Murrow, Ed Sullivan and Jackie Gleason (15-20 years); Arthur Godfrey, Garry Moore, Lucille Ball and Desi Arnaz (10-15 years); and Keefe Branselle, James Arness and Phil Silvers (over five years).

How It Started • It was traditional among radio networks in that medium's heyday to sign talent on a long-range basis. When government action in 1940 forced CBS and NBC to disband their artists bureaus, they resorted to the long-term arrangement to assure continuity of programming. In the early days of TV, networks supplied a high percentage of their own programming, produced within their own organizations. The percentage of house-created shows has dwindled as film producers and other organizations have flourished.

CBS and NBC signed up talent "right and left," as one agent put it, during those early days. He said the panic button was pushed when Jack Benny deserted NBC for CBS in 1947 and was followed by Amos 'n Andy and Edgar Bergen. Both networks then stocked up their talent arsenal, but then ran into the problem of finding the programs to keep their new properties busy.

The rise of ABC-TV in recent years has prompted both NBC and CBS to keep a sharper eye on expenses and to re-evaluate their programming approach. A former NBC executive noted that in former years a name could be kept on the payroll for occasional appearances and the network felt he paid it back in "prestige, star value and exposure of a series in which the star has a financial interest.

Where Now • It is probable there will be a few long-timers around for some time to come, particularly at NBC-TV and CBS-TV, which still program personality-variety shows, though their number will decrease as current pacts expire. ABC-TV may add a few long-timers, but its pacts rarely run for more than three years, and in recent years, only Pat Boone, John Daly, Bing Crosby and Frank Sinatra have had such arrangements.

A CBS-TV official is not convinced that the long-term contracts are destined for oblivion. He agreed that in recent years the network has not signed such contracts, but he added:

"But where are the top names that we could sign? Where are the new Berles and Godfreyes and Durantes? If they should develop, we'll sign them up. But, of course, there has to be a need. We have to make pretty certain they are saleable."

NBC-TV and ABC-TV executives active in negotiating with talent were more pointed about the on-the-way-out direction of long-term pacts. They believe that these agreements no longer conform to changing patterns of the industry, and an NBC-TV official elaborates in this way:

"It comes as no surprise to those of us who have had Hollywood experience. Twenty years ago, the major film studios had their stables of stars, many under long-life term deals. But the economics of the business today are such that this enormous overhead cannot be sustained."

"We've seen the growth of the independent producer, who went out and signed a star for one or two pictures. And in recent years we have had the star setting up his own company, like Bill Holden and Kirk Douglas. Television is following the same pattern."

Networks regard the short-term trend as one that can upgrade quality and bring some of the "holdout" attractions of the entertainment field into TV. A vital consideration, officials say, is not money but an appropriate property—a vehicle the star always yearned to do.

"For instance," an NBC-TV talent official recounted, "Ingrid Bergman always wanted to do The Turn of the Screw. The producer knew this and landed Miss Bergman. Probably nothing else could have moved her."

Programming and talent executives know it will involve considerable persuasion, but they hope to evolve a formula that will attract into TV, at least on an occasional basis, such marquee names as Clark Gable, William Holden, Jack Lemmon, Doris Day, Marilyn Monroe, Mary Martin, and others who are still "holdouts."
EVERYTHING FOR NEWS FOR THE AIR

From Los Angeles and Chicago, UPI will deliver the only complete spot news coverage for broadcast:

- News by teletype
- Newspictures by Telephoto and Unifax
- Newsfilm via daily leased video circuit
- Newsstapes via beeper-phone feeds

More than 50 UPI broadcast news specialists—script writers, photographers, cameramen, editors, technicians—will be on hand at both conventions to provide this full-dimensional reporting.

United Press International
UPI NEWS PRODUCES
A stereo commercial

What is probably the world's first stereophonic spectacular one-minute commercial—and quite possibly the last as well—occurred last Monday (June 27) at 8:45 a.m. in Hollywood.

Heralded by a full page ad in the Sunday Los Angeles Times, the spot was a commercial for king size Coca-Cola, recorded in stereo and broadcast simultaneously by two AM radio stations—KNX and KMPC. (Choice of these two stations added to the jest: KMPC's Dick Whittinghill and KNX's Bob Crane are vigorous competitors for the morning radio audience.) 

Instructing the reader to arrange two radios "tonight" with a footnote reading "You say you'll do it in the morning, but will you?", the Times ad urged listening to the Freerle Family Singers in stereo, stating that "This spectacle will positively not be repeated." A second note cautioned "Immediately following we advise you to turn off one or the other, as a terrible garble will ensue otherwise."

The special one-time one-minute stereo broadcast and the newspaper ad were created by Freberg Ltd. in cooperation with Murphy Assoc., agency for Coca-Cola Bottling Co. of Los Angeles.

what is the choice? Often it is another of the same type and quality. People who anticipate an evening of entertainment or diversion, and settle hopefully down to it, are committed. They will suffer a mediocre book rather than no book at all. And they will accept, often far less than they want on tv, simply because that seems to be all there is."

Corvair commercial wins festival award

The grand prize for tv commercials in the International Advertising Film Festival, held in Venice, Italy, last month, was won by Alexander Film Co., Colorado Springs, for a Corvair commercial featuring Olympic skiers. The Venice Cup, offered by that city to the producer obtaining the highest average of marks for not less than six films entered, was awarded to Playhouse Pictures Ltd., Hollywood. Great Britain took first prize in two tv commercial categories and four second prizes; France was awarded two second prizes and the United States swept all others.

The winning U.S. tv commercials were:

GRAND PRIZE: Aspen Chevrolet, entered by Alexander Film Co.; Campbell Ewald, agency; Bob Woodburn, director; Corvair, sponsor.

FIRST PRIZE (live action from 15-45 seconds): Hamlet, entered by Doyle Dane Bernbach, same agency; Farkas Films, producer; Peter Glishanok, director; West End Brewing Co., sponsor for Utica Club Beer.

SECOND PRIZE (live action from 15-45 seconds): Speeding Ticket, entered by Doyle Dane Bernbach, same agency; Farkas Films, producer; Peter Glishanok, director; West End Brewing Co., sponsor for Utica Club Beer.

FIRST PRIZE (live action over 45 seconds): Men With the Car, entered by Alexander Film Co., same producer; Grant Adv., agency; Bob Woodburn, director; Dodge Div., Chrysler Corp., sponsor.

SECOND PRIZE (live action over 45 seconds): Buick Prestige, entered by McCann-Erickson, same agency; Warner Bros., producer; John France—William R. Duffy, directors; Buick Div., General Motors, sponsor.

FIRST PRIZE (cartoon over 45 seconds): Callypo, entered by McCann-Erickson, same agency; Robert Lawrence Animation, producer; W. Workman, F. Broadhurst, M. Whitman, directors; The Nestle Co., sponsor, for Decaf Instant Coffee.

FIRST PRIZE (animation from 15-45 seconds): Just the Commercial, entered by Playhouse Pictures, same producer; J. Walter Thompson, agency; Chris Jenkins, Sterling Sturtevant, directors; Ford Dealers of Southern California, sponsor.

FIRST PRIZE (animation over 45 seconds): Packaging, B, entered by D'Arcy Adv., same agency; Playhouse Pictures, Saul Bass, producer; Bill Melendez, director; Olin Mathieson Chemical Corp., sponsor.

FIRST PRIZE (series animation over 15 seconds): Mallet, Statue, Medal, entered by Playhouse Pictures, producer with Freberg Ltd.; Young & Rubicam, agency; B. Melendez, S. Freberg, C. Jenkins & A. Barmann, directors; Kaiser Aluminum & Chemical Corp., sponsor, for Kaiser Fasil.

Citrus budget pendis

Decision on the use of broadcast media by Florida Citrus Commission will come next September. In the fiscal year ended June 30 the commission spent only an estimated $400,000 on a $7 million budget for broadcast media (nine minutes of CBS-TV's What's My Line?)

Benton & Bowles, New York, the commission's agency, said a major budget presentation will be made in September at which time media decisions will be made. The seasonal citrus crop assessment on growers determines the budget. This summer, the commission will use print only.

Simoniz' N.Y. move makes D-F-S shine

Dancer-Fitzgerald-Sample inherited the $5 million Simoniz consumer advertising account last week as the business moved from Chicago to New York.

Announcement of the appointment was made Thursday by Chester G. Gifford, newly-elected president of the Chicago-based company. He reported that Buchen Co. will continue to handle the commercial division products, estimated to run about $500,000 in billings. Both Mr. Gifford and Paul Greenfield, Simoniz marketing director, acknowledged they had analyzed several agency presentations and felt D-F-S "would best be able to meet Simoniz' specific advertising needs."

Leo Burnett Co., Edward H. Weiss & Co. and Clinton E. Frank were among the top contenders for the account, which leaves Young & Rubicam effective Sept. 1.

A Simoniz spokesman told Broadcasting the account would be handled 100% out of D-F-S' New York office, with the agency's Chicago branch involved only in servicing needs. About half of the client's billings are in broadcast media.

Spot radio sales up in 1960 first quarter

National advertisers maintained and slightly increased their 1959 rate of spending in spot radio in the first quarter of 1960, Station Representatives Assn. reported last week.

SRA said estimates compiled for it by Price, Waterhouse & Co., independent accounting firm, placed first-quarter spot radio expenditures at approximately $40,088,000 as compared with $39,990,000 in the same period a year ago.

Lawrence Webb, managing director of SRA, also expressed the belief that second-quarter figures would show further gains to put the total for the first half of 1960 clearly ahead of last year's first six months.

The first-quarter estimates are subject to revision upon release of FCC's official 1959 figures later this year.
TV EFFECTIVE IN SELLING AUTOS

NBC study shows how medium promotes sale of new models

Tv is doing its part to get the small car on the road, racking up a 64% media preference among dealers in NBC's fifth annual automotive study. Prospective buyers like television, too, the findings show.

Dr. Thomas E. Coffin, NBC's research chief, is giving automotive groups an insight into their market and distributorships, in addition to media findings based on network research.

The 1960 study, titled "Prospectivity," divides buyers into "declared prospects" and "undeclared prospects," each accounting for roughly half of car sales. Both groups spend more time with television than combined reading or magazines and newspapers (the only compared media), the study shows.

In tests before and after car introductions, tv impressions crescendoed with both kinds of shopper. In the early phase, declared prospects voted 48% for tv, 26% for newspapers and 20% for magazines and the undeclared 52% tv, 25% magazines and 17% newspapers. Their answers five weeks after introduction: 59% of declared prospects said tv stands out most strongly, 26% magazines, 19% newspapers; undeclared prospects, 70% tv, 19% magazines, 11% newspapers.

As to the new compact cars, the survey showed these results when dealers selling compacts were asked what kind of advertising had been most effective in their sales—tv 64% of dealers, newspapers 41%, magazines 24%.

The Big Game • The dramatic receptivity of undeclared shoppers to television suggests the role of the auto manufacturer, Dr. Coffin pointed out, referring to the 1959 "Auto Motives" study that showed non-prospects accounted for 51% of all sales. Besides comprehensive treatment of the small-car market, the primary part of the study executed for NBC by R.H. Bruskin Assoc., "Prospectivity" also measured effectiveness of introductory advertising last fall and dipped into color tv's effectiveness for automobiles, this part carried out by Trendex Inc.

Checking tv's effectiveness for specific NBC advertisers, "Prospectivity" reports more viewers than non-viewers of NBC auto-sponsored shows have shopped for the advertised make. In general, viewers think more of this make, are more aware of slogans, more interested in the sponsor's compact model, are more likely to come to the showroom and more plan to buy the sponsor's car, it was found.

Three-Show Investment • A multiple-show sponsor stacks the cards in his favor, NBC showed by a series of questions keyed to the three Ford shows, Wagon Train, The Ford Show and Ford Starlane. Compared with those who saw none of these, 2½ times as many people who viewed all three rated Ford as "one of the best" cars and more than twice as many said they will "most likely buy" Ford. Other questions showed enhanced opinion of the sponsor, knowledge of slogans, likelihood of shopping, buying interest and purchase potential.

To test introductory advertising, "Prospectivity" uses 44 measures covering awareness, knowledge and attitudes toward five makes of car. After watching one auto-sponsored show, viewers gained 59% in knowledge of the car's features. Interest in the car went from 36.4% before the program to 60.2% after and viewers who said they liked the car jumped 63%.

Auto color programs had a larger share of audience and higher rating in color homes. Homes with color sets provide a select auto market, owning more cars, buying more new ones and having more recent models than their neighbors, the study showed.

Asked what kind of advertising gave the best idea of the new cars and presented them in the most natural and lifelike manner, color tv won over color magazine ads five-to-one. Color newspapers were not compared.

The Bruskin survey, conducted in February, is based on 13,047 interviews—662 with automobile dealers, 2,490 with shoppers in the showrooms, 5,876 with the general public and 4,019 additional general public interviews conducted by Trendex for the color phase. "Prospectivity" covered 122 counties in 40 states, including 18 domestic auto makes in addition to imports. Marvin W. Aiman, NBC manager of research projects, supervised the job.
COMPETITION IS BEST REGULATOR

Censorship and controls are unnecessary, AAW meet is told

Competitive forces act as a disciplinary power in advertising, with self-regulation obviating any need for advertising censorship or control, James A. Farley, board chairman of Coca-Cola Export Corp. told the Advertising Assn. of the West convention, held June 26-30 in Mexico City.

"There is no governmental body whose wisdom could be as great or whose discipline could be as harsh as that of the open competitive market," he said in challenging the place of government in advertising. "I know of no field that needs regulation less or has disciplined itself more," he added.

"The permanent manufacturer who represents 98% of the products we live by has long since learned that truth and honesty in advertising are the only policy that enable him permanently to live with his public."

Some 400 AAW members and guests were welcomed in Mexico City by Everardo Camacho, president, Assn. Mexicana de Agencias de Publicidad, and AAW President Richard E. Ryan, general manager of KLOK San Jose, Calif.

Elections — Donald Ostensoe, AAW senior vice president, was elected president for 1960-61. He heads his own public relations firm in Portland, Ore.

Other officers elected were: Gordon Rowntree, James Lovick & Co., Ltd., Vancouver, B.C., senior vice president; Florence Zimmer, First Federal Savings & Loan, Phoenix, vice president at large; Harry L. Bright, Pacific Telephone & Telegraph Co., San Francisco, secretary; Robert L. Hemmings, Smith & Hemmings, Los Angeles, treasurer.

Winners in AAWs all-western advertising crafts competition were announced by William P. Dumont, chairman of the awards committee (see tv-radio winners below). Among campaigns selected for display at the convention were station promotion campaigns for KURLA Los Angeles, produced by Eisaman, John & Laws, that city, and for KABC-TV Los Angeles, produced by Jack Brembeck, station promotion-publicity director.

Speaking on the responsibilities of media in helping to restore the public's trust in advertising, Felix S. Coste, president, Outdoor Advertising Inc., had this to say about television: "Television is a potent selling medium. Let's acknowledge that. Also the audience has a selection which by logic—if not in practice—should enable listeners to weed out undesirable programs just as the tv people say they can."

But in tuning out one program,
It's station rep day at the Annual Time Buyers Outing. By a series of eliminations, our man from H-R and another from Nameless Reps, Inc., have achieved the finals of the sack race (not to be confused with Bag Holding, which is another puzzle entirely). They are to race to a point one hundred feet distant, and return.

Clockers have 'em cased, from preliminary heats, as a 3x2 one-gaiter up against a 2x3 one-gaiter. (One covers three feet per bound and makes two bounds while the other, covering two feet per bound, makes three bounds. Neither can change his length of bound.) Both are adroit enough to negotiate the turn without loss of time.

The prize, twelve unbreakable appointments with twelve time buyers of twelve agencies of his choice, is won by the H-R man. Was he the 3x2er or the 2x3er?

You too can be a winner. Each correct solution wins a fresh copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y. C.
Deputy Dawg is red hot!
In just 4 weeks his syndicated series has sold in close to 60 markets. Regionally, Lay's Potato Chips has snapped up Deputy Dawg (26 half-hours of Terrytoons-created delight) in 45 markets throughout Florida, Alabama, Louisiana, the Carolinas, Kentucky, Georgia, Indiana, Mississippi, Virginia, West Virginia, Tennessee. Local sales to date include New York, Chicago, Boston, Los Angeles, Detroit, Philadelphia, Minneapolis, South Bend and Peoria. Orders are burning up the wires, so call us fast! Because, as we said before, everybody will love Deputy Dawg.

© CBS FILMS
"...the best film programs for all stations." Sales offices in New York, Los Angeles, Chicago, San Francisco, St. Louis, Detroit, Atlanta, Dallas, Boston. And in Canada: S.W. Caldwell Ltd.
GOING LIKE A HOUSE AFIRe!
MAY NETWORK GROSS UP 6.8%

Billings hit $55 million, NBC down 1.4%

Advertisers placed more than $283.2 million in network tv gross time billings for the first five months of the year. This represents 8.7% more billing than the $260.5 million grossed in the January-May period of 1959.

In May, ABC-TV climbed nearly 30% (29.5) in billing to reach the $12.8 million level, while NBC-TV showed a slump of 1.4%—dropping in May from $19.6 million in 1959 to $19.3 million in 1960. Together, the networks totaled more than $55.4 million in May, an increase of 6.8% over the same month last year.

CBS-TV showed an appreciable gain for May, compiling a gross time billing of $23.1 million, or a 4% gain, in the figures released today (July 4) by Television Bureau of Advertising.

NETWORK TELEVISION GROSS TIME BILLINGS

Source: LNA-BAR

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<th>MAY 1959</th>
<th>1960</th>
<th>% Change</th>
<th>JANUARY-MAY 1959</th>
<th>1960</th>
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<td>ABC-TV</td>
<td>$9,946,570</td>
<td>$12,876,050</td>
<td>+29.5</td>
<td>$52,492,402</td>
<td>$65,001,870</td>
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<tr>
<td>CBS-TV</td>
<td>22,298,271</td>
<td>23,197,036</td>
<td>+4.0</td>
<td>110,576,419</td>
<td>116,275,396</td>
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<td>NBC</td>
<td>19,674,494</td>
<td>19,396,704</td>
<td>-1.4</td>
<td>97,496,306</td>
<td>102,015,515</td>
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<td>TOTAL</td>
<td>$51,919,355</td>
<td>$55,469,790</td>
<td>+6.8</td>
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MONTH BY MONTH—1960

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<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
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<td>January</td>
<td>$13,260,010</td>
<td>$23,477,358</td>
<td>$20,980,897</td>
<td>$57,718,265</td>
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<td>February</td>
<td>12,677,110</td>
<td>22,977,171</td>
<td>19,923,712</td>
<td>55,577,993</td>
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<td>March</td>
<td>13,487,460</td>
<td>24,064,799</td>
<td>21,072,164</td>
<td>58,620,423</td>
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<td>12,701,240</td>
<td>22,580,032</td>
<td>20,642,038</td>
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<td>12,876,050</td>
<td>23,197,036</td>
<td>19,396,704</td>
<td>55,469,790</td>
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*April 1960 figures revised as of June 29, 1960

LNA-BAR: Gross Time Costs Only

Business briefly

Time sales

New spin for 'Omnibus' - Aluminium Ltd., which was one of the sponsors of Omnibus for five seasons on network tv, plans to return the program to NBC-TV in seven hour-long productions under its full sponsorship, starting mid-fall. Negotiations were completed with Robert Saudek & Assoc., creator-producer of the series. The time is not set, but 5-6 p.m. Sundays is being considered. The program will again feature Alistair Cooke as host. In addition to Aluminium's seven, six other Omnibus specials are planned by Saudek & Assoc. for sale to other advertisers. J. Walter Thompson, N.Y., is agency for Aluminium.

Convention buy - Cowles Magazines Inc., N.Y., is the fifth advertiser to buy into NBC-TV's political convention coverage. The one-sixth buy, made through McCann-Erickson, N.Y., brings to three-quarters the amount of NBC-TV coverage sold.

First of three - General Motors Corp., which has signed a contract with Danny Kaye, entitling the firm to his exclusive services on television for three years, (BROADCASTING, Nov. 23, 1959), has bought Sunday, Oct. 30 (8-9 p.m. EST) on CBS-TV, for the first of three GM-Kaye musical comedy specials. Agency: Campbell-Ewald, Detroit.

Summer sales - NBC-TV has signed Alberto-Culver Co. for summer runs on M Squad (Tue. 10:10-10:30 p.m. EDT) and Wichita Town which returned June 24 with repeats on Fridays, 8:30-9 p.m. Alberto-Culver's agency is Wade Adv., Chicago. The former, completing its third season on NBC-TV, is co-sponsored by American Tobacco (Lawrence C. Gambinner Adv.)

Astaire again - Chrysler Corp., Detroit, will sponsor Fred Astaire in another musical colorcast on NBC-TV next season with date and time to be announced later. Chrysler, in past two years, has sponsored two hour-long telecasts on NBC-TV starring Mr. Astaire. Agency: Leo Burnett Co., Chicago.

Radio smoke signals - Riviera, a lightly mentholated, two-piece filter cigarette, is continuing to use substantial radio schedules in several test markets, it was reported last week. The new American Tobacco cigarette, which has been tested since last August, continues with heavy radio spot. Company hasn't revealed how soon the cigarette will be distributed nationally. Sullivan, Stauffer, Colwell & Bayles, N.Y., is the agency.

Heritage assured - Equitable Life Assurance Society of the United States, N.Y., renewed Our American Heritage series for next season on NBC-TV with the first show to start Oct. 21 (7:30-8:30 p.m.). A second hour-long show in December and a third in January to be followed by four half-hour shows in the spring. Mildred Freed Alberg (Milib Enterprises Inc.) again will produce the series in collaboration with the editors of American Heritage magazine. Agency is Foote, Cone & Belding.

Music documentary - Purex Co., sponsor of hour specials on NBC-TV this season, has been signed by the network for a fall Project 20 special. "Those Ragtime Years," date to be announced. Hoagy Carmichael will narrate and perform in the taped song-dance "chronicle" of American music from 1896 to World War I. Purex agency: Edward H. Weiss & Co., Chicago.

Lipton to conventions - Thomas J. Lipton Co. (tea and soups) has picked up participating sponsorship of NBC-TV's coverage of both the Republican and Democratic conventions. Lipton will also be an NBC-TV sponsor of the election returns in November. Live Lipton commercials will feature Eddie Albert. Advertising agency: Sullivan, Stauffer, Colwell & Bayles Inc.

Another AFL sponsor - Pabst Brewing Co. (including Blatz subsidiary), Chicago, buys one-quarter of 17-game American Football League tv schedule on ABC-TV starting Sept. 11 for both Pabst and Blatz products. Agency: Kenyon & Eckhardt, Chicago. Other sponsors are General Cigar Co. and Sinclair Refining Co., with one-fourth still to be sold. Pabst co-sponsored U.S. Olympic track finals July 2 and will co-sponsor PGA golf tournament July 23-24, both over CBS-TV. ABC-TV obtained exclusive five-year AFL rights for an estimated $10,625,000 (BROADCASTING, June 13).

Agency Appointments

- Remington-Rand Div. of Sperry Rand Corp. (portable typewriters) appoints Compton Adv., N.Y.
- Shipstads & Johnson Ice Follies appoints Roche, Eckhoff & Assoc., L.A., to add radio and television promotion. The agency has handled newspaper and outdoor advertising and national promotions for the Ice Follies since 1938.
- KITV (FM) San Antonio, Tex. (formerly KONO-FM): Adam Young Inc. FM.
- The House of Nine, a women's apparel chain with Los Angeles headquarters and 33 stores throughout the country appoints Beckman & Koblitz, L.A. House of Nine now employs 21 radio stations in 18 different markets, according to the agency.
- Six Pepsi-Cola bottling companies (Jersey City, New Brunswick and Teterboro, all New Jersey, New York, Pittsburgh and Detroit offices) as their agency effective Aug. 1, official date also of parent Pepsi-Cola Co's appointment of BBDO.
Now FARGO is No. 1 in the U.S.A., for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big spenders.

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household... as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY regularly. Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!
STATION PROFITS RISE IN 1959

NAB survey shows curve is up for both television and radio

Television stations in general enjoyed the highest profit in four years during 1959. Radio stations, too, showed a nationally improved profit margin last year.

An NAB analysis of typical tv and radio station income and expense for 1959 and the previous year shows tv profit rose from 11.4% in 1958 to 14.3% in 1959. Radio profit rose from 7.2% to 7.7%.

The figures were compiled by the NAB broadcast personnel-economics department, headed by James H. Hulbert. They show increased operating expenses in 1959 for both tv and radio stations.

In breaking down the sales dollar of the typical tv station, NAB found that 44% of income comes from national and regional business; 29% from local and 27% from networks. In the case of the typical radio station, 15% of the sales dollar came from national and regional business and 85% from local.

Network income was less than 1% at the typical radio station.

Total revenue at the typical tv station was over $865,300, or up 10% from 1958. Total expense was up 6% to approximately $742,000. Programming costs decreased to 36% of the expense dollar in 1959 compared to 38% in 1958. Technical cost ratio is unchanged and both sales, and general and administrative costs are up 1%.

**Salaries Up, Too** The wage and salary bill for the typical tv station increased about 6% from its 1958 level but represented 44% of the expense dollar in both years. Film expense was nearly 12% of total tv station expense, the same ratio as in 1958. In 1960, broadcasters estimate an increase in total revenue of the typical station to $924,100, up 6.8%.

NAB’s analysis showed revenue of the typical radio station up from $99,200 in 1958 to $104,000 in 1959, with stations estimating an increase of 3.2% to $107,300 in 1960. The four radio expense categories were divided in almost the same manner as in 1958.

Highest profit margin among tv stations was found in the case of outlets in markets of 1 million or more population having over $2 million income. Lowest margins were at stations in markets of less than 25,000 population and those with income under $300,000 where the typical station operated at a substantial loss.

At the typical radio station highest profit margin was noted in markets of 2.5 million or more population having over $750,000 income. Lowest margins were at stations in markets of 100,000–250,000 population and those with incomes under $50,000.

NAB’s study of typical or median (middle) stations is based on returns from 1,092 radio and 265 tv stations. Following are the 1959 profit-expense picture of typical radio and tv stations:

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**THE MEDIA**

**Stick to rate cards, Va. radio group told**

Radio can increase its share of national advertising above the present 6% if it solves the problem of over-commercialization and standardization of rate and discounts, Allan Sacks, account executive of J. Walter Thompson Co., New York, told Virginia Assn. of Broadcasters June 30 at its 23rd annual meeting held at Virginia Beach. In 1959, he said, radio realized about $248 million of the $6 billion spent for national accounts.

A decade ago, the sudden loss of business to tv created panic in radio, resulting in frantic grabs for business and over-commercialization of more attractive time periods, Mr. Sacks said. “Then came the special deals, neglecting established rate structures, in favor of making a fast buck,” he said, adding that radio leaders are taking steps to correct it.

Mr. Sacks said fm “is beginning to reap the rewards of a more moderate schedule of commercials and many of the country’s leading advertisers are dabbing a toe in these waters to take advantage of the commercial isolation they find there.”

Marcus Cohn, Washington commu-
WCKY is some buy!

Nielsen shows that during the key early evening time from 6 to 9, WCKY not only reaches more than a million different homes monthly but reaches slightly more than all the other stations in the city put together. WCKY carves out a massive Tri-State plus multi-State audience—at a cost-per-million that's unbelievable! Tom Welstead in New York and AM Radio Sales everywhere else have the Cincinnati story in black-and-white—a dollars and sense book that proves WCKY is some buy!

WCKY • RADIO
50,000 WATTS
CINCINNATI
cations attorney, warned about troubles ahead growing out of closer scrutiny of station operation through the FCC’s new Complaints & Compliance Division activities. He predicted grave consequences if pay television takes hold, asserting it could well become the opening wedge for public utility regulation and fixing of rates and profits of both radio and television stations at “about 6% of investment.”

He suggested station ownership or management should exercise the right to be present when staff members are interviewed and no written statements should be provided investigators. “Above all,” he urged, “don’t lie down and play dead when an investigator calls. You have rights under the Constitution and otherwise.”

Pat Rheaueme, manager, member service of Radio Advertising Bureau, New York, told the VAB that radio’s big challenge is to capture more of the local business against entrenched newspaper competition. With population movement toward the suburbs, he said, current data shows that radio penetration is far more potent than newspaper circulation and radio represents an infinitely better retail buy-per-thousand, or on any other basis, than any other advertising medium.

**CANON 35 DEFEAT**

**Ohio board decides recordings not barred**

The barriers set up by the American Bar Assn.’s Canon 35 do not prohibit the taping of courtroom proceedings for delayed broadcast.

This decision, which if universally applied could open doors long locked against broadcasters seeking to present actuality coverage of court cases, has been reached by the Board of Commissioners of Grievances and Discipline of the Supreme Court of Ohio.

The three-man board held unanimously that Canon 35’s ban on “broadcasting from the courtroom” does not apply to the tape-recording of courtroom proceedings for subsequent broadcast outside the courtroom.

The decision was issued in a radio case. But if strictly interpreted, it might be extended equally to television tape.

Observers at first had one reservation: They thought the victory for broadcasting might be somewhat less than clear-cut because the board’s decision was also influenced by the fact that the program involved did not record the testimony of witnesses. At

**Milwaukee ‘tourist attraction’**

A modified version of the famed tv tower in Stuttgart, Germany (model shown in picture) has been proposed for Milwaukee. The plan has been formulated by Gene Posner, owner of the Milwaukee stations WMIL-AM-FM and WXIX-TV. He has asked the Milwaukee County Park Commission to construct a $2 million, $650-foot tower as a tourist attraction.

Mr. Posner proposed that the county itself erect the tower on public land. He claimed that the cost would be recovered to the county by leasing facilities to radio-tv stations and by charging admission to visitors to an upper-level “crow’s nest” restaurant and observation platform.

He stated that the Stuttgart operation has been so successful that a second tower has been erected in Dortmund, Germany.

Pointing to the success of the German towers, Mr. Posner claimed that such a tower in Milwaukee would attract tourists from all over the world. He further stated that the U.S. tower would surpass its predecessor in flexibility of operation and design.

The Milwaukee broadcaster said last week that his stations would lease facilities in the tower and that other area stations would be invited to do the same. He said that several stations, including WRIT and WEMP-FM, have expressed interest in the project.

The Milwaukee County Park Commission has taken the proposal under consideration. WXIX-TV, which first publicized the action, has hired an engineering firm to study initial plans and send its drawings to the commission. The station reported also that it has received over 200 favorable letters, commenting on the proposal. Mr. Posner also noted that to date he has received nine applications for permission to open and operate the “crow’s nest” restaurant.
another point, however, the decision did specifically reject—without reference to the policy of not recording testimony—the argument that tape-relayed broadcasts violated Canon 35.

'Spirit' Not in Question ■ The Board also rejected the notion that delayed broadcasts violated the spirit if not the letter of Canon 35 and similar court rules. If the intention was to forbid taped delays, then the rules should say so specifically, the board maintained. It made clear, however, that its decision dealt with whether the canon and the rules do prohibit such broadcasts—not whether they should do so.

The program was Traffic Court, a weekly half-hour on Westinghouse Broadcasting Co.'s KYW Cleveland from April 5, 1957 to May 13, 1959. It was discontinued by the presiding judge after the question of Canon 35 was raised in the Cleveland Bar Assn.

For the broadcasts, KYW recorded up to three hours once a week in a Parma, Ohio traffic court presided over by Municipal Judge George P. Allen. The recording was then edited into a 30-minute program broadcast a night later. The only cases recorded were those in which guilty pleas had been entered; these did not require sworn testimony. Contested cases and those in which defendants objected to the microphones were not recorded. Broadcast matter consisted of the court's admonitions to defendants, imposition of penalties, etc.

The Cleveland bar's professional ethics committee called in Judge Allen in May 1958 to explain why he permitted the tapings and what the public reaction had been. The committee then reported to the bar's executive committee that it considered the procedure a violation of Canon 35 even though the programs were limited to uncontested cases. The question was referred to the bar's grievance committee.

When he learned of the report, Judge Allen went before the grievance committee, said he had been advised by his counsel that he was technically in violation of Canon 35 and reported that he would therefore discontinue the broadcasts immediately. A month later, in June 1959, the Cleveland bar filed a formal complaint with the Supreme Court board, charging Judge Allen with violating Canon 35. The board's decision thus overrules not only the bar association but the judge's own counsel.

WBC authorities said they could not predict immediately whether Traffic Court would be resumed as a result of the ruling.

As adopted in Ohio, Canon 35 holds that: "Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the courtroom during such proceedings and the broadcasting or televising of such proceedings from the courtroom tend to detract from the essential dignity of the proceedings, distract the witness in giving his testimony and create misconceptions... in the mind of the public and should not be permitted."

Rep appointments

■ KYME Boise, Idaho: Grant Webb & Co., N.Y.
■ WOKY Milwaukee and KCBQ San Diego (Bartell stations): John Blair & Co.
■ WGIV Charlotte, N.C.: Bernard Howard & Co., N.Y.
■ KMHT Marshall; KLUE Longview, both Texas; Jack Masla Assoc., national representative. Clyde Melville Co., Dallas, is stations' southwestern representative.
■ CKTM-TV Three Rivers, Que., and CJLR Quebec City, Que.: Stovin-Byles Ltd., Toronto, as exclusive representative.
■ KEYT (TV) Santa Barbara, Calif.: Young Television Corp.
■ WWIX New Orleans: Robert E. Eastman & Co., N.Y.
■ KCMJ Palm Springs, Calif.: United Spot Sales, N.Y.
■ WDOM Cleveland: H-R Representatives, N.Y.

An exception

KXYZ Houston is not troubled by Canon 35 which bars broadcasters from courtrooms. With the permission of the judge, defense attorneys and district attorney, KXYZ has tapped into the courthouse public address system to broadcast the murder trial of Joseph Selby. News director Victor Emanuel announced plans to air the opening of the trial live, use actuality inserts in newscasts as the trial develops and return to the courtroom for live pick-ups only when occasions warrant. The MBS affliate has been broadcasting various trials by this method for two years. No broadcasting equipment appears in the courtroom.

SPORTS TIME

Advertisers seeking a sports audience for their sales message find it on CBS Radio. There's ex-Yankee Phil Rizzuto and Sports Time, Monday-Saturday. Through the weekend, Dave Cramer is heard 10 times with up-to-the-minute sports news. There's full coverage of events like Masters Golf, the Triple Crown, Sebring Sports Car Races. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO
TV'S INFLUENCE ON POLITICS

Westernhouse surveys political scientists

Television exerts an important influence on political campaigns, according to Westernhouse Electric Corp., sponsoring for the third consecutive time the CBS coverage of political conventions, pre-election activities and election night returns.

Based on a survey conducted for Westernhouse by the research department of Ketchum, MacLeod & Grove, the sponsor found that 28 political scientists representing 28 colleges and universities in 23 states had divergent views on TV's political impact. Among majority conclusions are these:

- Use of showmanship in presenting candidates on TV is not undesirable from the voter's standpoint if direction is limited to performance and does not influence policy or ideas.
- Television has increased voter interest.
- Voters are now more critical of candidates' appearance and performance.
- Political science students are considerably better informed, though not always in "depth." They get to know personalities and procedures better.
- Educators are evenly divided on whether TV exposure increases student respect for democratic processes, with a slight leaning on the side of decreasing respect.
- TV coverage makes political science teaching harder in some respects and easier in others.
- Much can be done to improve convention and campaign coverage.

FM AUDIENCE SURVEYED

Heritage study shows high buying power

A depth analysis of the listening and buying habits of FM homes, conducted for International Good Music Inc. (Heritage FM Stations), shows above-normal purchasing and an average tune-in of 50%. The study was done by Alfred Politz Media Studies.

Highlights of the survey were made available by a new subsidiary of International, Heritage Stations Representatives, formed to represent affiliated FM stations in 25 major markets that will carry the Heritage automated program service (BROADCASTING, April 11).

Operations of the Heritage group will get under way on a nationwide basis this month. KGMI (FM) Bellingham, Wash., the test station, took the air in March, according to David Mintz, executive vice president of International. KGMI (FM) Seattle started Heritage programming May 25.

Other stations scheduled to start Heritage service are: KFMU (FM) Los Angeles, today (July 4); KFMW (FM) San Bernardino and KBAY (FM) San Francisco, July 11; WLOL-FM Minneapolis-St. Paul and KGMG (FM) Portland, Ore., July 25; WWOL-FM Buffalo, and WIBC (FM) Indianapolis, Aug. 1; WSAI-FM Cincinnati and KFMX (FM) San Diego, Aug. 15. Definitely slated later in the summer are stations in St. Louis, Chicago, Baltimore, Boston, Miami, Atlanta and Memphis, Mr. Mintz said, but call letters will not be announced at this time.

Negotiations are underway to sign other FM stations in the top 25 markets, he added.

Sales Plan: HSR will sell time on all or part of the group to national and regional advertisers, based on a single rate card, single contract, one billing and similar programming. A West Coast office has been opened at 625 Market St., San Francisco, in charge of Hamilton Brosius. Fred Bernstein directs the New York office at 28 W. 44th St. Rod McDade is in charge at the Chicago office, in Tribune Tower.

The Politz survey covers five West Coast markets—Los Angeles, San Francisco, San Diego, Portland, Ore. and Seattle. The West Coast figures have been adapted to a presentation typifying national buying habits of FM homes.

The survey shows that 31.1% of all California homes have FM sets, a considerably lower figure than some other studies have found. Heritage contends the figure is accurate and without inflation. FM circulation of 25.4% was found in Portland and Seattle. TV saturation in the five-market area was placed at 90%.

It was found that 27.2% of all homes in the study area have incomes above $7,000 a year whereas 38.3% of FM homes are in that income category.

Audience Differences: Listening
habits of the fm audience were found to differ sharply from am tune-in, varying only slightly from fm sign-on to sign-off. On the other hand, the am audience was described as highest in the morning with a 9 a.m. peak, a noon peak and then a gradual decline to a low listening level at night. Fm, it was stated, has a high tune-in at night.

Other information in the study covers educational standards of the fm audience; home tenure; child status; size of household; home listening of individuals by sex, age, position in household; marketing characteristics such as purchase of autos, appliances, insurance, securities, charge accounts, food product usage, cosmetics, travel, home improvement, beverage and tobacco.

Heritage has been making presentations to agency groups in New York. An extensive promotion campaign is planned through Erwin Wasey, Ruthrauff & Ryan, San Francisco. It will include page ads in consumer magazines, radio and tv spots and local newspapers.

Programming is on tape fed into Ampex automation equipment. "No loud, jarring commercials or singing jingles are allowed, and spots average four one-minute announcements per hour," it was stated. "The efficiency of operation allows each station to profitably add to their local staff top news and announcing personnel and will permit these people to work fulltime toward unexcelled local programming, free from the worry of turntables and selecting records."

**NBC status with RAB is questionable now**

NBC appeared last week to be half in and half out of RAB. Its owned radio stations have been out since the first of the year. Since RAB membership requirements do not normally permit a network to belong without its o&o's (and vice versa), there was speculation last week that either they would re-join or NBC Radio's membership would be terminated.

Neither RAB nor NBC would discuss the issues or the amount of dues involved. Unofficially, it was understood that NBC authorities were questioning the importance—to them, at any rate—of some of the services that RAB offers. The differences may also have an economic flavor: Privately the NBC stations' dues were estimated to be in the order of $25,000 a year. RAB obviously still hoped to persuade the stations to reconsider—just as it was able to do when CBS Radio officials expressed doubts about their own stations' membership earlier this year.

Throughout the World
A famous name for QUALITY is
ROCHESTER'S

PFAUDLER PERMUTIT INC.
PFAUDLER DIVISION • ROCHESTER 3, N.Y.

Vacuum chamber welding of "wonder metals" for chemical and pharmaceutical equipment.

**In the vital ROCHESTER, N. Y. area**

**The QUALITY Radio Station is...**

**WHEC**

BASIC CBS ROCHESTER

REPRESENTATIVES: EVERETT McKinney, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
Changing hands

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

- KKSN Grand Prairie, Tex.: Sold by John Buchanan to Robert W. Rounsaville for $300,000 (CLOSED CIRCUIT, June 27). Two weeks ago, Mr. Rounsaville sold WQXI Atlanta to Esquire magazine for $1.85 million, leaving him with six owned stations, one under the FCC limit. Other Rounsaville stations: WCIN Cincinnati; WLOU Louisiville; WVOL Nashville; WYLD New Orleans; WMP Tampa; and WMBM Miami, Fla. KKSN is on 730 kc with 500 w.

- WSSB Durham, N.C.: Sold by Edgar L. Clinton and associates to James S. Beattie, operator of WPET Greensboro, N.C., and WBUT Butler, Pa., for $250,000. Blackburn & Co. was broker. WSSB operates on 1490 kc fulltime with 250 w.

- WSEL (FM) Chicago: Sold by Maurice H. Kamm to WJID 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 76):

- WJDM-TV Panama City, Fla.: Sold by Mel Wheeler to Harold Publishing Co. for $340,000. The publishing company owns WALB-AM-TV Albany, Ga., and publishes the Albany Herald.

- WMAM Marquette, Wis.: Sold by M&M Broadcasting Co. (Morgan Murphy, president) to Marinette Central Broadcasting Co. for $167,500. Purchasers are the Mining Journal Co., 90%, and Frank J. Russell, president of Mining Journal, 10%. Mr. Russell has interests in WDMJ and WLUC-TV Marquette, WLST Escanaba, and WMIQ Iron Mountain, all Michigan, and WROD Daytona Beach, Fla. Mining Journal publishes a daily newspaper.

- WJIL Niagara Falls, N.Y.: Sold by Niagara Frontier Broadcasting Corp. (James T. Sandonato, 75%) to group headed by Thomas W. Talbot for $120,000 paid to Mr. Sandonato for his interest. Mr. Talbot, who was already 25% owner of WJIL, has interest in WOHP Bellefontaine, Ohio.

- WSCM Panama City Beach, Fla.: Sold by Mel Wheeler to WSCM Broadcasting Inc. for $53,500. Purchaser is Theodore M. Nelson, 90%, who has interests in KFEO-AM-TV St. Joseph and KLIK Jefferson City, both Missouri.

RAB asks 10 questions of station operators

Ten questions by which radio station operators can gauge their effectiveness with the public, advertisers and government were outlined last week by Kevin Sweeney, Radio Advertising Bureau president, before a dinner meeting of Wisconsin stations in Baraboo, Wis.

The ten questions are: "Did you have luncheon with customers or prospects twice or more often during the past week? Have you spent an hour or more with the largest local advertiser in other media in the past six months, showing him why he must spend at least one-third of his budget in radio? Would the governor of your state be able to identify you as to your occupation if he saw your name on a long list of persons invited to a reception? Have you written either your representatives in the House or either of your senators in the U.S. Senate to tell radio's side of the payola story? Do you have a clearly enunciated and understood policy on the music you play?"

"Do you have one programming experiment in progress? Do you have at least one person who works exclusively on news? Have you editorialized on any local, controversial issue in the past year? Have you ever taken issue with General Electric, Zenith, RCA, Emerson on their distributors when a co-op policy blocks the purchase of radio by dealers in your area? Do you insist on some standards of performance from your salesmen in regard to the number of daily calls, number of new-business calls, amount of business sold and coverage of the prospect list?"

Mr. Sweeney asserted that an answer of "yes" to less than five of those questions "means your station is not geared to compete for audience, business or the regard of the community in the next decade."

TWO WESTERN STATIONS

Two top properties located in excellent market. Consistently profitable, ideal for one owner, 29% down.

Both for $300,000.

MID ATLANTIC $250,000

Profitable fulltimer in multiple-station market. Outstanding reputation. Will pay its way after $75,000 down and balance over 7 years.

SOUTHEAST $200,000

Fifty thousand dollars cash will handle this profitable fulltime operation in good three station market. Long term payout can be negotiated. This one will pay for itself.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS


WEST COAST: Colin M. Sethp—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CREstview 4-2770.
I've been thinking about this: it's all over but the count. 61,030,000* live clearance. 98.3% coverage of the U.S. That's the count on the Patterson-Johansson fracas—carried exclusively on ABC Radio. It has to figure as the biggest figure ever in radio showmanship... a record-smashing demonstration of network radio impact. As such, obviously a hit with sponsors Fiat and Bristol-Myers. And a sample of the big-audience programs ahead on ABC Radio.

*SOURCE: BASED ON SPECIAL 100 CITY U.S. TRENDEX, JUNE 21, 1960. PROJECTED AGAINST U.S. NIELSEN COUNTY BREAKDOWN OF 1959 PATTeson JOHANSSON FIGHT, INCLUDING THE CANADIAN AUDIENCE.

ABC RADIO NETWORK

BROADCASTING, July 4, 1960
Out-of-home radios to reach record high

Out-of-home radio listening reached a new winter peak this year and promises to go on to a new all-time summer high, Dr. Sydney Roslow, director of Pulse, said last week. He based his report and prediction on a study of trends found in out-of-home surveys conducted by Pulse in 29 major markets. He thought the growth of the pocket-size transistor radio would be instrumental in carrying summertime out-of-home listening, always the peak of the year, to record heights.

The 29-city winter study was conducted between January and March and found that an average of 4.6% of all radio families—compared to 4.5% a year ago and 4.2% in 1958—reported listening to radio in cars, at work, or in other out-of-home places between 6 a.m. and midnight. Dr. Roslow estimated that on a national basis this represented an average of 2,287,900 families engaged in out-of-home listening during any given quarter-hour of the day.

In the 29 measured cities, out-of-home listening added an average of 28.7% to the in-home audience—two percentage points more than during the same period a year ago. But not all of the 29 markets showed out-of-home gains; 15 dropped from last winter’s totals, mostly by small margins. These losses were more than offset by gains in 11 while the figures in the three others were unchanged. Markets where out-of-home listening was highest in relation to the in-home audience were Kansas City (37% added to in-home audience), New York (32.9%), Dallas (32.3%), Fort Worth (32.2%), Los Angeles (30.1%), Birmingham (32%) and Chicago (30%).

CBS makes etv grant

CBS Inc. last week presented $75,000 in equipment and funds to help non-profit educational tv station KETC (TV) St. Louis to stay on the air. The gift was presented by Dr. Frank Stanton, CBS’ president, who addressed the St. Louis Educational Television Commission.

The gift included an antenna, a microwave relay system and a cash grant on behalf of KMOX-TV St. Louis (CBS-owned). Ray Witcoff, the commission chairman, said the educational station would have been blacked out were it not for the CBS help. A gathering of 175 educational, business and community leaders attended Dr. Stanton’s address.

And so no force, however great can stretch a cord however fine into a horizontal line*

No matter how you stretch it KROC-TV still averages over 80% of Rochester’s TV viewing audience.

$2,000,000 A DAY CHANGES HANDS IN THE ROCHESTER AREA

KROC-TV CHANNEL ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnel
G. David Gentling, gen’l. mgr.

NBC

Newsmen’s reprieve

A technicality, that he had been served with the citation less than the statutory 10 days before his appearances in court, caused the dismissal of a contempt citation against Pat Michaels, KTLA (TV) Los Angeles newsmen by Judge Russell S. Waite of Riverside, Calif., Superior Court. The citation had been issued when Mr. Michaels refused to answer questions of a grand jury regarding the source of his information about anti-Semitism in Elsinore, Calif., used in a tv expose, City of Hate. In its citation, the grand jury held that the section of the California Code of Civil Procedure giving newspaper reporters “privilege” not to reveal news sources does not extend to broadcast newsmen. District Attorney William O. McConnell was expected to file a new citation shortly.

Media reports

These chosen will choose: Kenyon Brown, KPOX Long Beach, Calif., has been named chairman of a committee to nominate members and officers for the 1961 Board of Directors of Radio Advertising Bureau. Other committee members are Victor C. Diehm, WAZL Hazelton, Pa.; Harold Krelstein, Plough Stations, Memphis, Tenn.; Elroy McCaw, WINS New York, and Weston C. Pullen Jr., Time Inc. Election of the board will be held at the annual RAB membership meeting in December.

New ABC-TV affiliate: KBMB-TV Bismarck, N.D., joins ABC-TV as a primary affiliate effective Aug. 9, it was announced by Robert L. Coe, ABC-TV director of station relations and John W. Boler, president and general manager of North Dakota Broadcasting Co. KBMB had been affiliated with CBS-TV.

New affiliates: ABC Radio announced June 24 signing of five new affiliates and one reaffiliation. New affiliates are KMED Medford, Ore.; WREA East Palatka, Fla.; WALD Walterboro, S.C.; WBRC Birmingham, Ala., and WMNI Columbus, Ohio. WKVA Lewiston, Pa., has reaffiliated with ABC Radio.

Northwest expansion: Hugh Feltis, owner of the Seattle radio-tv rep firm bearing his name, has announced expansion of activities to include a marketing division and incorporation under a new name. Now known as Feltis/Dove/Dever/Cannon Inc., the firm will continue to headquarter in Seattle with a Portland, Ore. service office. Officers of the new firm are: Hugh Feltis, president; Doug Dove, vice president—regional sales; Danny Dever, vice president—station services, and Wynn Cannon, vice president—marketing division.
Every 81/2 days (or 84 hours) since its introduction, broadcasters have bought a brand new, newest Gates BC-1T 1000 watt AM transmitter. What does this mean? It means that more BC-1T's have been sold to broadcasters than all other 1 KW models combined. It means that the Gates BC-1T is the largest selling 1000 watt broadcast transmitter manufactured in the world today. Here are 10 reasons why:

- Lower low frequency response than any kilowatt made today—for the new sound.
- Crisp sparkling new sound highs through extended high frequency response.
- Lower than low noise via the largest filter system of any 1 KW made today.
- Inbuilt dummy antenna, full size for 100% modulation with fail safe included.
- 10 cycle transformers throughout. 60 cycle American users have a 20% bonus safety factor as 50 cycle transformers must be built that much larger.
- No back door, all servicing from the front, including dead front, too. Save valuable floor space by installing near or against the wall.
- All relay control and protection, no circuit breakers. Easiest transmitter manufactured to remote control.
- Dual suction cooling with filtered air intake at bottom front.
- RF driver is modulated along with final amplifier for lower distortion at high modulation.
- Big Gates-made edgewound variable inductors in final tank and Pi-Net... no variable air condensers to flash over.

BC-1T price, $4,595.00 with tubes and crystal. For Class IV operation, 1000/250 watts, $4,670.00 complete. Delivery immediate. Terms where desired.

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Export Division: 13 EAST 40th STREET, NEW YORK CITY
In Canada: CANADIAN MARCONI COMPANY
GOVERNMENT

NBC-RKO DEAL IN COURT AGAIN

■ KRON-TV files antitrust charges, asks full hearing before FCC
■ Move follows failure of Westinghouse attempt to intervene

The largest station deal in history— involving NBC and RKO General exchanges and acquisitions in four major markets—is becoming the most disputed.

Several major developments took place last week as KRON-TV San Francisco, which stands to lose its NBC-TV affiliation, initiated these moves:
■ Filed a civil antitrust suit against NBC, RKO General and individuals involved in ownership and operation of the competitive KTVU (TV) Oakland, which NBC wants to buy.
■ Asked FCC to set KTVU’s license application for hearing. (KTVU has been operating on a construction permit since it took the air in March 1958.)
■ Asked FCC to consolidate in one hearing all the applications involved in the NBC-RKO deal, involving outlets in Philadelphia, Washington, Boston, and San Francisco.

Court Action A further development last week was a decision by the U.S. District Court, Philadelphia, denying a Westinghouse Broadcasting Co. petition to intervene in the NBC-RKO swap of Philadelphia and Boston outlets. This removed one of the obstacles to the exchange.

Applications for the individual station transfers had been filed with the FCC June 3 (Broadcasting, June 6).


Judge William H. Kirkpatrick, in denying the Westinghouse request to intervene, denied a plea based on what Westinghouse termed irreparable injury through loss of its Boston NBC affiliation if the network takes over the present RKO outlets in Boston. Reduced ability to compete in the sale of advertising and elimination of competition in the market had been claimed.

The chain deal had developed last autumn after NBC and its parent RCA had signed a Dept. of Justice consent decree requiring the network to sell its Philadelphia properties and to clear any additional station purchases through the department. This decree had grown out of a government antitrust suit brought in 1956 after Westinghouse exchanged its Philadelphia outlets for NBC’s Cleveland stations. Westinghouse got $3 million out of the exchange.

Justice Dept. has stated it had no objection to NBC’s latest moves, the 1959 consent decree requiring NBC clearance of such transfers. On the other hand Rep. Emanuel Celler (D-N.Y.), calling the consent decree “worthless,” has threatened to reopen his antitrust subcommittee’s hearings on network monopoly.

Barrier Removed Judge Kirkpatrick’s ruling thus removes one block to the series of station transfers. KRON-TV had entered the Philadelphia case but later withdrew.

KRON-TV (Chronicle Publishing Co.) charged in its antitrust suit, filed June 29 in U.S. District Court, San Francisco, that RCA and NBC have stations won’t 1954 to dispose of Cleveland and Washington outlets so they could get stations in two larger markets (fourth to eighth in size—Philadelphia, Detroit, Boston, San Francisco and Pittsburgh). They have used NBC’s “power to grant or withhold network affiliation,” KRON-TV charged.

In addition KRON-TV charged RCA-NBC tried to eliminate competition from other station buyers in major markets and to induce KTVU to withdraw from the broadcast business. If NBC acquires KTVU, it is claimed, competition for NBC-TV San Francisco affiliation will be permanently eliminated. This, it was contended, will cut network program sources available to KRON-TV and the Westinghouse-owned KPIX (TV) by 50%. And CBS is likely to buy a station in the market, it was added, should the NBC package deal go through, and the Bay Area station that doesn’t “sell” to CBS will be permanently denied a chance to affiliate with a tv network.

Impact on Spot KRON-TV said the opportunities to sell spot programs would be substantially reduced by the NBC-KTVU deal. It charged NBC’s spot rate at some of its odo stations is higher than the station rate for network programs and in some cases NBC stations won’t even quote a spot rate because time is reserved for network programs. The odox are used by the network as “price leaders” in alleged efforts to force independent station affiliates to boost their own spot rates above the network scale, the petition claimed. Finally KRON asks that the tv station licenses of NBC, RKO and KTVU be revoked for violation of Sec. 313 of the Communications Act.

The charge is made by KRON-TV that RKO, a General Tire & Rubber Co. subsidiary, is “in command” at KTVU. In its filings, KRON-TV says “substantial questions of trafficking and

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Broadcasting, July 4, 1960
Now it's up to the House to follow suit.

SENATE SUSPENDS SEC. 315
nine weeks before the election. Each hour, he said, would be rotated on the different networks for the use of presidential or vice presidential candidates. He said that after approval by the Justice Dept., he would seek the "necessary acquiescence" by the FCC and ask for a meeting with other network officials and political leaders to work out a commonly acceptable schedule.

The ABC president warned that candidates would end up debating a total of 24 hours during the nine-week period if each of the networks allocated eight hours. He suggested that such lengthy exposure of candidates on tv would contribute to sagging interest on the part of both the viewing public and the candidates themselves.

**Film firms absolved in anti-trust case**

U.S. District Judge William Herlands June 29 dismissed an anti-trust complaint brought by the government against Columbia Pictures Corp., Universal Pictures Co. and Screen Gems Inc. The trial was heard in New York last spring (BROADCASTING, March 28 et seq).

Judge Herlands ruled that the acquisition in 1958 by Columbia Pictures of 657 pre-1948 features from Universal for distribution by SG to tv did not constitute price-fixing nor did it tend to lessen competition in the tv field. Judge Herlands' decision gave Columbia the right to distribute the Universal features freely. Since April 1958, when the government action was initiated, Columbia was restricted by court order to offer for sale no more than 50 pictures during a given year.

Columbia spokesmen viewed as significant a portion of Judge Herlands' decision which asserted that "feature films are not a separate line of commerce and there is nothing unique about feature films as tv programming." The government had contended that features were different from other types of tv programming and were sold and scheduled on the air in a different manner.

**Blackout bill vote**

The Senate last week voted 73-12 to send back to the Senate Judiciary Committee a bill which would allow minor baseball clubs to impose blackouts in their cities of telecasts of major league games on days when the minor league team is playing at home. The bill proposes the same provisions for professional basketball, hockey, football and collegiate football.

The bill provides an alternative that the sports team being telecast could agree to split its tv receipts with the home team.

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**Still time for**

**PREMIUM POSITIONS AT REGULAR RATES**

[BROADCASTING YEARBOOK MARKETBOOK]

**LISTING ADVERTISEMENTS AVAILABLE ONLY IN THESE "BUYERS GUIDE" DIRECTORIES**

- U.S. Radio Stations (am & fm)
- Station Representatives
- Regional Radio Networks, Groups
- Canadian Radio Stations
- Equipment Manufacturers, Distributors
- Equipment Rentals
- Frequency Measuring Services
- Station Brokers
- Talent Agents and Managers
- News Services
- Program Services
- Closed Circuit TV Operators
- Subscription TV Interests
- Research Services
- Public Relations, Publicity, Promotion Services
- Schools
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- Book Publishers

**YOUR FREE EDITORIAL LISTING HERE**

**YOUR SALES MESSAGE HERE**

**1"**

**OR 3"**

**ADJACENCY GUARANTEED**

**LISTING ADVERTISEMENTS**

Single column (2½") wide by:

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<th>1&quot; deep</th>
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**MINIMUM PRODUCTION CHARGES IF WE FREE LISTING GUARANTEED.**

No production charge for "all type". Terms: Net—no agency commission allowed.

**FINAL DEADLINE JULY 25**

**GET MAXIMUM COVERAGE . . . USE THE INCH TO CALL ATTENTION TO YOUR LARGER SPACE**

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**BROADCASTING**

The Businessweekly of Television and Radio

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

Attached to this coupon is copy for our . . . . . . . . . . . . . (1, 2 or 3) inch listing advertisement:

(Please type copy and attach)

( ) Please send bill to Firm

Address

( ) Remittance enclosed

Per

BROADCASTING, July 4, 1960

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A Detroit law school dean, Charles Henry King, is poised in the wings ready to become the seventh member of the Federal Communications Commission.

However, just when Mr. King will assume his new post was very much up in the air late last week with the announcement that Congress would recess for the presidential nominating conventions and then reconvene in Washington. This action can delay the beginning of Dean King’s official duties for several weeks.

President Eisenhower sent the name of the dean of the Detroit College of Law to the Senate last Monday (June 27) to fill the one-year (until June 30, 1961) remaining in the term of former FCC Chairman John C. Doerfer. “There is not a chance in the world” that the Senate Commerce Committee, which must act on the nomination before the full Senate, will take up the King nomination this session, a committee spokesman said last week.

He was of the opinion that the committee was not expected to approve the nomination during this Congress. Mr. King’s name, under law, had to be placed before the Senate prior to adjournment before he could get paid as a commissioner under a recess appointment.

Recess Appointment — A White House spokesman said last week that the President planned to give Mr. King a recess appointment soon after the 86th Congress adjourned sine die. At the time, it was expected that this adjournment would come no later than this Saturday (July 9).

Now, however, Congress plans to return to Washington to continue the present session Aug. 15. This means, the White House said last week, that unless the Senate confirms Mr. King during the August session he will not receive a recess appointment until after final adjournment—probably sometime in September.

There was considerable speculation in Washington last week whether the President has the power to put Mr. King on the FCC while the Senate is recessed for the conventions. A half-dozen legal opinions were received from as many “experts.” In any case, the White House spokesman said, such an appointment is not contemplated—which means the commission will operate with six members at least until September.

Under Senate rules, since the current recess is for more than 30 days, the nomination of Mr. King will be returned to the White House and must be resubmitted in August. Although a recess appointment was planned eventually, the name was sent to the Senate before adjournment to assure that Mr. King could draw the $20,000 annual salary of a commissioner. Title 5, Section 56 of the U.S. Code provides that no money shall be paid to a recess appointee until confirmed by the Senate if the vacancy for which he was appointed existed 30 or more days prior to sine die adjournment. An exception, covering the present situation, provides for the appointee to be paid during adjournment if his name was pending before the Senate at the time of adjournment.

The present vacancy was created in the middle of March when former FCC Chairman John C. Doerfer resigned. The President first appointed Edward K. Mills Jr. to succeed Mr. Doerfer, but Mr. Mills’ name was withdrawn after a conflict of interest was disclosed by the nominee himself (Broadcasting, May 23).

Dean King’s name first entered the speculation as to who would be appointed to the commission some three weeks ago (Closed Circuit, June 13). After being tapped by the President last week, Mr. King said that he had no idea who proposed his name for the

FCC. He said that he has known David Kendall, White House aide who handles such appointments, for over 15 years and that Mr. Kendall is the only person from the White House staff to contact him. Mr. Kendall also is a native of Michigan.

Administrator Extraordinary — In 1944, the fortunes of the Detroit College of Law almost had reached the point of no return and the school was about to have to close its doors. In a move to keep the classrooms from being locked permanently, the board turned to one of the school’s young graduates and faculty member to place the college back in the good graces of lawyers and prospective students.

That the selection of Mr. King as dean and chief executive officer was a wise choice is self-evident through the tremendous advances made by the college under his administration. During his tenure, the college has been fully accredited by the American Bar Assn. and the Assn. of American Law Schools. The student body has grown from 68 to 350 and there are now 24 faculty members compared to five in 1944.

Charles Henry King was born in Gulfport, Miss., Aug. 8, 1906. Young Mr. King did not have much trouble choosing his life profession as his father, grandfather and great grandfather all were lawyers. After completing elementary school in Bradford, Pa., and high school in Detroit, he entered the law school which he now heads.

While an undergraduate he wrote a book, An Outing of Evidence, which sold enough copies to pay his final year’s tuition. “I still see a wanderer of it lying around every once in awhile.” Mr. King said last week. He received his LL.B degree from the Detroit College of Law in 1933 and immediately went into private practice in that city.

“In those days you took whatever you could get,” Mr. King mused when asked if he specialized in his practice.

Two years after graduation, the newly-appointed commissioner joined the College of Law faculty on a part-time basis and in 1937 returned to his alma mater as a fulltime professor. In 1939, he began commuting to Ann Arbor for graduate school at the U. of Michigan and received his masters degree in law in 1940.

He has been with the law college ever since, the last 16 years as the school’s administrative head. Dean King also has practiced law on the side, mostly appellate cases before the Michigan
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BROADCASTING, July 4, 1960
HARTKE SEEKS STUDY OF FCC

Charges 'chaos' in spectrum allocations

There is "chaos" in many parts of the telecommunications field and "serious overlapping" by government agencies, Sen. Vance Hartke (D-Ind.) said in introducing last week a resolution (SJ Res 211) calling for a five-man Commission on Organization of the FCC & Telecommunications Management to study:

- The organization and method of operation of the FCC and the laws applicable to that agency;
- The allocation, management and control of the radio spectrum under the Communications Act to determine how the frequencies may be used to the maximum degree;
- The role of the federal government in management of U.S. telecommunications resources;
- The organizational setup for carrying out government responsibility, particularly the "division of responsibility" under the Communications Act to determine whether changes should be made in existing organizations and/or the law to improve management of such resources;
- Present FCC methods and procedures used in carrying out its broadcast and non-broadcast functions to determine if any changes should be made to "insure "efficient and orderly administration."

Two members of the five-man group would be appointed by the President, one by the FCC, one by the president of the Senate and one by the speaker of the House, and would make a report and recommendations to the President within six months on any changes it feels are needed in the FCC or other government agencies. An identical report, leaving out classified data, would be made to Congress.

Sen. Hartke, a member of the Senate Communications Subcommittee, said the FCC is "hampered by split decisions and by lack of power to function in some fields of communications, sharing authority with a variety of agencies."

Radio transmissions to and from outer space are overcrowding an already overcrowded field, he said, adding that "no single individual or group of individuals knows what parts of the broadcast band are being used and on whose authority." He said he planned to offer "some kind of legislation" next year to try to "straighten out" communications problems, but that, meanwhile, a study is "essential."

Sen. Hartke said the radio communications field has "grown like Topsy," with overlapping of agencies and of civilian and military control. Legislation of "some kind" must come soon, he said, "perhaps centralizing authority and clarifying development."

Sen. Hartke's resolution differs from resolutions introduced last year by Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairman respectively of the Senate and House commerce committees, in that the two resolutions last year (S J Res 76 and H J Res 331) did not call for study of the FCC organization and functions. S J Res 76 and R J Res 331 envisioned possible reallocation as between government and non-government uses. Sen. Hartke's proposal is in more general terms. Magnuson and Harris proposals provided for appointment of a five-man commission by the President, who would appoint only two members under Sen. Hartke's plan. The Hartke resolution also differed substantially from a resolution (H J Res 292) introduced last year by Rep. William Bray (R-Ind.). No action was taken on any of the proposals of last year.

FCC says ch. 10 STA is in public interest

The reversal by the U.S. Court of Appeals last February of an FCC special temporary authorization to WABF-TV Baton Rouge was a special case involving special circumstances. It has not affected commission policy concerning temporary grants in comparative cases.

The FCC made this point last week when it filed opposition in U.S. District Court to a stay against an STA in the Vail Mills ch. 10 case. Requested by co-applicant, Vail Mills Broadcasting Co., the stay to a temporary grant made in 1957 to Capital Cities Broadcasting Co. for operation on WTEN (TV) charged that continued operation of the station would deprive Veterans of a fair and impartial hearing.

The commission told the court that the operation of WTEN on a temporary basis is in the public interest, providing needed service to the Vail Mills area. There is no similarity between Vail Mills and the Baton Rouge case, said the FCC affirmed. Baton Rouge, the court was told, involved a different set of legal and factual situations which are not present in this proceeding. The commission again reiterated that "no effect whatsoever will be given to any expenditure of funds by WTEN pursuant to temporary authorization. . . ." The commission said that the grant was made on a temporary basis with the understanding "that such operations must cease as soon as any perma-
nent grantee is ready to go on the air.”

Oral argument before the court has been set for July 7.

In a tentative vote taken May 27 after FCC oral argument, the commission favored Capital Cities in staff instructions.

An August 1959 initial decision by Hearing Examiner J.D. Bond to Capital Cities took note of the fact that five congressmen are minority stockholders in the company and made it "manifestly superior" in the area of civic participation. This decision was denounced as “political payola” by Sen. William Proxmire (D-Wis.) on the Senate floor (BROADCASTING, June 27).

WHO OWNS KRLA?

FCC to seek answer in renewal hearing

Because of past programming, contests and promotions and a question in the FCC's mind as to who actually owns the station, KRLA Pasadena, Calif., is going to have to face an FCC hearing on its application for license renewal.

In announcing the hearing last week, the commission set the following issues, among others, to be resolved: whether program proposals made by the present licensee, Eleven Ten Broadcasting Corp., when it purchased the station were given in good faith; a September 1959 “find Perry Allen” contest and the manner it was conducted; whether program logs were altered to show religious programs that were not actually broadcast, and whether the actual owner is Donald Cooke, as listed in FCC records, or his brother Jack Cooke, a Canadian citizen.

Donald R. Cooke, a station representative, purchased KRLA (then KXLA) last March for $900,000 from Loyal King (BROADCASTING, March 30, 1959). When he took over operation of the station the following September, KRLA programmed for three days only a continual stream of announcements heralding the change. Regular programming began with “KRLA’s Top 50 tunes”, Rocket News, chiefly one sentence bulletins delivered in high-pitched staccato and separated by wailing whistles and time signals (At DEADLINE, Sept. 7).

The station also held a “find Perry Allen” contest to focus the spotlight on a new disc jockey. On the Allen contest, the commission stated in a Sec. 309 (b) letter late last year that KRLA has admitted Mr. Allen actually was working for WKBW Buffalo, N.Y., on Sept. 4, 1959, the same day, the commission charged when KRLA stated over the air that he could be found in a Los Angeles restaurant

(FIELD STRENGTHS)

FCC switches course on field strengths

Signals were changed by the FCC for the third time last week in its proposed rulemaking to adopt new field strength tropospheric curve charts for vhf channels as part of an over-all plan to reduce mileage separations (BROADCASTING, June 13, May 9). Covered in last week's change were the upper-band (chs. 7-13) vhf channels only. This action supersedes an earlier change in all 12 vhf channels, announced early in May, for the upper band only with curves for chs. 2-6 remaining the same in the lower band.

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PAYOLA STEAMROLLER DETOURED
Senate to hold hearing on controversial sections of House bill

The Senate last Wednesday slammed the brakes on a snowballing, catch-all payola bill (S 1898) that had passed the House with ease the day before. Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee said his group will begin hearings in early or mid-August on provisions in the measure which would authorize the FCC to suspend broadcast licenses for up to 10 days and impose fines of up to $1,000 a day for misbehavior.

During House debate on the bill, members had batted down several floor amendments—submitted by congressmen sympathetic to broadcasters—which would have softened or modified the controversial suspensions and forfeitures. Before their overwhelming approval of the bill by a standing vote (208 to 15), they also voted down two attempts led by Rep. John B. Bennett (R-Mich.), ranking Republican on the House Commerce Committee and its oversight subcommittee, to write amendments into the bill for FCC regulation of the networks.

The Senate's recognition of the controversy over the suspension and forfeiture provisions and Sen. Pastore's decision to hold hearings does not mean the bill is dead. The August hearings are scheduled so as to give the committee time to hear testimony on the controversial sections and make recommendations to the full Senate on what action it feels should be taken.

House Debate — The almost solid House approval of the bill came after debate spread over four days, which began with a 70-minute denunciation by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and the Legislative Oversight and Communications & Power subcommittees, against Life magazine and the Knight Newspapers for carrying stories which charged that Rep. Harris and other congressmen had been living high on government expense accounts (Broadcasting, June 27). The series of stories has brought drastic revision of expense accounts practice by House members.

In his speech which brought cheers and handshakes from both Democratic and Republican members, Rep. Harris hinted that Time Inc. and Knight, both broadcast licensees, were among the chief foes of his payola reform bill and that the stories were published in retaliation for the oversight subcommittee's exposures of irregularities or irresponsibility involving the two publishers as broadcast licensees.

Before passing the bill, the House rejected these proposed floor amendments:
- That the $1,000-per-day forfeiture not be imposed unless a violation continues for five days after written notice has been served. By Rep. Charles R. Jonas (R-N.C.), 49 for, 90 against.
- That the licensee be allowed to go through a show-cause proceeding before a forfeiture is ordered instead of going directly to court after the order. By Rep. Jonas. 76 for, 105 against.
- That the forfeiture provision be deleted where a licensee has defied a cease and desist order. By Rep. George Meader (R-Mich.). 64 for, 91 against.

Ouch

At least four state broadcaster associations last week took positions against the license suspensions and forfeitures proposed in the payola bill (S 1898) passed by the House and now in the Senate.

Lee Ruwitch WTVJ (TV) Miami, president of Florida Assn. of Broadcasters representing 131 radio and 12 tv stations, urged Florida Sens. Spessard Holland and George Smathers and Chairman John O. Pastore of the Senate Communications Subcommittee to call for a hearing before passage of the "disastrous" provisions.

Tom Johnson, KTOK Oklahoma City, president of Oklahoma Broadcasters Assn., sent letters to the state's congressional delegation urging "serious and thoughtful reflection" on the problem of suspensions and forfeitures for violation of "such vague or ambiguous provisions as those now proposed."

Norman G. Gallant, WFAU Augusta secretary-treasurer, Maine Assn. of Broadcasters, wrote the Maine delegation the association is opposed to "punitive type" suspensions and forfeitures, saying the FCC already has sufficient authority to correct abuses and that broadcasters who intentionally or unintentionally violate laws and rules should have the opportunity to correct such malpractices.

John Shott, WHIS-TV Bluefield, president of West Virginia Broadcasters Assn., asked state broadcasters to register "strong opposition" to suspensions and forfeitures with their congressmen and senators.

- That the entire forfeiture section be deleted. By Rep. J. Edgar Chrenoweth (R-Colo.). Rejected by voice vote.
- That the FCC be required to regulate (but not license) all networks of two or more stations; that the FCC require reports on network ownership and operational policies, practices and activities; that it classify networks and issue rules requiring them to operate so as not to adversely affect the ability of affiliated licensees to operate in the public interest. By Rep. John B. Bennett (R-Mich.). 16 for, 101 against.
- Motion to recommit the bill to the House Commerce Committee for instructions to report it to the floor with an amendment that would require the FCC to license national (50-market) networks for three-year periods under conditions prescribed by the FCC in the public interest. By Rep. Bennett. 35 for, 149 against.

Amendments adopted by the House:
- That the license suspension may be invoked only for false statements "knowingly" made, "negligent or intentional" failure to operate as set forth in the license and "negligent or intentional" violation or failure to observe laws and FCC rules. (Thus, the FCC would have to establish "knowing," "negligent" or "intentional" offenses before invoking suspension.) By Rep. John Flynt (D-Ga.). Agreed to by voice.
- That forfeitures be invoiced only where a licensee has "intelligently or intentionally" failed to operate his station substantially as set forth in his license or has "negligently or intentionally" violated or failed to observe laws and FCC rules. (The FCC would have to establish deliberate failure to operate as set forth in the license or negligent or intentional violations or failure to observe laws and FCC rules). By Rep. William Avery (R-Kan.). Agreed to by voice vote.
- That the existing provision in the Communications Act allowing FCC members to accept honoraria be struck out. By Rep. Harris. Agreed to by voice vote. (Rep. Harris explained that this provision was non-controversial and that a bill to strike out the honorarium provision already had been approved by the Senate).

House opponents of the suspensions or the forfeitures charged these provisions were:
- Unnecessarily harsh, especially to small stations (forfeitures).
- Only the beginning of the "harm" that will be done. Rep. Cleveland Bailey (D-W.Va.) asked whether proponents
had considered broken program and advertising contracts that would result from suspension.

- Duplicitive. Rep. John Bennett (R-Mich.) said either the suspensions or fines would be adequate for FCC sanctions, but both would be more than necessary.

- Confers excessive power on the FCC. Rep. Ken Hechler (D-W.Va.) felt it would give the FCC power to intimidate stations because of the variability of the maximum and minimum suspensions or fines that may be imposed. Rep. Robert Hemphill (D-S.C.) thought it would lead to bureaucracy in government.

- Permits the FCC to impose censorship indirectly on station programming—Rep. J. Edgar Chenoweth (R-Colo.).

- Set a precedent for other governmental agencies to ask for similar powers, especially the forfeiture provisions—Rep. George Meader (R-Mich.).

- Excessive. Rep. Jonas proposed $200 instead of $1,000 forfeitures in an amendment which was defeated.

- Deprives a licensee, in forfeiture cases, of show cause processes as in cease and desist orders, and forces him directly into court—where issues “will be very narrow”—without notice, without hearing and without opportunity to “interpose a defense”—Rep. Jonas.

- Inhibits growth of small businesses (forfeiture) by imposing a fine on a small station licensee “for each day he contests and challenges” the FCC order, plus cost of litigation.—Rep. Meader.

- Rep. Avery’s amendments to confine suspension and forfeiture sanctions to offenses committed deliberately, knowingly or negligently would remove objections to the two provisions. He acknowledged other agencies might ask for similar sanctions, but said congressmen would “cross those bridges when we come to them.”

- Rep. John Dingell (D-Mich.) said the provisions will deprive no licensee of due process; that they are subject to “full and complete judicial review at every point”; and that it would be impossible for the FCC to act arbitrarily or capriciously even if it so wished.

- Rep. Harris said the forfeitures provision was added to the bill so the FCC could impose that instead of a suspension where it saw fit, thus offering an alternative to taking a station off the air. The provisions not only assure that licensees carry out their responsibility, but affords them protection and proper procedure, he said. Deletion of the forfeiture provision would make the penalty more severe for the station, he said.

Harms Stations • Rep. Bennett, in opposing the bill, said the absence of provisions for network regulation penalizes the stations for the sins of the networks. Noting the oversight subcommittee recommended licensing of networks, he said the networks dominate TV programming, yet are not held re-

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**How Harris’ payola strategy hit a snag**

Rep. Oren Harris’ stratagem for getting his multiple payola and other amendments to the Communications Act enacted without a hearing on the Senate side ran into trouble last week because of his insistence on license suspension and forfeiture features.

His House Commerce Committee’s decision a few weeks ago to junk Rep. Harris’ own bill (HR 11340) and graft its provision, in redrafted form, onto a Senate bill (S 1898) the House group has been sitting on since it passed the Senate last year was made in the hope the Senate would agree to the House amendments, including a virtual rewriting of an FCC pre-grant procedure designed and approved by the Senate to replace the McFarland Letter and protest provisions of the Communications Act.

Whether Rep. Harris’ plan might have worked became conjectural last week. The Senate Commerce Committee, apparently well briefed on the controversial nature of the suspensions and forfeitures, met Wednesday morning, the day after the House passage of the bill. The Senate group knew Senate and House leaders were at that moment in the process of deciding whether to recess at the end of last week and come back after the national political conventions to finish uncompleted legislation or to adjourn until next January.

The Senate committee decided it ought to hold hearings on the suspensions and forfeitures if Congress were to return in August. It planned to meet again the next day (Thursday) when congressional intentions about an extended session would be known. If it had been decided that Congress would adjourn instead of returning in August, the committee then planned to face the problem of whether to insist on hearings (and thus kill the bill), ask for Senate agreement on the House amendments or suggest a Senate-House conference to iron out differences.

Shortly after the Senate committee adjourned its Wednesday morning meeting the plan to return in August was announced and the committee was relieved of making that decision. Chairman John O. Pastore (D-R.I.) of the committee’s Communications Subcommittee thereupon promptly announced that hearings would begin in early or mid-August on the penalty provisions.
CRAVEN ON PROGRAM CONTROL

A member of the FCC last week took a verbal swipe at those who advocate government regulation of programming balance and content.

"Unfortunately, the advocates of this philosophy of government intervention in the processes of free speech are vague as to how constitutional guarantees affecting freedom of speech should be applied," Commissioner T.A.M. Craven stated last week in a letter to Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Commissioner Craven continued:

"While they advance the argument that radio broadcast channels are in the public domain and that broadcast licensees must operate in the public interest, they do not support this argument with any logical justification involving government intervention to enforce the 'right to speak' and the 'right to hear' in the field of broadcasting. Apparently, adopting the theory that the end justifies the means, they give little or no thought to the illegali..."
of an application without hearing or before a hearing begins, such petition to contain information to show the petitioner is a party in interest and that the grant would be against the public interest and to include affidavits of persons with personal knowledge of the facts alleged. The applicant would then be allowed to reply and the FCC then could deny the petition, giving reasons, or order a hearing, allowing parties in interest to participate upon qualification. The FCC could make temporary emergency grants for up to two 90-day periods, however.

- Requirement for applicants for new facilities or major changes to give notice, according to FCC rules, in the area to be served.
- Requirement for the FCC to consider whether it would be in the public interest to hold hearings in the area to be served.
- Prohibition of agreements by which one pending applicant pays another applicant for the same facility to withdraw unless approved by the FCC, the FCC first to determine that the amount involved does not exceed an amount "legitimately" and "prudently" expended by the withdrawing applicant in prosecuting his application.
- Exemption, where merger is contemplated in the agreement of the necessity for the FCC to determine whether the amount of payment is excessive.
- Authorization for the FCC to suspend stations licenses for up to 10 days for false statements "knowingly" made in applications or reports, any grounds warranting denial of an original application, "negligent or intentional" failure to operate as set forth in the license, "negligent or intentional" violation or failure to observe Communications Act provisions, or FCC rules, violation or failure to observe cease and desist orders and violations of the U.S. criminal codes. Requires a show-cause order to be issued before suspension is ordered.
- Relief for a station from having to make an on-air announcement for services or property furnished free or at nominal cost unless furnished in consideration for exposure beyond that "reasonably related" to the use of such property on the broadcast.
- Authorization for the FCC to require "appropriate announcements" in the case of program material furnished for political programs or programs treating controversial issues.
- Authorization for the FCC to waive requirements for announcements where it sees fit.
- Requirement for the licensee to exercise "reasonable diligence" in seeing that announcements are made when required.
- Requirement for station employees, networks and their employees, independent program producers and their employees or other non-licensees to inform the licensee of cases where payments or other services or property are furnished and an announcement is required and requires those who make payments or furnish property to do the same, with penalty of a $10,000 fine and a year's imprisonment.
- Authorization for the FCC to impose fines of up to $1,000 a day on a broadcaster who "negligently or intentionally" fails to operate substantially as set forth in his license or "negligently or intentionally" violates or fails to observe provisions in the Communications Act or FCC rules, or who violates or fails to observe an FCC cease and desist order.
- Prohibition of any person from helping contestants in broadcast contests of intellectual knowledge or intellectual skill to influence the outcome; prohibits persuasion, bribery or intimidation to cause a contestant to refrain from using his skill or knowledge in such a contest; prohibits deceptive plans to prearrange the outcome of such contests and games of chance; prohibits participation in producing or broadcasting a program knowing such deceptions are taking place. Penalty for violations: $10,000 fine and a year's imprisonment.

They consider to be their constitutional rights to address the nation on this modern medium for mass communication. One does not need the mind of a mathematician to understand that there are insufficient channels and time to permit all persons to use such limited facilities."

It is obvious, Commissioner Craven continued, that careful discretion must be exercised as to when and for whom stations should be made available. "And who is more qualified to exercise this discretion—seven government representatives sitting in Washington who logically cannot be appraised of the needs and desires of the many heterogeneous communities ... or the licensees who must meet the needs of the persons they serve in order to survive?" Commissioner Craven asked.

"The answer is inherent in the question. Nevertheless, advocates of government control of expression would have the commission substitute its judgment for that of the licensees of the stations. Apparently, no concern is given to the fact that such substitution could be accomplished only through arbitrary action on the part of the commissioners and by the most flagrant disregard of the licensees' primary responsibility."

The FCC can best exercise its statutory functions by requiring licensees to set forth reasons for believing their programming is geared to the public interest, Commissioner Craven said. By following such a course, the commission would not be passing upon program contest or balance or arbitrarily deprive the licensee of freedom of expression, he stated. "Nor would the commission be usurping authority in areas from which it is precluded by the Constitution and the Communications Act," he concluded.

Commissioner Craven asked that his statement be incorporated in the files of the Commerce Committee.

**Vhf booster measure goes to White House**

The Senate last week concurred with a minor House amendment to a bill (S 1886) to legalize vhf tv boosters and the legislation went to the White House.

The bill excepts vhf tv boosters from the Communications Act requirement that transmitting apparatus of broadcasting stations must be operated only by persons holding an FCC operator's license. It also authorizes the FCC to waive the requirement for a construction permit for vhf boosters now in operation.

Meanwhile, the FCC last week extended the period of "grace" for existing vhf booster stations 30 days from June 30 (Thursday). The Senate originally passed the bill Sept. 9, 1959, and it was approved by the House June 24, with amended language.
JUST ANOTHER PART OF TV

Video tape not motion picture, court says

A New York State Supreme Court justice has ruled that under United Scene nic Artists' contracts with the three TV networks, video tape is just another part of television broadcasting and does not involve work entitled to extra pay.

Justice Samuel M. Gold made the ruling in staying arbitration proceedings sought by the Scenic Artists' New York Local 829 against NBC, CBS and ABC. The union had claimed that video tape productions are in the same category as picture productions and therefore should be governed by motion pictures' higher pay rates.

In denying this claim Justice Gold noted that the union contracts with the networks, signed in November 1958, deal with employment "in connection with [the networks'] operations in television broadcasting in New York City," and that video tape at that time was already a part of the networks' television operations.

On the union's claim that video tape and film productions are closely akin, Justice Gold had this to say: "It is to be noted . . . that motion picture film is produced in motion picture studios and that the use of motion picture cameras and equipment is required, whereas video tape recordings are produced in television studios with television cameras and equipment."

The decision denied, too, the union's contention that the contracts were limited to live broadcasting. The union had advanced this claim as another argument for exempting vtr from the contract provisions.

Federal told the commission it had received a letter from Rep. John E. Moss (D-Calif.), member of the oversight subcommittee, which "shows that the renewals were improperly issued and . . . not in the public interest." Federal said Rep. Moss received a letter from FCC Chairman Frederick W. Ford on May 4, "which shows Miss Hennock to have been present during the vote . . . when in fact she had been absent."

Federal quoted the following excerpt from Mr. Ford's letter: "Following the March 11th meeting, it was the understanding of the Minute Clerk . . . that Commissioner Hennock was not participating in consideration of the Rochester ch. 10 applications . . . Notifications listing [her] as not participating were prepared . . . but Miss Hennock's legal assistant called the clerk and informed her . . . that the entry was to show Commissioner Hennock as abstaining from voting . . . . It appears however that during consideration of the Rochester ch. 10 applica-

FCC error claimed in Rochester grant

A long time controversy centering on the late Frieda Hennock, former FCC Commissioner, and her participation in the 1953 FCC sharetime grant of ch. 10 in Rochester, N.Y., has once again been brought before the commission. Federal Broadcasting System, licensee of WSAY Rochester, losing applicant in the 1953 grant, last week protested the license renewals of sharetimers WVET-TV and WHEC-TV on the basis of the Hennock affair.

Minutes of the FCC meeting at the time the grant was made showed the vote to be 3-3 but a final decision was granted on a 2-2 vote with Miss Hennock abstaining. Miss Hennock later told the House Legislative Oversight Subcommittee that a legal quorum was not present. Although not voting, she issued a strong dissenting opinion saying that the grant was "the worst thing that ever came out of the commission." Broadcasting, April 7, 1958.

IN THE HILL HOPPER

Here are capitated versions of new legislation of interest to broadcasters and advertisers:

HR 12625, Rep. Joseph E. Karth (D-Minn.)—outlaw practice of advertising or offering a product for sale at less than its delivered cost (for purpose of inducing customers to come to a place of business). Provides for recovery of triple damages to competitors injured by such "loss leader" or "bait advertising" practices and for injunctive relief through the courts. Penalty, $5,000 and a year's imprisonment. June 14. Judiciary Committee.

HR 12665, Rep. John Brademas (D-Ind.)—repeal the manufacturer's excise tax on radio and TV sets. June 15. Ways & Means Committee.

HR 12662, Rep. Joseph E. Karth (D-Minn.)—prohibits advertising claims falsely representing that a product is being offered at wholesale price. June 15. Commerce Committee.

HR 12758, Rep. Philip J. Philbin (D-Mass.)—permits tax-exempt organizations to engage in propaganda or influencing legislation if the purpose of such practices is relevant to the purposes which qualify such organizations for tax-exempt status. June 21. Ways & Means Committee.

HR 12831, Rep. John Dingell (D-Mich.)—term as "misleading" the advertising of prescriptive drugs by brand name if the brand name is not also accompanied by the generic name of the drug. June 27. Commerce Committee.

IN THE HILL HOPPER
concerned about the added cost of the new equipment which is estimated anywhere from $150 to $500. Both NBC and CBS favored the rulemaking idea, but stipulated that it should be discarded if cost to station owners is too high. ABC supported the NAB comments which show that cost of the equipment can run as high as $1,500 and would cost the broadcast industry some $10 million.

The proposed rulemaking would make all stations install equipment making automatic broadcast of the Conelrad attention signal and the triggering of public receivers. KHF-AM-FM Wichita, Kan., stated that the plan adds “more to the burden” already borne by broadcasters. WCCO-AM-TV Minneapolis stated that, in general, there are no receivers which can receive the proposed attention signal.

Deadline for comments was June 13.

Government briefs

Common carrier hearing  ■ FCC has granted protest of Springfield Television Broadcasting Corp. (WRLP [TV] [ch. 32]) Greenfield, Mass., and designated for hearing applications of New England Microwave Corp., to provide common carrier tv relay service to a catv system at Athol, Mass. The commission authorized New England Microwave to continue construction pending a final decision.

Idaho grant  ■ The FCC has granted an application for ch. 10 in Pocatello, Idaho. The grant was made to Sam H. Bennion, sole owner, who proposes to operate the station with power of .595 kw visual and .296 kw aural. Mr. Bennion is a petroleum distributor, has also applied for tv stations in Idaho Falls (ch. 8) and Twin Falls (ch. 13), both Idaho.

Site change  ■ The FCC has granted WKZO-TV Kalamazoo, Mich. an application to change its transmitter site. The station’s transmitter will now be located 22 miles north of Kalamazoo and 18 miles south of Grand Rapids. It will be changed from a location 7 miles north of Kalamazoo and 32 miles south of Grand Rapids. In making the grant to WKZO-TV, the commission denied a petition by WKNX-TV Saginaw, Mich., which sought to withhold action or deny the Kalamazoo request.

Two repeaters  ■ Grants were made by the FCC last week for two Minnesota translator stations. Owned by Leech Lake TV Corp., the new stations will translate programs of KDAL-TV and WDSM-TV, both Duluth. Operating on chs. 72 and 76, the repeaters will be located in Walker, Minn.

Kahn comments  ■ Kahn Research Labs Inc., Freeport, L.I., N.Y., has won a point with the FCC. Its petition for rulemaking to permit am stations to operate with a compatible single sideband will be the subject of further FCC study (BROADCASTING, Jan. 25). The commission has invited comments by Sept. 30 on the Kahn petition. The firm claims that its system will better reception, with less interference, by existing receivers without modification. FCC now seeks answers to specific questions concerning the need and desirability for the proposed rulemaking.

No extra ID  ■ A request for a waiver of rules to allow WJPB-TV Harrisonburg, Va., to identify itself with two other cities has been turned down by the FCC. The ch. 5 station sought to identify itself as Harrisonburg-Staunton-Waynesboro.

More on towers  ■ At the request of Storer Broadcasting Co., the FCC has extended to July 19 the time for reply comments to its rulemaking proposal regarding construction, lighting and marking of antenna structures. The commission has proposed amending the rules to eliminate the Airspace Panel and give its authority over antennas to the Federal Aviation Authority.

Court upholds FCC’s Red party questions

By a 2-1 vote, the U. S. Court of Appeals in Washington last week upheld the FCC’s right to ask the holder of a broadcast license whether or not he has ever belonged to the Communist Party or any organization advocating the overthrow of the U. S. government.

The question of the commission’s right was put to the court by Morton Borrow, holder of a first class operator’s license and employed by WPEN Philadelphia, whose application for license renewal was dismissed in December 1959. Mr. Borrow refused to answer the two questions and asked for a hearing which was granted. After revocation of his first class permit, he appealed to the court (BROADCASTING, May 30).

The court majority, Chief Judge E. Barrett Prettyman and Circuit Judge Wilbur K. Miller, said “it would be difficult to imagine” a question more relevant or more material to the qualification of a radio operator than the one on seeking to overthrow the government. Power to use radio should not knowingly be granted to those advocating such action, the court ruled. Dissent was issued by Circuit Judge George T. Washington who said FCC should not be empowered to deny a man his livelihood and hit the “flimsy framework” of the commission case.
PROGRAMMING

WHAT'S NEW ON DAYTIME TELEVISION

Network plans for fall show there are few changes in store

Weeday television is shaping up for the fall with program shuffles on each network. New serials are born to replace those that die. A mobile tape show is added by one network as a similar series is scuttled by another. Two game shows will have their first time out this fall on separate networks, and a morning variety show is leaving. Otherwise, viewers will have roughly the same selection of games, drama and reruns they are used to. One standard, *Queen or a Day*, is sure to remain but its dial address is uncertain between ABC-TV, which made a deal to get the show, and NBC-TV, which has it now and intends to keep it.

Major changes in the three schedules are noted below, followed by the Monday-through-Friday, 7 a.m. to 6 p.m. lineups.

ABC-TV to fill a new hour at the top of its card, ABC is doubling *Day In Court*, adding a “morning session” in the 11-11:30 leadoff spot, and programming a new afternoon series, *Road to Reality*, at 2:30-3 p.m. Two established afternoon hours are being acquired, while two others will be

struck. *Love That Bob* moves from 12:30 to the half-hour 60 minutes earlier. The network had announced for this spot a new serial, *Hope Springs*, but this apparently has been abandoned with intended acquisition of *Queen For a Day*. Reruns of *The Texan*, currently on the CBS nighttime schedule, replace *Restless Gun*, 12-12:30, the latter banished. ABC wants to start *Queen For a Day* in the 12:30 half-hour beginning Oct. 10 but is prepared if necessary to fill with something else until expiration of the NBC contract at the end of the year. NBC is contesting ABC's announced acquisition of *Queen*, holding it has a verbal agreement for renewal (*Broadcasting*, June 27). The rest of the current ABC schedule stands, with *Road to Reality* in for the *Gale Storm Show*, which is dropped in the fall.

*CBS-TV * Three new half-hours, a game and two serials highlight the fall lineup (*Broadcasting*, June 27). The game, *Video Village*, replaces at 10:30-11 a.m. Jack Linkletter's mobile tape show, *On the Go, Far Horizon*, which may show up at 11:30 under a different title, and *Full Circle* are the new 30-minute serials, the latter already on the air instead of *For Better or Worse*, which left the network last month.

*NBC-TV* Changes are localized in the afternoon, with *Queen For a Day* moved to the end half-hour of the day, 4:30-5 p.m., and a new entry, *The Jan Murray Show* subtitled *Charge Account*, substituted at 2-2:30. This is described as a game with elements of comedy and marks the return of the old *Treasure Hunt* m.c. after that show was cancelled in last fall's purge of prize programs. The network is enthusiastic about another addition, *Here's Hollywood*, which will tour the film capital on tape, presenting interviews, fashions, fan news, interior decorating and film-location features. *Here's Hollywood* goes in at 4-4:40 p.m. in the place of *Comedy Playhouse* reruns which will be seen no more. *Make Room for Daddy*, 3:30-4 p.m. reruns of the *Danny Thomas Show* now on lately on CBS-TV Monday nights, will replace *From These Roots*, which is being dropped.

1660-61 NETWORK DAYTIME SCHEDULE
(Monday through Friday)

| 8:30-9   | ABC-TV News (8-8:15) | CBS-TV Captain Kangaroo (8:15-9) |
| 9:30-10  | December Bride       | Love Lucy                        |
| 10:30-11 | Video Village        |                                  |
| 11:30-12 | Day In Court         | Far Horizons                     |
| 12-12:30 | The Texan            | Love of Life                     |
| 12:30-1  | Queen for a Day Search for Tomorrow (12:30-12:45) |
| 1-1:30   | About Faces          News (1-1:05) |

**WGN-TV to syndicate Notre Dame football**

The U. of Notre Dame will televise all its football games this fall on a national delayed basis, with WGN-TV Chicago's syndication sales department handling sales and distribution rights for the video taped versions.

For Notre Dame, it will mark the second straight year of delayed telecasts. For the Tribune Co.'s station, it will assay WGN-TV's first solid entry in the vtr syndication field. Among other properties slated for distribution: the award-winning *Great Music from Chicago* and *The Blue Fairy*. Over 100 stations are expected to carry the 1960 Notre Dame football schedule.

A third principal in the agreement is Newspix Inc., N.Y., which will provide transmission and network facilities. The fourth: Notre Dame's own commercial property, WNDU-TV South Bend, Ind.

Plans were announced Thursday by Thomas Hamilton, general manager of WNDU-TV; Mickey Greenman, president of Newspix, and Edward W. (Moose) Krause, ND athletic director.

The telecasts will be produced by WNDU-TV and video taped for delayed playback, in most cases for Sunday televiewing. Harry Wismer will handle play-by-play and Mr. Krause the color background. Games will be edited to one complete hour with every play and will be offered for sponsorship. The telecasts will run Sept. 24 through Nov. 26.

**The fight box office**

TelePrompTer Corp., New York, announced last week that more than half a million spectators paid a record $2,274,662 to view the closed circuit telecast of the Patterson-Johansson
Is a charity telethon worth the effort?

The National Foundation (polio, arthritis and birth defects) and WTTG (TV) Washington were asking themselves this question last week after a detailed accounting was made public of the expenses and donations involved in a 14-hour Jan. 9-10 telethon that the station aired for the cause. The results:

Contributions—$6,000 from the studio audience, plus $16,000 from viewer pledges (viewers actually pledged a total of $41,000, but later $25,000 worth couldn't be collected); expenses—$21,850; net profit for the charity—$150.

Where did all the money go? Officials felt that was a question, considering the fact that WTTG donated $9,600 worth of air time, station talent participated in various promotions and extensive free facilities and cooperation were given by local food and transportation firms, hotels, the telephone company and others.

According to the National Foundation's accounting for the total of $21,850 in expenses, $5,000 was spent for talent on the show, headlined by Eddie Bracken and John (Sheriff of Cochise) Bromfield, plus about 20 others; $3,500 went to WTTG to reimburse the station for union personnel (weekend overtime) and other technical expenses; $2,500 as fee to telethon producer Chris Sheldon; $1,000 as fee to Kodinsky Telethon Consultants, New York; $1,500 for rental of George Washington U.'s Linsner Auditorium, plus $500 to adapt the auditorium to telethon use; $1,000 fee to Theatre Authority; $750 fee to William Morris Agency; $500 to telephone company for 90 phones to use on air for collecting pledges (bill was actually $3,700, but the phone company said to forget $3,200 worth of it); $1,200 for orchestra, and $4,400 for incidental expenses such as press luncheons, art work, mailings and long distance phone calls to arrange talent and other details.

Frederick Rummage, executive director of the Metropolitan Washington Committee of the National Foundation, considered the telethon was, overall, a success. He praised Producer Sheldon and commented, "for a UGF (United Givers Fund) town, I think we did a good job. Only an extremely poor percentage of collection of pledged contributions (about 39% as compared to the national average of about 85%) prevented a financial success—which wasn't our only objective. Publicity, too, was a goal and we accomplished that."

WTTG officials were reluctant to be quoted, but unofficially it appeared that the chances of any future telethons are nil.

Detroit specialty fm

Jazz fans and classical music connoisseurs will each have fm stations devoted to their interests in Detroit soon. WABX (FM), which schedules only concert and classical music, went on the air May 4. WIPE (FM), with an all-jazz format, expects to begin broadcasting before the end of the year.

Cerritos Broadcasting Co., which operates KNOB (FM) Long Beach, Calif., another all-jazz station, has granted a construction permit by the FCC on 92.3 mc with initial power of 10 kw. The antenna tower will be 150 feet tall, located atop the Cadillac Bldg., which will also house WIPE's studios.

WABX has announced a policy of accepting spot announcements only on the hour and half-hour, guaranteeing the listener 30 uninterrupted minutes. The station's music station operates on 99.5 mc with 36.4 kw. It is located atop the David Stott Bldg. in downtown Detroit.

FILM COMPANIES SEEK DEALS

Packages include big post-'48 features; stations probed on possible pricing

There was a new and sudden spurt of activity last week by holders of feature films yet to be shown on television. The activity included a probing of stations on possible pricing for a Screen Gem's package of Columbia Pictures' product released theatrically in the post-'48 period, and a dangling before the tv industry of Samuel Goldwyn's feature film holdings.

An SG spokesman acknowledged that its sales officials have approached stations throughout the country to ascertain their views on Columbia's post-'48 features. He said that within a few weeks, after collecting the opinions of tv station executives throughout the country, SG and Columbia will decide whether or not to release the features. The spokesman added that no sales policies have been decided with regard to the sale of the features as a bulk package or in several groups. He estimated some 350 Columbia features are in the post-'48 library.

The Goldwyn product actually is in two parts: a package of 45 pre-'48 films and a number of post-'48 movies. The pre-'48 pictures are being sold first.

Enter Erickson — Rodney Erickson, a Warner Bros. consultant and ex-Young & Rubicam executive, is handling the sale of films for the Goldwyn company. For this purpose, he's reactivated Rodney Erickson Enterprises Inc., New York, which has been assigned the sales task. Mr. Erickson, who has completed an assignment selling NBC-TV's political coverage this year, obtains a percentage of the sale gross.

At present, Mr. Erickson aims for a network sale of such titles as "Wuthering Heights," "Pride of the Yankees" or "Little Foxes." In the pre-'48s also such films as five Danny Kaye and two Bob Hope features. Mr. Goldwyn's "Hans Christian Anderson," which was released in 1952, will be offered slated for Christmas season showings. Once the network phase is over for the few top pictures, the package of films will be placed in syndication (via markets and stations).

It is expected that the Goldwyn package will bring one of the largest sums of any theatrical film collection yet made available for home viewing via television. One of the package is "The Best Years of Our Lives" released in 1946 and a winner of top awards. Many of the movies date from the early days of sound pictures, some films starring Ronald Coleman and Eddie Cantor (Broadcasting, May 9).
EDUCATORS GIVE AWARDS

Networks, stations honored for programs

ABC, CBS and NBC were honored with Silver Bell awards presented by the National Education Assn. for distinguished interpretive reporting on education. The awards were made last week at the second general assembly of the NEA at its convention in Los Angeles.

In television, CBS won two awards—for documentary interpretation (“Who Speaks for the South?" produced by Fred W. Friendly), and for discussion (“How Can We Improve Our Education for Leadership?)” in the Great Challenge series. NBC won two awards—for documentary interpretation (“Back to School” produced by Reuben Frank), and for dramatic interpretation (“The Secret of Freedom" produced by Robert D. Graff). ABC won an award for dramatic interpretation for a segment of the Leave It to Beaver series (“Teacher Comes to Dinner” produced by Joe Connelly and Bob Mosher).

In radio, CBS won an award for documentary interpretation for “Education Limited,” a segment of the Hidden Revolution series produced by Arthur Rabin. In the same category, NBC won an award for “Education in America,” 90-minute program in the Image America series produced by Peter Lasally. The National Educational Television & Radio Center also won an award in this category for Everybody’s Mountain, a 14-week series produced by Robert Lewis Shayon and broadcast through the facilities of the 79-station National Assn. of Educational Broadcasters.

A number of individual stations were presented awards for state or local reporting. Those stations are KRON-TV San Francisco; WNEM-TV Bay City, Mich.; KMOX-TV St. Louis, Mo.; WRVA-TV Richmond, Va., and KOMO-TV Seattle. The award to KRON-TV San Francisco was made for a 13-week series produced in cooperation with the California Teachers Assn. and carried by 20 stations. The New Jersey Broadcasters Assn. was given an award for cooperation with the New Jersey Education Assn. in placing a daily five-minute radio program on 15 member stations.

Similar awards were made to newspapers, magazines, press associations and companies for public service advertising on behalf of education.

UAA files court suit against W. Va. catv


UAA, which is affiliated with United Artists Corp., distributes Warner Bros. features, Popeye cartoons and other shorts and cartoons. It has sold such films to TV stations in Pittsburgh, Steubenville, Ohio, and Wheeling, W. Va. NWL operates catv’s in Clarksburg and Fairmont, both in West Virginia.

The suit charges that NWL receives the telecasts of these TV stations and reproduces programs over its own facilities “without payment and without consent of the copyright owner or the TV stations.” UAA seeks an injunction, damages and “an accounting of profits.”

A similar case (Broadcasting, June 13, brought by KXLF-TV Butte-Helena, Mont., ended with a court decision that the TV station had no property interest “by copyright or otherwise” in any programs broadcast or in any “signals or programs” received on the catv system.

SEG wins support

Board of directors of Screen Extras Guild Thursday (June 30) unanimously voted to ask the guild’s membership for authorization to call a strike against the Alliance of Television Film Producers. A report on the situation will be made at the annual SEG member-ship meeting July 8. Following that, the membership will be polled by a secret mail referendum. Meanwhile, a National Labor Relations Board hearing on SEG charges of unfair labor practices by ATFP started last week. The guild alleges that ATFP is unfair in refusing to bargain independently of the Assn. of Motion Picture Producers. SEG contracts with both organizations expired April 2, 1959.

If the Screen Extras Guild calls a strike against the Alliance of Television Film Producers and the Assn. of Motion Picture Producers and other producers of motion pictures for TV and theatrical release, it will have the support of the Associated Actors & Artists of America, AFL-CIO parent of all U.S. performers’ unions. Approval and support of such a strike was voted by the AAAA international board at its annual meeting in New York SEG contracts with the producers expired April 2, 1959, and no new contract has been negotiated. SEG asked for separate negotiations with ATFP, contrary to previous joint ATFP-AMPP bargaining sessions, and on ATFP’s refusal to bargain individually SEG went to the National Labor Relations Board, which issued a complaint against ATFP on which hearings began Wednesday (June 29).

SAG-AFTRA merger now seems unlikely

Possibility of a plan of mutual cooperation between the American Federation of Television & Radio Artists and the Screen Actors Guild rather than a merger of the two talent unions that has arisen, it was revealed following a three-day meeting of the merger committees of the unions in Hollywood, June 24-26.

A joint statement issued following the sessions said that “there was full discussion of the Cole merger plan,” but added that “both SAG and AFTRA committees have reservations regarding the organization plan drawn by Mr. David Cole.” Mr. Cole was hired jointly by the two unions to draw up a plan for a merger if his studies should prove that merger is a feasible idea. His recommendations, issued early this year (Broadcasting, Feb. 22), were strongly in favor of a merger.

After the meetings, which included a lengthy discussion of an alternative plan of mutual cooperation between the two organizations, both committees were to report back to their national boards. The SAG committee made its report last Monday (June 27) and was instructed to continue its exploration of the cooperation plan.
 Writers end strike against tv films

The strikes of Writers' Guild of America against the producers of filmed programs for television, launched Jan. 16, are now at an end. At 5 a.m. June 25, following an all-night session, the tv networks accepted for their tv film productions the same six-year pact previously agreed to by the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (for the tv program operations of the major movie studios) (BROADCASTING, June 27).

Terms of the agreement negotiated between WGA and the tv networks are identical to those with ATFP and AMPP, with one exception. Recognizing that networks may put tv films on as sustaining programming or may sell a time-and-program package at a special rate, the joint fact-finding committee (now expanded to include representatives of the networks along with WGA, ATFP and AMPP) will determine in such cases what the writers' royalty payments for reruns should be. In normal circumstances of the producer's sale of rerun rights to an advertiser or broadcaster, the writer is to get a minimum of 4% of the gross rerun revenue and more if an analysis of past sales indicates it is justified.

The royalty provision, replacing the current system of rerun payments on a percentage of the original sale price of the tv film script, is to go into effect in either two years (if the producers agree) or four years (in any event).

Farm directors air problems

The role of radio and television in telling the story of the American farmer was the main topic of discussion at the spring meeting of the National Assn. of Television and Radio Farm Directors in Fresno, June 23-26.

Attended by more than 200 members of the association, the meeting re-emphasized the importance of farm broadcasting both for dissemination of news to the farmer and also in keeping the public informed about agricultural problems.

William Warne, Director of Agriculture for the State of California, told the meeting that farm broadcasting is more important than ever to farm families across the nation who have "enormous interest" in agricultural news provided by broadcast media. Mr. Warne also stressed that farm broadcasters keep the public informed of farm problems which influence our economy and politics.

Wally Erickson, NATRFD president and farm director for Triangle Broadcasting stations, said convention members toured agricultural installations in the San Joaquin Valley "to learn and carry back information to the listeners."

Program notes

Flamingo's radio plans - Flamingo Films Inc., New York, has established the Flamingo Radio Dept. headed by Murray Grabborn, former ABC vice president for owned stations. Flamingo President Ira Gottlieb said the move was another step toward expansion since the distributor was acquired by the Buckeye Corp. last year. Flamingo Radio's first undertaking will be distribution of musical service announcements, offering a catalog of promotion spots, IDs and introductions to time, weather, news and business segments. Faillace Productions, New York, will execute the musical spots.

Programming assistance - Program Dynamics, N.Y., will open shop on August 1 as a new program consultant company, under the direction of Hal Moore, former WCBS New York program director. Mr. Moore will offer radio stations and station representatives analysis of programming, production, promotion, music and 'station image'. In addition to on-the-spot station program analyses, stations may submit air checks or audition tapes for analysis, criticism and recommendations for alterations.

There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!
Broadcast Advertising


Henry G. Fowness Jr., vp and eastern division manager of MacManus, John & Adams, N.Y., elected to board of directors. Mr. Fowness, who was with Mildred Fenton Productions, N.Y., as producer - director, joined MJ&A in 1950. He was vp and supervisor, radio-tv department until his appointment to managerial post.

Howard E. Whiting, vp, account supervisor and director of operating committee, appointed vp and manager of Montreal office of Leo Burnett Co. of Canada Ltd. Mr. Whiting joined Burnett at Toronto in 1957 as manager of media-research and shortly later was promoted to account supervisor. He was named vp in 1958 and director and operating committee member in 1959.

Sidney Wallach, formerly vp of Grant Adv., Hollywood and Toronto, joins Massey-Ferguson Ltd., North American Operations, Toronto, as advertising manager. Prior to his association with Grant, Mr. Wallach was western regional director of ABC, and on editorial staffs of New York Herald-Tribune and St. Louis Post-Dispatch.

FATES & FORTUNES

Maj. Gen. Harlan C. Parks, USAF, leaves military service to join McCann-Erickson as general corporate executive. He will take over administrative duties of Wilbert G. Stilson who retires this year as executive vp and general manager of McCann-Erickson Inc.

Roger A. Purdon, senior vp in N.Y. office, named creative director.

James A. Gordon appointed assistant advertising manager of H.J. Heinz Co.

Chester G. Gifford named president of Simoniz Co., Chicago (waxes and polishes), succeeding Elmer Rich Jr. who becomes board chairman.

Eugene C. Judd, formerly with Narragansett Brewing Co., joins Coty Inc. as advertising director.

Ira L. Joachim, advertising and sales promotion manager, Pilot Radio Corp., joins copy department of Donahue & Coe, N.Y.

David Herzbrun, formerly promotion director of CBS Radio, joins Doyle Dane Bernbach, N.Y., copy staff.

Jim Wenke, formerly in news bureau of WCCO Minneapolis, joins Padilla & Sarjeant, pr firm, that city.

Victor Keller joins pr staff of Gray & Rogers, Philadelphia advertising, merchandising and pr agency.

Robert A. Murphy named director of radio and tv films for Allied Adv., Cleveland. He formerly was with Cincraft Productions.

Kent M. Redgrave, formerly with WBAL-AM-TV Baltimore, joins MacMellan Assoc., Baltimore advertising agency, as consultant on radio-tv plans and production.

Phyllis Cunyngham, copy group head of drug and cosmetic division of Kasto r Hilton Chesley Clifford & Atherton, N.Y., elected vp. Miss Cunyngham joined agency in Fall of 1958. Previously she was with Dowd, Redfield & Johnson, that city, as copy group head on drug and cosmetic accounts.

Bill Jay joins Los Angeles office of BBDO as account executive on Pepsi-Cola.

L. E. Minkel, formerly with Mack Trucks, joins Studebaker-Packard Corp., as vp of marketing. He will have charge of all S-P marketing, advertising, sales and sales promotions.

Will C. Long, formerly copywriter, Al Paul Lefton, N.Y., joins Fuller & Smith & Ross, that city, as senior copywriter.

Richard F. Reynolds, in radio-tv department of D.P. Brothers & Co., Detroit, appointed vp and director of radio and tv. He has been with agency since 1955. Previously, he was general manager of Cincraft Productions, Cleveland.

Norman Cohen, controller, administrative assistant, Mogul Williams & Saylor, N.Y., elected secretary.

David H. Kutner, formerly vp and general manager of Motorola Sales Inc., Chicago, appointed executive assistant to vp of Helene Curtis Industries, that city.

Albert H. Coleman appointed general sales manager, food products division of Pet Milk Co.

Richard F. Casey, vp, director of research at Benton & Bowles, N.Y., elected member board of directors. Mr. Casey joined agency in 1957 as project director, was named to present post same year. Prior to his affiliation with B&B, Mr. Casey was research executive with National Analysts Inc. for 8 years.

Robert Miller, formerly of Cleveland Broadcasting, joins N.Y. sales staff of Venard, Rintoul & McConnell.

Helen Macarthy appointed media director for Nahas-Blumberg Corp., Houston advertising agency. She formerly was with ABC and Henri-Hurst & McDonald as media buyer.


Audian Paxson, formerly sales manager of KROD El Paso, Tex., to White & Shuford, advertising agency, that city, as account executive.
Edward W. Harbert II, account executive on Pepsi-Cola, Kenyon & Eckhardt, N.Y., appointed account executive for K&E's corporate pr.

The Media

Selvin Donneson, sales manager of WWRL and WRFM (FM) both New York, elected vp. Mr. Donneson joined WWRL in 1947, as times salesman, later advancing to other positions in sales department.

Robert Churney, sales manager at KGVO Missoula, Mont., promoted to station manager. Previously, he was sales manager at KBMN Bozeman, Mont.

Ross Donaldson and W. Preston Wood promoted to director of creative services and manager of script services, respectively, at NBC-TV. Mr. Donaldson was director of script services and Wood programming executive.

James L. Tomlin, formerly with WLUC-TV Marquette, to WLUK-TV Green Bay, both Wisconsin, as general sales manager.

Marvin W. Harms Jr., Avery-Knodel, Chicago, named assistant director of tv sales. Mr. Harms, who joined company in 1955, previously was with Edward Petry Co. and George Hollingbery Co., both Chicago.


John W. Kiermaier, assistant director of public affairs for CBS News, promoted to director of public affairs. He will supervise all informational programming for both CBS-TV and CBS Radio.

Frederick H. Garrigus, manager of NAB organizational services department since formation five years ago, has resigned with abolition of unit by association's policy committee. He formerly was with WEEI Boston when station was managed by late Harold E. Fellows. Organization functions taken over by Howard H. Bell, NAB vp.

Cliff Yaney, formerly of WCHB Inkster, to WABX-FM Detroit, both Michigan, as chief engineer-program director.

Peter B. Kenney, station operations consultant for NBC International, named station manager of WRC-TV Washington. With NBC since 1956, Mr. Kenney has been in Buenos Aires assisting NBC International in formation, construction and operation of ch. 9 (station CADETE), which went on air there June 9. Mr. Kenney joined NBC when it acquired WNBC (TV), uhf outlet in new Britain-Hartford, Conn., of which he was general manager. He had been with station since 1946, continued as vp and general manager until network sold it in 1959.

A. B. (Bill) Hartman appointed sales manager of WBZ Boston and WBZA Springfield. He formerly was with WICE Providence, R.I., in similar capacity. Prior to that, he was account executive at WJZ-TV Baltimore.

William L. Woods appointed national sales manager of WCTV (TV) Tallahassee, Fla.

Roy Vitale, promotion department copywriter for WCBS New York, named assistant sales promotion manager. Edward Hanna joins station's public information department as copywriter.

Lou F. Daniels, formerly program director of WBRY Waterbury, Conn., to WATR, that city, in similar capacity, succeeding Jordan Kaplan.

Kenneth W. Heady appointed director of programming and public affairs for KCMO Broadcasting Co., Kansas City. He will be in charge of all programming activities for KCMO-AM-FM-TV. He joined station in 1939.

Norman Berger, production supervisor of WKBN-TV Youngstown, Ohio, promoted to program director of WKBN-AM-TV, succeeding Paul Turner, named assistant program director for KPIX (TV) San Francisco.

Ginger Brasher, formerly with

New directors

Five new directors have been elected to board of Chicago Broadcast Advertising Club for 1960-62 season. They are Genevieve Lemper, head timebuyer, Foote Cone & Belding; Howard B. Meyers, vp, Venard, Rintoul & McConnell; Roger K. Houston, CBS Radio Network sales manager, Chicago; Charles E. Gates, sales manager, WGN and Robert B. Irons, advertising manager, Standard Oil Co. of Indiana. The board, including five holdover members, is expected to meet shortly and elect new BAC president, with Arthur W. Bagge, midway radio manager of Peters, Griffin, Woodward, expected to be named (CLOSED CIRCUIT, June 6). He presently is BAC's executive vp.

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KHEN Henrietta, Okla., to KAIR Tucson, Ariz., as account executive.

Samuel T. Jones, certified public accountant with The Katz Agency, N.Y., promoted to assistant treasurer.

Joseph Pierre, formerly account executive at N.W. Ayer, Detroit, joins Katz radio sales staff.

Lawrence Hannon joins KFMB-FM San Diego, Calif., as account executive.

John R. Peterson, sports editor of WFBD Indianapolis, appointed account executive. Francis Mulhall, formerly account executive with WGEW, that city, to WFBM in similar capacity.

Jerry Sawyer appointed account executive at KHAT Phoenix, Ariz.

Ralph Crosthwaite, professional basketball player with Cleveland Pipers, joins WHK, that city, as account executive.

Bill Baxley, assistant sales manager of KCOP (TV) Los Angeles, joins KLAC, that city, as account executive.

Jack Murray, formerly on sales staff of WFBL Syracuse, N.Y., to WHEN, that city, in similar capacity.

Dick Gruber, formerly in sales division of St. Paul Dispatch, and Al Lealesage, formerly announcer salesman at WZMN Superior, to radio sales staff of WTCN Minneapolis-St. Paul.

Mike Hamlin, formerly air personality at WJIM Lansing, Mich., to WTCN-AM-TV announcing staff.

Joyce M. Shannon, joins American Baptist Convention, N.Y., as station relations director of radio-television department.

George Moynihan, formerly assistant program manager and director of public affairs for WBZ-TV Boston, appointed executive producer for Westminster Broadcasting Co., New York.

Howard Gilreath, manager of WVOF Vidalia, acquires WBBN (now WPGA) Perry, both Georgia.

Mutual elects

Herbert P. Butow, president and member of board of Minnesota Mining & Mfg., St. Paul, elected to board of directors of Mutual Broadcasting System. Also elected: Bert S. Cross, Joseph C. Duke and Clarence B. Sampair, MM&M executive vps, board members; Robert H. Tuck-er, MM&M secretary; Louis F. Weyand, vice chairman, executive committee; James L. Hayes, retired vp; John J. Verstraete; director of communications for 3M, and Robert F. Hurleigh, Mutual president.

Register, vp of Evans County Broadcasting Co. (WCLA Claxton, Ga.), named manager of WPGA. Bob Goode, formerly with WVOP, appointed sales manager and chief enginer.

Richard Loo, manager of production services at KABC-TV Los Angeles, appointed manager of program services at ABC-TV western division, succeeding Rowe S. Giesen, appointed manager of programming western division. Donald G. Kraatz, production supervisor of live programs, becomes ABC Film coordinator. Kaslon Zoller succeeds Mr. Kraatz.

Dick Westman resigns as vp of KLAC Los Angeles. Before joining KLAC year ago, Mr. Westman had been west coast manager of Arkwright Adv. on Robert Hall clothing account. Previously, he was with Intermountain Radio Network and KUTV (TV) Salt Lake City.

Don Spots, commercial manager of WVOP Vidalia, Ga., promoted to general manager.

H.S. (Hank) Basayne, formerly program manager of WCCO Minneapolis, to KCBS San Francisco in similar capacity.

Mark Smith, instructor and radio school consultant, joins WGLI-AM-FM Babylon, N.Y., as news and special events director.

Glenn Adkins Jr. appointed production supervisor of WLOS-TV Asheville, N.C.

Don Wett named administrative assistant in charge of Seattle studios of KTNV-TV Tacoma, Wash.

Thomas F. Conley, Charles Dis- mukes and Sydna Altschuler join WGBH-FM Boston (educational station) as producers.

Lee Armentrout, recording engineer at Wilding Picture Productions, Chicago, joins WBAM, that city, as producer.


Robert J. Heller, formerly director of special surveys for American Research Bureau, joins WXEX-TV Richmond, Va., as promotion director.

Mort Roberts, formerly on announcing staff of WOTW Nashua, N.H., joins WHIL Boston as news and public service director.

Norman Vaughn joins WCBW Chambersburg, Pa., as news director.

James R. Hickman, formerly with KCMO-TV Kansas City, to WIS-TV Columbus, S.C., as news director, succeeding William Minshall, now news-caster with KYW-TV Cleveland.

Ben F. McGuire, formerly continunty director of WESC Greenville, S.C., to WFBF-TV, that city, in similar capacity.

Mack David, vp and news director for KNOE-AM-FM Monroe, La., elected chairman of Louisiana-Mississippi Associated Press Broadcasters Assn.

James A. Stabile, NBC vp in charge of standards and practices, elected president of Catholic Apostolate of Radio, Television and Advertising (CARTA).

Douglas Bisk joins news staff of WFGA-TV Jacksonville, Fla.

Armand Penha, formerly undercover agent for FBI, appointed Americanism director for WNAC-AM-FM Boston and The Yankee Network. Position is newly created and part time. It was established to aid heavy public service programming schedule of WNAC.

Programming

Bud Austin, vp and director of sales for Goodson-Todman Inc., N.Y., named
executive vp, N.Y. Mr. Austin, who joined company in 1955, was previously director of sales for National Telefilm Assoc. and producer of pilot films for NBC-TV. Harris L. Katleman, vp, California, also made executive vp.

William H. Anderson, vp in charge of studio operations for Walt Disney, elected to board of directors.


Walter Lowendhal, executive producer of Wilding Co., N.Y., joins Dynamic Films Inc., that city, as executive vp and member of board of directors.

Renee Valente, production supervisor on Art Carney series for Talent Assoc., N.Y., named production chief.

Bernard Girard and Robert Lewis form Girard-Lewis Productions, new firm to produce tv films, motion pictures and legitimate plays. Mr. Girard formerly was with Rosenberg-Coryell Adv., Los Angeles. Mr. Lewis is producer-writer-director. New firm is located at Paramount Studios, Hollywood.

Frank Cleaver, formerly vp in charge of programming for California National Productions, joins Vortex Productions as vp.

Marilyn Gold, director of promotion for Flamingo Films, N.Y., appointed director of advertising and publicity.

B. B. Kahane reelected president of Academy of Motion Picture Arts and Sciences. Other officers elected: Valentine Davies, 1st vp; Wendell R. Corey, 2nd vp; Hal Elias, secretary; Hal Mohr, assistant secretary; Fred L. Metzer, treasurer; John O. Aalberg, assistant treasurer.


Robert Lang rejoins west coast sales staff of NTA, N.Y. He had been on leave of absence.

Harry Sosnik, conductor, composer and arranger, named musical director of new CBS-TV program, Talent Scouts, effective Aug. 1.

Jerry F. Donovan, director of advertising and pr for AMF Pinspotters, N.Y., named vp.

David Connell, on production staff of Captain Kangaroo, named producer.

Equipment & Eng'ring

Moses Shapiro, executive vp of General Instrument Corp., Newark, N.J., elected president, succeeding Monte Cohen, named vice chairman of board.

Donald G. Clarke named president of Birmingham Sound Reproducers (USA) Ltd., College Point, L.I., New York. BSR (USA) is American distributor of BSR record changers and decks for tape recorders.

Charles P. Ginsburg, leader in development of Videotape tv recorder for Ampex Corp., Redwood City, Calif., elected vp. He has been with company for 10 years. F.D. (Dan) Meadows appointed manager of video project administration.


Harold A. Goldsmith named president of Siegler Corp.'s Bogen-Presto Div., Paramus, N.J., producer of hi-fi components and tape recorders.

Paul J. Connery and Frederick H. Wirths named vp of finance and comptroller, respectively, for American Cable & Radio Corp., N.Y.

George L. Mallory appointed vp of operations for Gates Radio Co., Quincy, Ill. He formerly was manager of manufacturing for electronic section of Martin Co's Denver Missile Div.

Hugh J. Daley named vp of Magnecord sales for Midwestern Instruments, Tulsa, Okla. He will be in charge of sales and marketing for entire Magnecord line.

Walter D. Nolte, manager of Hammelhard Manufacturing Co. (control systems and radio equipment), Mars Hill, N.C., named vp.

George Friedl Jr., formerly vp of Litton Industries, named director of operations for Houston Fairless Corp., Los Angeles.

Sid Weiss named regional sales representative, American Concertone Div., American Electronics, Culver City, Calif.

Andrew Gombar appointed general plant manager of Pace Circuits Corp., Mineola, N.Y.

Ed Straw promoted from staff to

International

Patrick Dolan, president of BBDO International, London, elected to board of BBDO, N.Y. Mr. Dolan, who recently merged his agency, Dolan, Ducker, Whitcombe & Stewart Ltd. with BBDO to form BBDO International, fills vacancy caused by retirement of Alex Osborn, vice chairman of board. Mr. Osborn, one of agency's founders, remained in Buffalo, N.Y., as head of that branch until 1938 when he became vp and general manager of firm.

Edmund J. Aleks, western district sales manager for Ampex TV Recording Equipment, appointed managing director of Ampex Australia, Pty., Ltd., established as subsidiary of Ampex International S.A. of Fribourg, Switzerland.

Alan Butler and Ed Welch named representatives for retail sales department of CFRB Toronto, Ont.

Allied Fields

Perry B. Frank Jr., formerly account executive at National Telefilm Assoc., N.Y., becomes president of Sport Photos Inc., that city, marketing firm dealing with pictures of sporting events.

Homer P. Metzger, formerly vp and account supervisor for Dowd, Redfield & Johnstone, (defunct N.Y. firm) joins Henry Schapper personnel agency, that city, as vp in charge of advertising recruitment.

Lionel S. Wishneff, formerly in Sociology Dept., of Oregon U., joins Institute for Motivational Research, N.Y., as scientific coordinator.

Albert M. Wharfield, vp of A.C. Nielsen Co. and reserve army Lt. Col., awarded Army Commendation Medal for outstanding contributions to pr development for Army and Defense Dept.

Leonard H. Marks, Washington radio attorney and formerly president of Federal Communications Bar Assn., named treasurer of National Citizens Committee for Lyndon B. Johnson. Mr. Marks is also former assistant general counsel of FCC.

Deaths

George Cranston, 64, for many years general manager of WBAP-AM-FM-TV Fort Worth, died June 22 following long illness. He had been with station since 1930 and was executive until 1958 when he became consultant. He was member of Broadcast Pioneers. Survivors include daughter Pat Cranston, Professor of Communications at U. of Washington, and son Lt. Col. Robert Cranston, chief of American Forces Network, Europe.

John C. Appleton, 42, account executive with Young & Rubicam, N.Y., died of heart attack June 22. Previously he was with Grey Adv., that city.

William R. Goodheart Jr., 58, former NBC Radio vp and consultant, died June 26 in Phoenix, Ariz. Mr. Goodheart, who was with NBC from 1956 to 1958, was founder of Music Corp. of America, as well as former president of Official Films, N.Y. He originated and supervised Guy Lombardo and Jack Benny shows on radio, and helped bring Benny Goodman, Tommy Dorsey, Eddie Duchin and others to prominence.

ATTENTION ! ! ! SMALLER COMMUNITIES—U. S. A.

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"Ruggedized Simplicity"

Someday your community MUST and WILL have a LOCAL television station for LOCAL EXPRESSION and/or Education.

Electron Corporation is proving daily that be it UHF or VHF—Here is a sensible investment—LOW COST HIGH QUALITY extremely reliable TV equipment.

UHF or VHF LOW POWER LOW COST

In Operation

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Before the FCC

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Scoreboard

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IMAGINE!!! FOR MUCH LESS than the cost of any competitive TV Station ALONE Electron will supply...

- A Complete FCC Approved TV Station with guaranteed coverage
- FCC Application processing
- All necessary converters to convert your community (if UHF)
- Engineering and installation
- Year to Year technical service
- Aid in obtaining special filmed programming packages

INVESTIGATE NOW! DO NOT DELAY—THIS IS 1960! 11

ELECTRON CORP. A Subsidiary of Ling-Altec Electronics, Inc. P.O. Box 5570—Dallas, Texas

BROADCASTING, July 4, 1960
NEW COMPACT TUBE FROM GE

'Compactron' will reduce set cost and size

General Electric Co. last week (June 28) announced development of a new electronic device called "Compactron," a tube-like unit described as promising significant cuts in size and complexity of radios, tv sets, hi-fi, electronic organs and industrial gear.

In disclosing the potential of the Compactron, I. D. Daniels, general manager of GE's electronic components plants at Owensboro, Ky., said costs "will be reduced appreciably while preserving the superior performance characteristics of tubes in relation to other existing miniaturized devices."

A radio receiver using two Compactrons measures 2½ inches high and deep, 10½ inches wide, with most of the width ascribed to "the generous size of the speaker." Tv sets with the device would have 10 compactrons compared to present 15-tube circuits using three dodies, or 24 transistors and 11 diodes.

W. F. Greenwood, marketing manager at Owensboro, said savings in material and labor would make possible a 20% lower price per function than tubes and considerably lower than transistors, with marked simplicity in production methods and integration of more functions into a single unit. Sales potential is envisioned as "tens of millions of dollars by the end of 1962."

Compactrons will be especially useful in color tv, reducing bulk, expense and circuit complexity it was stated. A new anode material developed by GE and a supplier is said to cut heater power requirement of the cathode as much as 40%.

Merger talks start for Ampex and TMI

Ampex Corp., currently serving the data processing and computer industry with magnetic tape handling equipment through its subsidiary, Ampex Data Products Co., hopes to strengthen its service to this field through a merger with Telemeter Magnetics Inc. Negotiations are currently underway between the two companies, with George I. Long Jr., Ampex president, heading up his company's representatives, while Erwin Tomash, TMI president, is chief spokesman for his company.

TMI manufactures punched ferrite cores of various sizes, which are magnetically bistable and are a basic memory element in all modern computers. TMI is 85% owned by Paramount Pictures Corp. and is a spin-off from Paramount's International Telemeter Division, whose engineers, in developing memory apparatus for this company's pay-tv system, came up with other memory products not needed by pay tv but usable by manufacturers of computing equipment. So it was separated from ITC by Paramount and set up as a separate organization.

"We're both in the memory business," an Ampex spokesman said, "and combining forces will enable us to serve the computing and data processing industry more effectively." Despite TMI's previous relationship with IT, the telemeter pay tv system is in no way involved in the projected merger, he emphasized, nor has it any relationship to Ampex's operations in tape recording radio and tv programs.

Jerrold to redeem 1975 debentures

Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, last week announced to stockholders at the annual meeting that a call has been issued for the redemption of the company's 6% convertible subordinated debentures, due June 1, 1975. The issue in the amount of $2,750,000 is Jerrold's only long-term debt, he stated, and the redemption offer is an indication of the company's increased financial strength. (For 1959 Jerrold figures, see BROADCASTING, June 13.)

Of the original convertible debentures, $400,000 worth was outstanding as of June 24. These bonds may be redeemed at the redemption price of 105% of the principal amount or they may be converted at the conversion price of $5.75. Thus each bond of $1,000 may be converted into 173 shares of Jerrold common stock, the company announced.

At the meeting Mr. Shapp told stockholders that for the first quarter ended May 31, 1960, sales are running at approximately last year's level. Jerrold does not report quarterly.

Olympic to produce color television sets

Olympic joined the still relatively small band of color television set producers last week.

The company's 1961 line will include a 21-inch color console with a suggested retail price of $695 and a "stereocenter" combination featuring a 21-inch color receiver, am-fm and phonograph for $995. The suggested prices are for mahogany cabinets; blonde costs $20 extra; walnut, $30.

The color sets are among 50 tv models in Olympic's new line. The "stereocenter" combinations can provide different audio programs at two locations simultaneously for am and fm stereo broadcasts.
TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information; time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; F, film; L, live; T, video tape. All times EDT.

SUNDAY MORNING
10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 Lamp Unto My Feet, sust., L; 10:30-11 Look Up and Live, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON
Noon-1 p.m.
ABC-TV 12-12:30 No Network service. 12:30-1 John Hopkins File, sust., L.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.
ABC-TV 1-1:30 College News Conference, sust., L; 1-30-2 No network service.
CBS-TV 1-2 No network service.
NBC-TV No network service.

2-3 p.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV Major League Baseball, Bayuk, Anheuser-Busch, various sponsors.

3-4 p.m.
ABC-TV 3-3:30 Open Hearing, sust., L; 3:30-4 No network service.
CBS-TV Baseball Game of the Week, L.
NBC-TV Major League Baseball, cont.

4-5 p.m.
ABC-TV 4-5 No network service.
CBS-TV Baseball, cont.
NBC-TV 4-4:30 Baseball, cont.; 4:30-5 No network service.

5-6 p.m.
ABC-TV 5-5:30 Matty's Sunday Funnies, Mattel Inc., L; 5:30-6 Lone Ranger, Gen. Mills, F.
CBS-TV 5-5:30 No network service; 5:30-6 Face the Nation, sust., L.
NBC-TV 5-5:30 Baseball, cont.; 5:30-6 The Silent Voice, sponsor TBA, F.

SUNDAY EVENING
6-7 p.m.
ABC-TV No network service.
CBS-TV 6-6:50 FYI, sust., L; 6:30-7 Twentieth Century-Fox, Producers, F.
NBC-TV 6-6:30 Meet the Press, U.S. Tobacco, alt. L; 6:30-7 Edwin Newman Reporting, sponsor TBA, L.

7-8 p.m.
ABC-TV 7-7:30 Broken Arrow, Mars, F; 7:30-8 Maverick, Kaisera, Drackett, F.
CBS-TV 7-7:30 Lezama, Campbell Soup, F; 7:30-8 Dennis the Menace, Best Foods, F.

8-9 p.m.
ABC-TV 8-8:30 Maverick, cont.; 8:30-9 Lawman, Reynolds Tobacco, Whitehall, F.
CBS-TV Ed Sullivan Show, Colgate, Eastman Kodak, L.
NBC-TV Summer on ice, sust.

9-10 p.m.
CBS-TV 9-10 GE Theatre, Gen. Elec., F; 9:30-10 Alfred Hitchcock, Bristol-Myers, F.
NBC-TV Chevy Mystery Show, Chevrolet, F.

10-11 p.m.
ABC-TV 10-10:30 The Alaskans, cont.; 10:30-11 Johnny Steceto, Alberto-Culver, F.

MONDAY MORNING
7-8 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV Today, various sponsors, T.

8-9 a.m.
ABC-TV No network service.
CBS-TV 8-8:15 CBS News, L; 8:15-9 Captain Kangaroo, part., L.
NBC-TV Today, cont.

9-10 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV Today, cont.

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 The Red House Show, sust., L; 10:30-11 On the Go, J.B. Williams, F.
NBC-TV 10-10:30 Dough Re Mi, Nabisco, Jer- genson, F; 10:30-11 Play Your Hunch, Sterling Drug, Whitehall, Brown & Williamson, Colegate, Heinz, Miles, L.

11 a.m.-Noon
ABC-TV No network service.
NBC-TV 11-11:30 The Price is Right, Sterling, Whitehall, Frigidale, Heinz, Culver, Miles, L; 11:30-12 Concentration, Culver, Lever, Frigidale, Miles, Nabisco, Brillo, White- hall, Heinz, Brown & Williamson, Mennen, L.

MONDAY-FRIDAY EVENING, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.
ABC-TV 12-12:30 Restless Gun, part., F; 12:30- Love That Bob, part, F.

1-2 p.m.
ABC-TV 1-1:30 About Faces, part., L; 1-30-2 No network service.

2-3 p.m.
ABC-TV 2-2:30 Day in Court, part, L; 2-30-3 Gate Storm Show, P&G, F.
CBS-TV 2-2:30 For Better or Worse, Lever, sust, segments, Dumas Mills, Toni, L; 2:30-3 Art Linkletter's Houseparty, Kellogg, Lever, Pillsbury, Chicken O' the Sea, Card- nation, S.C. Johnson, Scott, Hoover, Bauer & Black, Armstrong, F.

3-4 p.m.
ABC-TV 3-3:30 Beat the Clock, part, L; 3:30- 4 Who Do You Trust, part, L.
CBS-TV 3-3:30 The Millionaire, Standard Brands, Colgate-Palmolive, and sust, F; 3-30-4 The Verdict is Yours, American Home Products, Toni, Lever, Sterling Drug, Scott, Standard Brands, Esso, Helene Curtiss, L.
NBC-TV 3-3:30 Young Dr. Malone, Procter Elec. & Lorraine, Heinz, Miles, Block Drug, P&G, Plough, Brown & Williamson, Culver, Jergenson, Coty, Mennen, Nabisco, L; 3:30-4 From These Roots, Plough, Bergma, Brown & Williamson, L.

4-5 p.m.
ABC-TV 4-4:30 America Bandstand, part, L; 4-4:30 The Brighter Day, P&G, L;
NBC-TV 4-4:30-5 Comedy Playhouse, sust, until 7/1 for Procter Elec., F; 4-30-5 Adventure Time, sust, F.

5-6 p.m.
ABC-TV 5-5:30 American Bandstand, cont.; 5-30-6 Captain Galant (Mon.); Rocky and his Friends (Tues. Thurs.); My Friend Flicks, (Wed.); Nin Tin Tin (Fri.), Gen. Foods, Gen. Mills, F.
CBS-TV No network service.

6-7 p.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV Jack Paar Show, various sponsors, T.

MONDAY EVENING
7-8 p.m.
ABC-TV 7-7:30 Cheyenne, J&J, American Chicke, Armour, Ritchie, P&G Hallton, F.
CBS-TV Kate Smith Show, American Home Products, L.
NBC-TV 7-8-9:30 Riverboat, Nuxema, Sun- shine, P&G, Del Monte, A.S.R., F.

8-9 p.m.
ABC-TV 8-8:30 Cheyenne, cont.; 8:30-9:30 Brown Street Band, Brown & Williamson, duPont, Alberto- Culver, F.
CBS-TV 8-8:30 The Texan, Brown & William- son, alt. with All, F; 8:30-9 Father Knows Best, Lever, Scott Paper, F.
NBC-TV 8-9:30 Riverboat, cont.; 8:30-9 Tales of the Fargo, American Tobacco, alt. with P&G, F.

9-10 p.m.
CBS-TV 9-9:30 Talien Scouts, sust., F; 9:30-10 Johnnie Jones Show, Gen. Foods, F.
NBC-TV 9-9:30 Peter Gunn, Bristol Myers, M.J. Reynolds, F; 9:30-10 Alcoa, Goyde's Theatre, Alcoa, alt. with Goodyear, F.

10-11 p.m.
ABC-TV 10-10:30 Adventures in Paradise, BROADCASTING, July 4, 1960
TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 Bronco, alt. with Superfoot, Brown & Williamson, Carnation, Haggers, duPont, P&G, F. 7:30-8:30 Nichol's, Polk Miller, F. Last play date, Sept. 6.

NBC-TV No network service.


8-9 p.m.

ABC-TV 8-8:30 Bronco, or Sugarfoot, cont.; 8:30-8 Wystyt Earl, Gen Mills, P&G, F. CBS-TV 8-8:30 Pack's Red Girl, F. 8:30-9 Dobie Gillis, Philip Morris, alt. with Physical Chemistry, F.

NAC-TV 8:30-9 Laramie, cont.; 8:30-9 TBA.

9-10 p.m.

ABC-TV 8:30-9 Rifffen, Miles Labs, Ralston, P&G, F. 9:30-10 Col 45, Brown & Williamson, cf. 9:30-9 TBA, F. CBS-TV 8:30-9 Tightrope, Pharmaceuticals, F. 9:30-10 The Comedy Spot, S.C. Johnson, Pet Milk, F. NAC-TV 8:30-9 Richard Diamond, Larami, alt. in 9:30-9 Men into Space, TBA, alt. with Block Drugs, L.

10-11 p.m.

ABC-TV 10-10:30 Alocos Presents, Aluminum Co. of America, F. 10:30-11 No network service.

CBS-TV Diagnosis Unknown, Plymouth Chev. Automotive, J.C. Johnson, Polaroid, L.

NAC-TV 10:15-11:30 M-Squad, American Tobacco, alt.; F. 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 Music for a Summer Night, sus.; CBS-TV 7:30-8:30 Reckoning, American Home Products, Hazel Bishop, Manhattan Shirts, Helena Curtis, F.

NAC-TV 7:30-8:30 Waggon Train, Ford, National Biscuit, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 Music for a Summer Night, sus.; CBS-TV 8-8:30 Reckoning, American Home Products, Hazel Bishop, Eastern Kodak, Quaker Oats, F. CBS-TV 8-8:30 Reckoning, cont.; 8:30-9 Men Into Space, American Tobacco, F. NAC-TV 8:30-9 Waggon Train, cont.; 8:30-9 The Price is Right, Lever, Spiedel, L.

9-10 p.m.

ABC-TV Hawaiian Eye, Carter, Whitehall, Righton, Anco Camera, American Chicle, F.

CBS-TV 9-9:30 The Millionaire, Colgate, F. 9:30-10 The Hunter, Brown & Williamson, coeff. with Bristol-Myers, L.

NAC-TV 9-9:30 Happy, Kraft, F. 9:30-10 Total, Kraft, F.

10-11 p.m.

ABC-TV 10-10:45 Wednesday Night Fights, Miles Labs, Brown & Williamson, L; 10:45-11:15 No network service.

CBS-TV U.S. Steel Roast, U.S. Steel, alt. with Armstrong Circle Theatre, Armstrong Cork, L.

NAC-TV 10-10:30 This is Your Life, P&G, F. 10:30-11 People Are Funny, Glenbrook alt. with Block Drug, F.

THURSDAY EVENING

7:30-8 p.m.

DuPont, F.

ABC-TV 8-8:30 Donna Reed Show, Campbell Soup, J&J, F. 8:30-9 The Red McCouys, P&G, F.

CBS-TV 8-8:30 Phineas of Stars, Gen Foods, F. 8:30-9 Johnny Ringo, S.C. Johnson, alt. with P. Lorillard, F.

NAC-TV 8-8:30 Bat Masterson, Sealtest, Hills BROADCASTING, July 4, 1960

SUMMER SPECIALS

ABC-TV


CBS-TV


NBC-TV

July 11-15: Democratic National Convention, Laramie, cont.; 9:30-10:30 The Real McCoys, P&G, F. 10:30-11 Block Saddle, Alberto Culver, Chevrolet, F.

CBS-TV 10-10:30 Twilight Zone, Kimberly-Clark, cont.; with Gen. Foods, F. 10:30-11 Person to Person, Carter, alt. with All State, F.

NBC-TV Moment of Fear, Lever, F.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.


11 a.m.-Noon

ABC-TV No network service.

CBS-TV 11-11:30 Lone Ranger, Gen. Mills, sus.; F. 11:30-12 Love Lucy, sus., F.

NAC-TV 11-11:30 Patsy, Gen. Foods, with Swee Soo, F; 11:30-12 Circus Boy, Mills, alt. with Nestle, F.

Noon-1 p.m.

ABC-TV 12:15-12:45 Lunch with Sourp Sales, (Hatus from July 2 to August 19), Gen. Foods, L; 12:30-1 No network service.

CBS-TV 12-12:30 Sky Kiz, Nabisco, F; 12:30-1 No network service.

NAC-TV 12-12:30 True Story, Sterling Drug, F; 12:30-1 Detective's Diary, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.

CBS-TV 1-1:30 Saturday News, sus., L; 1:30-2 No network service.

NAC-TV 1-1:30 Mr. Wizard, sus., L; 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-3 Big League Baseball, Gillette, L.

CBS-TV 2-3 Baseball Game of the Week, L.

NAC-TV Major League Baseball, various sponsors, L.

5-7:30 p.m.

ABC-TV Baseball, cont.; and no network service.

CBS-TV Baseball, cont.; and no network service.

NAC-TV Baseball, cont.; and no network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV Dick Clark Show, Beech-Neut, L.

CBS-TV 7:30-8:30 Perry Mason, Colgate, Gulf, Reynolds, Phillip Morris, Sterling Drug, F.

NAC-TV 7:30-8:30 Bonanza, RCA, L&M. Blyskwiarm, duPont, P&G, Gen. Foods, F.

8-9 p.m.

ABC-TV 8-8:30 John Gunther's High Road, Ralston, F. 8:30-9 Leave It to Beaver, Ralston, F.


NAC-TV 8-9:30 The Deputy, Kellogg, alt. with Gen. Cigar, F; 9:30-10:30 Project 20, sus., F.

9-10 p.m.

ABC-TV Laurence Welke's Dance Party, Dodge, Block Drug, L.

CBS-TV 9-9:30 Mr. Lucky, Lever, alt. with Brown & Williamson, F. 9:30-10 Hause Gun, Ralston, L.

NAC-TV 9-9:30 Mr. Lucky, Lever, Whitehall, F.

10-11 p.m.

ABC-TV Jubilee USA, Massey-Ferguson, Carter, Polk Miller, pat., L.

CBS-TV 10-11:30 Green Acres, L., Lever, Williams, Williams, L.

NAC-TV 10-10:30 Project 20, sus.; 10:30-11 Man from Interpol, Sterling, F.

NBC-TV 10-10:30 Project 20, cont.; 10:30-11 Man from Interpol, Sterling, F.
FOR THE RECORD
Station Authorizations, Applications
As Compiled by BROADCASTING
June 23 through June 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

New TV Stations
ACTION BY FCC

Existing TV Stations
ACTION BY FCC

TV Translators
ACTION BY FCC
Leech Lake TV Corp, Walker, Minn.—Granted new tv translator stations on chs. 72 and 76 to translate programs of Duluth stations KDAL-TV (ch. 3) and WDSM-TV (ch. 3), respectively. Ann. June 23.

New AM Stations
ACTION BY FCC
Huntsville, Ala.—Hughey Bestg. Co.; Graham, J. S.,-Grant new am translator for station on chs. 72 and 76 to translate programs of Duluth stations KDAL-TV (ch. 3) and WDSM-TV (ch. 3), respectively. Ann. June 23.

Winkenbur, Ariz.—Winkenbur Radio Co.— Granted 1250 kc, 500 w. D. P. address Box 15, Winkenbur, Calif. Estimated construction cost $12,750, first year operating cost $13,000, revenue $45,000. Principals are Austin Hughey, 55%, and Mitchell J. Hughey, 45%. Austin Hughey is employed as an insurance company. Mitchell J. Hughey is employed as an advertising executive. Ann. June 23.

Furniture City, Tenn.—Radio Fountain City Inc.— Granted 1350 kc, 1 kw. D. P. address Box 103, Furniture City, Tenn. Estimated construction cost $14,741, first year operating cost $47,180, revenue $54,000. Equal partners are Fred E. Martin, 50% andcontrols are Robert J. Smith, 25%; California County, Ariz., and Mamie G. Gardner, receiver. Radio name is "A" Revolution. Ann. June 23.

New-Fm Stations
ACTION BY FCC
Fremont, Calif.—Triumph Bests. Granted

ELEVATED TORNBERG & COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISORS

76
<table>
<thead>
<tr>
<th>SUMMARY OF COMMERCIAL BROADCASTING</th>
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<tbody>
<tr>
<td>Compiled by BROADCASTING June 29</td>
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<tr>
<td><strong>ON AIR</strong></td>
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<tr>
<td>Lic.</td>
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<tr>
<th><strong>TOTAL APPLICATIONS</strong></th>
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<tbody>
<tr>
<td><strong>Not on air</strong></td>
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<td>----------------</td>
</tr>
<tr>
<td>AM</td>
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<tr>
<td>FM</td>
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<tr>
<td>TV</td>
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<thead>
<tr>
<th><strong>OPERATING TELEVISION STATIONS</strong></th>
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<tr>
<td><strong>VHF</strong></td>
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<td>453</td>
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<td><strong>UHF</strong></td>
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<td>78</td>
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<tr>
<td><strong>TV</strong></td>
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<td>46</td>
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<tr>
<th><strong>COMMERCIAL STATION BOXSCORE</strong></th>
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<tr>
<td>As reported by FCC through May 31, 1960</td>
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<tr>
<th><strong>Licensed (all on air)</strong></th>
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<tr>
<td>CPs</td>
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<tr>
<td>3,436</td>
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<th><strong>CPS on air (new stations)</strong></th>
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<tr>
<td>56</td>
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<th><strong>CPS not on air (new stations)</strong></th>
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<tr>
<td>86</td>
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<tr>
<th><strong>Total authorized stations</strong></th>
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<tr>
<td>3,565</td>
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<tr>
<th><strong>Applications for new stations (not in hearing)</strong></th>
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<tbody>
<tr>
<td>634</td>
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<tr>
<th><strong>Applications for new stations (in hearing)</strong></th>
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<td>197</td>
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<th><strong>Total applications for new stations</strong></th>
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<th><strong>Applications for major changes (not in hearing)</strong></th>
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<td>644</td>
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<th><strong>Applications for major changes (in hearing)</strong></th>
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<td>219</td>
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<th><strong>Total applications for major changes</strong></th>
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<th><strong>Licenses deleted</strong></th>
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<th><strong>Licenses denied</strong></th>
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<th><strong>CPS deleted</strong></th>
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1. There are, in addition, ten TV stations which are not 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.

104.9 mc, .814 kw. P.O. address 1201 Van Ness Ave., San Francisco, Calif. Estimated construction cost $4,284, first year operating cost $1,850, revenue $12,893, Princ.-pals are Russell J. Hyde, Frank I. Schwizer, and Melvin Behan, owners.

Pensacola, Fla.—Mello-Tone Inc. Granted 94.1 mc, 2.45 kw. P.O. address 703 S. Madison St., Pensacola, Fla. Estimated construction cost $15,746, first year operating cost $28,000, revenue $50,000. Principals include Earl D. Hutto, 88.42%, Reuben O'D. Deal, Inc., 11.58%. Mr. Hutto is employee of WEAR-TV Pensacola. Mr. Deal is attorney. Ann. June 22.

BROADCASTING, June 29, 1960

Get More Coverage With The RCA BTA-IR 1000-WATT AM Transmitter

The ability of the BTA-IR 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-IR your best transmitter 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. J-22, Building 15-1, Camden, N.J.
WLUC Marquette.

29. consideration

G.

WMAM

KKID

WJJL Niagara Falls, N.Y.—Granted transfer of control from James T. Sandenata to Thomas W. Talbot, Edmund R. Morden, John K. Price, and Howard Wraych, consideration $120,000 for 75% interest. Mr. Talbot already had 25% interest. Ann. June 23.

WJDL Wayne, Pa.—Granted transfer of control from Fred W. Stevens to Vernen G. Ludwig; latter to obtain 63½% interest for about $12,000 subject to adjustments. Ann. June 23.


WSIC Marion, Ill.—Granted transferred assignment of license to Chippewa Biscuit, Inc. (Jack H. Balfour, president); consideration $106,800. Ann. June 23.

WNBX Cleveland, Ohio, seeks transfer of control to Gambo Inc.; consideration $450,000. G. K. Versan, who with wife, controls Gambo, has interest in KBIZ Ottumwa, Iowa; WKEB Rochester, Minn., and WQBC Milwaukee, Wis. June 23.


WIXX New Richmond, Wis.—Granted transfer of license to the estate of Horace W. L. Frey, executor, 50% interest in WIXX. John W. Frey, trustee, and wife, have 50% interest in WITC, Red Wing, Minn., and KFNF Shenandoah, Iowa. Ann. June 22.

APPLICATIONS


KOO Omaha, Neb.—Granted assignment of cp and license to Betty B. of Nebraska Inc. (WBB Fierce, president); consideration $78,000. Assignees have interests in WTRA Santa Barbara, and WBRB Waynesboro, Ga., and KSRW Wichita, Kan. Ann. June 23.

WJJI Niagara Falls, N.Y.—Granted transfer of control from James T. Sandenata to Thomas W. Talbot, Edmund R. Morden, John K. Price, and Howard Wraych, consideration $120,000 for 75% interest. Mr. Talbot already had 25% interest. Ann. June 23.

WONG Oneida, N.Y.—Granted relinquishment of license by John J. Neiger through transfer of 50% interest to Richard W. Neiger; assignee has exclusive option to purchase license over John J. Neiger's objections that Mr. Mills assume full responsibility for station. Ann. June 23.

WKID Pendleton, Ore.—Granted transfer of control from Fred W. Stevens to Vernen G. Ludwig; latter to obtain 63½% interest for about $12,000 subject to adjustments. Ann. June 23.

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JANSKY & BAILEY INC.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Federal 3-4800
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG, D. 7-1319
WASHINGTON, D. C.
P. O. BOX 7637 JACkson 3002 KANSAS CITY, MO.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. Republic 7-3994
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRAstview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St., Hillsboro 7-2401
Riverside, Ill. (A Chicago suburb)

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8260 Snowville Road
Brecksville, Ohio (a Cleveland Suburb)
Tel: Jackson 6-6266 P. O. Box 82
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco, Calif.
Pr. 5-3100

JAMES C. McNARY
Consulting Engineer
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Telephone District 7-1205
Member AFCCE

A. D. Ring & Associates
30 Years’ Experience in Radio Engineering
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WASHINGTON 6, D. C.
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SILLIMAN, MOFFET & ROHRER
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CONSULTING RADIO ENGINEERS
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San Francisco 28, California
Diamond 2-9208

J. G. Rountree
CONSULTING ENGINEER
Box 9044
Austin 17, Texas
Glendale 2-2073

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kennewha Hotel Bldg.
Charleston, W. Va.
Dickens 5-6281

GEO. C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg., Sterling 3-0111
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Fleetwood 7-8447
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-8851
Member AFCCE

JULES COHEN
Consulting Electronic Engineer
617 Albue Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

JOHN M. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Canobie 4-4444
Member AFCCE

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Bldg., District 7-4443
Associate Member
Institute of Radio Engineers

JOHN H. BATTISON
CONSULTING ENGINEERS
AM-FM SPECIALTIES
200A Leslie Building
1028 Connecticut Ave., N. W.
Washington 6, D. C.
RE 7-4558

JOHN A. MOSELEY
ASSOCIATES
RADIO REMOTE CONTROL SYSTEMS
Box 3192, Santa Barbara, Calif.
Woodland 7-1469

BROADCASTING, July 4, 1960


HELP WANTED—Management

California Here You Can Emej Join the Califor- 
nia Gold Rush of the Golden Sixties! Here's your big 
chance to make the move to a new and 
exciting state. We're building a new station (the 
second) in a California market. We need a team of
salesmen and full business and staff direc-
tion. Good salary and bonus on 
profits of the operation. Send resume Box 1475B, 
BROADCASTING.

Help Wanted—Continued

Help Wanted—Continued

SITUATIONS WANTED

RADIO

Help Wanted—Continued

Help Wanted—Continued

Have immediate opening for good an-

nouncer with height and ability. No 
rotator, not on 10 operation. Box 722A, 
BROADCASTING.

Have immediate opening for good an-
nouncer with height and ability. No 
rotator, not on 10 operation. Box 722A, 
BROADCASTING.

Have immediate opening for good an-
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Have immediate opening for good an-
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Have immediate opening for good an-
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Have immediate opening for good an-
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BROADCASTING.

Have immediate opening for good an-
nouncer with height and ability. No 
rotator, not on 10 operation. Box 722A, 
BROADCASTING.

Have immediate opening for good an-
nouncer with height and ability. No 
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Have immediate opening for good an-
nouncer with height and ability. No 
rotator, not on 10 operation. Box 722A, 
BROADCASTING.
Help Wanted—(Cont'd)

Technical

S.E. Virginia 1,000 watt station needs reliable engineer-announcer. Engineering ability and experience essential. Must be a graduate. Send detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

N.Y.

Wanted, chief engineer with experience NYS. Good pay. Box 922A, BROADCASTING.

Man or woman with first class ticket who can also do some announcing and selling. Box 137B, BROADCASTING.

Chief engineer-announcer—5 kw. Carolina regional. Box 136B, BROADCASTING.

Florida station needs real engineer. Maintenance, construction in challenging position with opportunity for extra money for part-time announcing if desired. No drifters or cranks considered. Box 137B, BROADCASTING.

Maryland independent needs experienced engineer with first phone for am fm operation with remote and mobile equipment. Reply with background experience, references and salary requirements. Box 135B, BROADCASTING.

Engineer-announcer, or engineer-salesman. Salary open. Write General Manager, KAGE, Winona, Minnesota.

Opening for first class engineer. Must have car. Insurance and vacation benefits. Contact Chief Engineer, KSDN, Aberdeen, South Dakota.

Chief engineer, north Texas am. Must be sharp on audio and willing to work. KXTO, Sherman, Texas.

Wanted, engineer-announcer morning wake-up, sales, progressive and successful popular music. Good salary, base salary and number of good commissionable accounts. Contact WAPC, Staunton, Virginia.

Chief Engineer, WDUN, Gainesville, Ga. Must be thoroughly qualified and experienced.

Chief engineer, 50 kw directional. Must be experienced with good references. Confidential. Contact A. Zucker, WINZ, 310 Biscayne Blvd., Miami, Florida.

Need first phone engineer with or without experience with without station experience. Contact WSYE, Rutland, Vt.

Production-Programming, Others

News director. Excellent opportunity for man who desires responsibility. Direct radio and tv first department of multiple market, supervise second department. Send photo and details Box 148B, BROADCASTING.

Newman-announcer, experienced, rapidly expanding adult program station in New Jersey. Salary commensurate with ability. Box 172B, BROADCASTING.

If you're a "pro" in the radio news field, and wish to locate in a growing north central market, with a station that believes in informational programming contact Box 148B, BROADCASTING.

Experienced reporter-writer for newspaper of outstanding 50 kw clear channel. No air work considered. Detailed resume on experience and ability. Company benefits. Contact Lincoln Harner, News Director, WHAM, Rochester, N.Y.


Attention New England: Wanted, announcer with experience for 8000 watt station. Excellent working conditions, good wages, many opportunities. Contact R. H. Hale, 155 Front Street, Manchester, N.H.

Do you want to live in southern Oregon and work in radio of TV? Write Jerry Paulos, KBES-TV, Box 1189, Medford, Oregon.

RADIO

Situations Wanted—Management

Manager-salesmanager experienced in national, regional, local sales. Excellent record. Box 148B, BROADCASTING.

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 878A, BROADCASTING.

Radio executive. Deep background in major-market sales, programming and promotion. Creative approach to problems. Will leave present lucrative job for chance of offering broader opportunities. Married, early forties, substantial type individual. If you want to permanently strengthen your organization, here's a unique chance to do so. Box 128B, BROADCASTING.

Manager-top-flight, available 30 days. Experienced all phases, formula or middle-of-the-road programming. Prefer Box 138B, BROADCASTING.

Strong background including sales, news, administration, imaginative, sober, family man. Box 156B, BROADCASTING.

Golden rule policy pays off by doubling sales. You've tried everything else...try this: I'll care your station, make it profitable, professionally with Rx: adult programming, showmanship, creative sales and starting unique promotions, realistic administration, highest community identification. Location immaterial...earnings open, highest qualifications and recommendations furnished. Box 157B, BROADCASTING.

Sales

Salesman-announcer or commercial manager. Sober, familiar all phases with ten years experience. With present location 4 years. Prefer small to medium market in Texas. Box 115B, BROADCASTING.

Salesman-former radio newsmain desires position in sales in Minnesota or Wisconsin. Box 159B, BROADCASTING.


Six years experience includes sales and servicing, copy-writing, announcing and production-spots, including singing commercials. Family man wants step up. Box 150B, BROADCASTING.

Salesman—3 years experience major market radio, college degree, 34, family. Wishes to build future New York, Penna., Ohio. Box 146B, BROADCASTING.

Experienced announcer D.J. 4 years, married. Would like to settle. GR 7-2591 or MU 6-8608, Herb Anderson, 47 West 28th St., N.Y. 1.

Multi-talented combination man seeks multi-faceted position in multi-station network market. Box 727A, BROADCASTING.

DJ TALENT SEAT

The last three men who sat in this seat are now featured personalities on WLS CHICAGO—WCKY CINCINNATI and KYW CLEVELAND. If you're a potential 50,000 watt personality you may be ready for the "HOT" TALENT SEAT! Right now, the afternoon spot is open on WHOT and we're ready to hand over a 50% audience share in the big booming MAID MILLION plus, YOUNGSTOWN market to a swinging, fast-paced, modern radio dj who has the voice, the imaginative know-how, and the ambition to do a top-flight job. If this sounds like you, and if you feel you're ready for your last step before the really BIG TIME, rush immediately your best tape with references to MYRON JONES, PRESIDENT, c/o WHOT RADIO—YOUNGSTOWN 5, OHIO. It may be the best move you'll ever make!

The GOLDEN TRIANGLE GROUP: WEEP-PITTSBURGH; WJET-ERIE; WHOT-YOUNGSTOWN.

ANNOUNCERS

Attention: "Good music-news-sports station"—8 years announcing experience, college graduate. Available immediately. Box 954A, BROADCASTING.

Sportscaster-dj-newsmain, experienced, 22, Columbia College graduate. Available immediately. Box 960A, BROADCASTING.


First phone. Announcer, tight production, 4 years experience. Married, want to settle. Box 115B, BROADCASTING.

Announcer, experienced, sincere, versatile. Seeks radio/tv opportunity. Also sports. Box 116B, BROADCASTING.

Major or medium market adult operation looking for experienced dj? Box 151B, BROADCASTING.

Top-rated jock show, strong news, production. Have worked all formats. Write or wire Box 123B, BROADCASTING.

1st one dj news and production. Worker with ideas. Box 136B, BROADCASTING.

Salesman-announcer, Experienced. Excellent radio voice. First class license. Ohio. Box 120B, BROADCASTING.

Announcer, experiences, vet, married, tight format, willing to work, not a floater. Box 140B, BROADCASTING.

Western states only! Sports play-by-play—sales-public relation man. 14 years experience, family man $150 weekly. References. Write Box 149B, BROADCASTING.

Air personality; fast-paced, young, enthusiastic, ambitious, 3 years announcing experience. Desire work in leading top market. Box 143B, BROADCASTING.


Announcer. Experienced. Tight format. Will travel, want to settle, not a floater or prima donna. Box 135B, BROADCASTING.

First phone announcer: Experienced combo, tight format, 25, married, not a drifter or prima donna, have car—travel. Box 160B, BROADCASTING.

Ambitious, news, dj 31 years. Married. N.Y., N.J., Conn. Mass. only Box 161B, BROADCASTING.

Staff dj. 3 years experience, married, dependable. East, northeast preferred. Box 162B, BROADCASTING.

### Situations Wanted—(Cont’d)
#### Announcers

**Announcer—disc jockey, with fourteen years in radio and television. Seven years with 50,000 watt station in one of the ten largest markets. 1 pitch to the adult audience—swing, pop, and corn—no rock and roll. $770 per week minimum. Prefer midwest. Box 171B, BROADCASTING.**

An Announcer. Experienced. Young, ambitious, married, veteran. Professional school background. Tight format. Box 176B, BROADCASTING.


Radio-tv graduate. Strong personality. Would like initial opportunity. Married. Box 194B, BROADCASTING.

#### Situations Wanted—(Cont’d)

#### Announcers

**Desire position as announce and salesman. Must have $125. Presently employed. Can do, will do, for you. Box 183B, BROADCASTING.**

**Terrific announcer with consistently more audience than all other five stations combined, contemplating stronger challenge, stronger paycheck, fast, foolish but warm. Top thirty markets only. Box 185B, BROADCASTING.**

Are you looking for an announcer that is sincere and willing to learn? We can recommend that man and know he will develop into a valuable staff man within a year’s time. Call collect WNCO, Ashland, Ohio. Combe-man, strong news, top 40, middle, c/n all types. First phone, family; to local. Reno, northern California area. Write/call: Dixon Clay, 667 W. 99th Street, Los Angeles 44, Calif. PL 5-2010.

#### Situations Wanted—(Cont’d)

#### Announcers

Creative production air personality just left million dollar market looking for better opportunity. Wicked man with an Ampex, a few dollars, and a nucleus of intelligent, mature with network voice. 3½ years experience plus N YC TV announcing. Top Ivy grad., looking cooperative and friendly. Go anywhere for right price. Must be heard to be appreciated. Tapes, resumes, pictures available. Bill Boile, 213 Summit Ave., Jersey City 6, N.J. Kendall 4-5390.

Versatile, young air personality looking for a job. Should have current pop format. Top references from the 3 stations for which I have worked. Will consider any size or location. Proven record of holding all air groups with experience. Experienced in all time slots. Married, looking for permanent position. Available at once. Jack DuLong, 1731 Forest Preserve, Chicago 34, ME 7-0238.

An Announcer, evening, write and read poetry, list ticket, good social commercial, no rock. Box 94, Jasper, Indiana. Phone 666.

Young, single announcer. Graduate of broadcasting school. No experience, but has a desire to gain success. Prefer south. Write Larry Evans, Almim, Louisian.

#### Situations Wanted—(Cont’d)

#### Announcers

**Announcer — salesman, experienced, will travel. Fred Facey, 1709 Findlay Avenue, Bronx 56, N.Y. Phone WY 2-0723.**

Announcers, newscasters, experienced. "Call" voices, tight boardroom. Contact New York School of Announcing and Speech, 160 West 33rd St., NYC.

Experienced combo, main line sports. Prefers midwest area, will consider any attractive offer. Dick Saby, Redwood Falls, Minn.

College educated-announcer, dj, continuity writer, and news man. Available immediately! Four years experience, write or phone Owen Sherman, XMAN, Manhattan, Kansas.

No. 1 c/w disc jockey and salesman. East coast preferred. Send mail to Henry Tuck, 76 N.B. Williams, Route 4, Reidville, N.C. 29375.

Received 1000 adult letters last promotion. Announcer, 1st ticket, no rock. Box 94, Jasper, Indiana. Phone 666.

DJ's experienced. Good ad lib personalities, look handsome. Good. New York School of Announcing and Speech, 160 West 33rd St., NYC.

#### Situations Wanted—(Cont’d)

#### Announcers

#### Technical

First class engineer, 6 months experience, available July 15. Box 508A, BROADCASTING.

4 years experience 10 kw da wants job as chief, $100.00 minimum. Box 130B, BROADCASTING.

First phone, 10 years experience radio and television—installation, operation and maintenance. Excellent references. Box 151B, BROADCASTING.

Chief, 7 years experience, good announcer. Sales, directional and construction experience. Box 94, Jasper, Indiana. Phone 666.

#### Production-Programming, Others

New England, New York station managers: 12 yr. veteran, announcing, production, sales, desires to relocate your area. Now production manager of prosperous N. Carolina kilowatt. Best references. If you are looking for a man who can take orders and turn out the job you want, contact: Box 101B, BROADCASTING.

Mature voice. 7 years experience in "classics" and fine arts reporting, production, writing. Seeks PD position with quality station. Box 118B, BROADCASTING.

Production director, nine years with eastern network. Full production experience. Married, want production position western states. Leaving present position August 18. Box 119B, BROADCASTING.
Tired of second-rate newsroom? Ready for aggressive, results-man who'll transform yours from 'rip-n-read' stagnation into vital, liv-estrong journalism? If so, contact experienced radio-tv, newspaper, magazine, and magazine-newscaster. Box 133B, BROADCASTING.

PD—nine years experience radio-ve. Qualified and experienced PR-organization man for want to trade. Family Available now. Box 141B, BROADCASTING.

Need young rebuilding 197? Top market assistant ready. Five figures. Box 144B, BROADCASTING.

Program director of solid number one station in Midwest with million listeners ready to move up. Let me show you personality program that wins adult as well as teens. Box 153B, BROADCASTING.

TELEVISION

Help Wanted—Management

Corporation president (two radio and two television stations) needs administrative assistant. You must show thorough knowledge of corporate and administrative affairs and know how to get the best out of people. Must accept responsibility. Box 150B, BROADCASTING.

Sales

Sales representative. State capital vhf in the area. Experienced local sales representative. Sales promotion background considered. Productive account list should be clearly stated. Box 151B, BROADCASTING.

Immediate opportunity for experienced tv salesman in regional sales position. Liberal commission and high potential. Send resume and apply to Sales Manager, KRCH-TV, Cedar Rapids, Iowa.

Announcers

Wanted: Television weather forecaster. To do three 10 minute weathercasts daily—that's all—but you must be tops in your field. You must be able to hold an audience. possessed of those traits and perhaps build on them. You must know your weather. You must possess the strength and personality to back up those qualities. You will face competition but this period is presently number one in its time slot and we are trying to push them one better. You will need a top man to fill his shoes. You will need one who is unafraid and who will stand up for you. If you are the right man and leave alone the weathercasts, you will have more success —no commercials. If you think you qualify, and like the southwest, please write immediately to Box 906A, BROADCASTING. Position open immediately but we expect you to give adequate notice if you are presently employed. Please understand you will be thoroughly investigated.

Announcer for established, top rated CBS affiliate (WSTH-AM). Good opportunity for the young man with 2-3 years experience wanting to start career. Not to be considered a veteran or draft exempt. Salary plus talent arrangement. Excellent insurance, hospitalization and pension benefits. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana.

Technical

Do you have TT25B experience? Do you have supervision capabilities? If so, write Box 155B, BROADCASTING.

Engineer wanted with qualifications for supervisory duties. Pioneer basic major network station in upper south. Requires first class radio-telephone license with studio, vtr and transmitter experience. Experience with conditions with assurance, vacations and holidays. Send full resume, with picture to Box 982A, BROADCASTING.

HELP WANTED—TELEVISION

Help Wanted—Technical

Wanted—Engineer with first ticket for midwestern television outlet. Fully experienced in operation, installation. Must be experienced operator television control board, projectors, switcher, microwave, etc. Also need alert, experienced foreman. Both men should be good on maintenance, mechanical work, and electrical. Reply Box 151B, BROADCASTING.

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Send resume, please, to Jerry Smith, C.E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

Need to add male or female copy writer to staff. Send pic, resume, requirements. Station located in midwest. Ideal working conditions. Box 976A, BROADCASTING.

Educational tv producer-directors with substantial commercial presence. Applicants will be expected to do broadcast experience. Box 1076, BROADCASTING.

Assistant managing editor. Send resume. Box 1080, BROADCASTING.

Newman wanted. Must be able to gather, write and present the news. Salary open. Contact Reese Owen, WPVC, Chattanooga, Tennessee.

TELEVISION

Situation Wanted—Management

Assistant manager-sales manager. Exceptional background, productive sales record. Box 1076, BROADCASTING.

Sales

Sales manager-sales. Exceptional record—sales and management of sales personnel. Box 158B, BROADCASTING.


Desire television news position. Degree in Speech and History. Radio background. Would accept salary in excess of $1,200. Box 1591, BROADCASTING.

Technical

Chief, tv-asm. Available for south or south-west. Excellent records in small operations. Box 912A, BROADCASTING.

1st phone license, experience, currently CREI student. Will relocate for permanent position. Box 1126, BROADCASTING.

Production-Programming, Others

6 years professional, on-camera experience. 4 years producing—performing news, public affairs, specials, newscasts, weather and sports. Must consider offers of substantial status and potential. Now staff in top metro market. Box 133B, BROADCASTING.

Director, first class engineering license, desires opportunity with small/midsize station to utilize 2-1/2 years of thorough grounding in all phases broadcast. Box 159B, BROADCASTING.

FOR SALE

New, unusual Schafer 400-8 remote control system, list prices from cartons. Box 860A, BROADCASTING.

FOR SALE

Equipment

RCA television rack equipment: TA-1A distributor, TA-1A television picture amplifier, TM-5B master monitor, WP-32B power audio modules, two 4 pictures, two video patch panels. Best offer accepted. Box 162B, BROADCASTING.

Gates dynamote portable remote amplifier—brand new—$250. Box 166B, BROADCASTING.

Steelman transistor, portable all-transistor 5-speed tape recorder—$100. Box 167B, BROADCASTING.

Multiplex 28-12 bofs—12 Bogen (RM2). 1 Bogen (RM2A), 1 Brownie (XR-100 with adapter), one telephonix (MX11A). All about one year old and in great condition. Available about July 15th. We're going out of the business. Total cost to us was $3400. Will sell at 25% off. $1750. Write Box 169B, BROADCASTING.

Tape recorders, several Ampex 250, complete. half track, 71/2, and 15 ips. Excellent, $1000 each and $1500 crated. Radio Station KCBC, PO Box 968, Delano, California.

12 slimline base light fixtures #TV604G, Excellent condition. Transmitter box #TV-844, Exempt from FCC. Box 11, Houston, Texas.


For sale on ground—1 Truecon 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antenna. 1 RCA AGC amplifier BA-21A. 1 Tape recorder. 1 Taco heavy duty 72 ohm Channel 3 antenna. 1 RCA TRX-128 monochrome camera in like new condition. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—BA-3-9521.

A 1000 watt Collins transmitter in operating condition with all accessories. Station WMOZ. Post Office Box 228, Mobile, Alabama.


Thermometer, remote, electrical; enables anyone to read the temperature from any point in the field. Installed in less than 6 hours. Contact Mr. John McPherson, Temco, Box 6111, San Diego 6, California.


Two 278-foot heavy-duty Fisher guyed towers available by October 1st. Contact Mr. Cozens, Intermountain Network, 146 South Main Street. Salt Lake City, Utah.

Get into fm power cheap. 19 kw Western Electric transmitter 506 B-2, with brand new Gates exciters, new tubes throughout. GE 8 key antenna and 4 N 400 offer L.E. Latham, Box 77, Atlanta, Ga., DR 8-8808.

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Gierskorn Electric Cable Company, 161 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical installation systems, lighting rods, lighting protection systems. Financing. Top marble Maintenance Co., Inc. 419-7th Ave., N.E., Gienburn, Md. Day phone SO 3-0766—Night and emergency phone SO 1-1841. Write or call collect.

TV Video monitors. 8 Mc, metal cabinets starting at $190.00. 30 different models & thru. Atlas, Inc., 1080 Donn St., St. Paul, Minn.
FOR SALE

Equipment—(Cont'd)

General Precision Laboratory 16mm kine-
scope, recorder, model PA-360 with Maurer
sound of film system and utilizing elec-
tronic shutter. For further information
contact the Director of Purchasing, Uni-
vity of Missouri, Columbia, Missouri—

Schafer automatic program equipment. Used
less than one year. Manufacturer's guarantee
4 years. $8,000.00. Call Olean, N. Y. 20161.

WANTED TO BUY

Stations

Want station in northeast city over 100,000
population. To 1500 w up to 40 m down. Prin-
cipal. Box 1005, BROADCASTING.

Want west coast. To $350.00. Ready Confi-
dential(a) Will write. Box 1463, BROADCASTING.

Equipment

Used Gray Telope model 2-B. Must be in
good condition. KBTX-TV, Bryan, Texas.

Want used PT-8 Magmecord. Send condition,
price to George Williams, KGMO, Brook-
field, Missouri.

Wanted—Used transmitting and antenna
equipment for maximum power on Channel
3 installation. Write or call Harold Thomas,
75 Scenic Highway, Asheville, N.C., phone
Alpine 4-4448.

Western Electric 782A oscillator unit, com-
plete in good working condition. Contact:
S. E. Hawkins, Chief Engineer, WITH,
7 East Lexington St., Baltimore 3, Maryland.

3-5 kw fm transmitter with or without tape
player and accessories. Also interested 250 w
to 10 kw. am and fm. Submit detailed
pass Electronics Supply, 75 Varick Street,

Convert your excess equipment to cash.
Anything bought and sold from a tube to a
tower. Electrolind, 350 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by cor-
respondence or in resident classes.
Gas prices are located in Hollywood,
Seattle, Kansas City and Washington. Write
for three-page brochure, Grantham
School of Electronics, 3153 Gilham Road,
Kansas City 9, Missouri.

FCC first phone license in six weeks. Guar-
anteed instruction by master teacher, G.T.
approved. Request brochure. Elkins Radio
License School, 2855 Inwood Road, Dallas,
Texas—

Since 1946, the original course for FCC 1st
phone license, 5 to 6 weeks. Reservations
required. Enrolling now for classes starting
August 31, October 26, 1960. January 4,
1961. For information, references and
reservations write William B. Ogden, Radio
Operational Engineering School, 1150 West
Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guar-
anteed instruction. Elkins Radio License
School of Atlanta, 1158 Spring St., N.W.,
Atlanta, Georgia.

FCC license in six weeks. Classes 3 a.m. to
6 p.m. five days a week, Tuition $300. We
have all the facts. The Pathfinder Method,
510 16th St. Orlando, California.

Announcing, programming, etc. Twelve
week intensive, practical training. Brand
new oscilloscopes, test equipment, etc., and
the world. Elkins School of Broadcasting, 2855 Inwood
Road, Dallas 35, Texas.

FOR SALE

Help Wanted—SALES

Broadcast Sales Engineers

Collins Radio Co., a leader in the manu-
facture of quality broadcast equipment,
has an unusual opportunity for a
Broadcast Sales Engineer in Washing-
ton, D.C. Knowledge of equipment used
in broadcasting is essential. Broadcast
Sales and Engineering experience help-
ful. Salary commensurate with experi-
ence and ability. Complete company
benefits. Send resume to:

Mr. E. S. Gogon
Broadcast Sales
Collins Radio Company
Cedar Rapids, lowa

SALES PROMOTION MAN

Large service organization has opening
for well-rounded creative promotion
man at its Chicago headquarters.
Experience with media sales and
promotion in radio, TV, or related
fields is essential. Responsible for
direct mail campaigns, trade adver-
tising, brochures, etc., in co-opera-
tion with established operations.
Salary open. Immediate start. Please
submit resume including age, educa-
tion, past experience and salary
earned.

Box 958A, BROADCASTING.

FOR SALE

Television

Help Wanted—Sales

Broadcasters

Chesapeake Borough, Del. to 500 w
up to 40 m down. For your free
Brochure write to: Box 108, SIT-
uation. Rush written request for sample
tapes! Box 752A, BROADCASTING.

FOR SALE

WANTED TO BUY

Stations

Collins Radio Co., a leader in the manu-
facture of quality broadcast equipment,
has an unusual opportunity for a
Broadcast Sales Engineer in Washing-
ton, D.C. Knowledge of equipment used
in broadcasting is essential. Broadcast
Sales and Engineering experience help-
ful. Salary commensurate with experi-
ence and ability. Complete company
benefits. Send resume to:

Mr. E. S. Gogon
Broadcast Sales
Collins Radio Company
Cedar Rapids, lowa

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK

Equipment

Want west coast. To $350.00. Ready Confi-
dential(a) Will write. Box 1463, BROADCASTING.

Production-Programming, Others

FOR SALE

Record Librarian Wanted

Leading Midwestern station in major
market looking for librarian able to
administer and program adult rec-
ord format. Excellent salary and
working conditions. Bright future for
creative "self starter." If you are
young program man and manage-
ment type send resume and photo-
graph to:

Box 108B, BROADCASTING.

FINGER ON THE PULSE

Experience personal . . .
Opportunities in many markets.
PAUL SARGON, BROADCAST MANAGER
MAUDE LENNOX PERSONNEL SERVICE, Inc.(Agy)
650 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0276

FINGER ON THE PULSE

Experience personal . . .
Opportunities in many markets.
PAUL SARGON, BROADCAST MANAGER
MAUDE LENNOX PERSONNEL SERVICE, Inc.(Agy)
650 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0276

FOR SALE

Radio

FOR SALE

TELEVISION

FOR SALE

Radio

Radio Remote Control and
Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates
Box 3172
Woodland 7-1469
Santa Barbara, California

Specializing in Broadcast Telemetry

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates
Box 3172
Woodland 7-1469
Santa Barbara, California

MISCELLANEOUS

Funniest one-liners ever created. Produced on
tape especially for your show or sta-
tion. Rush letterhead request for sample
tapes! Box 752A, BROADCASTING.

Specializing in Broadcast Telemetry

Radio Remote Control and
Multiplex Systems

For

STUDIO TRANSMITTER LINKS

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tapes! Box 752A, BROADCASTING.

MISCELLANEOUS

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates
Box 3172
Woodland 7-1469
Santa Barbara, California
MISCELLANEOUS

BROADCASTING,

BROADCASTING

New Approved
STANDARD BILLING FORMS FOR
RADIO-TV Spot

as recommended by SPONSORS, Agency
Financial Groups

1,000—$6.95, 2,000—$11.00, 5,000—
$24.00. Check with order. Delivery
within 3 days. Send copy for your im-
pression. FREEBORN PRESS, INC.
Hudson Falls, N.Y.

STATIONS

Southern single. $40,000 terms—Southwest medium regional. Big pro-
tunities. $700,000 29%—Southwest medium fulltime. Making money.

Dollar for
Dollar

you can't beat a classified ad in getting

top-flight personnel

SOUTHWEST DESERT AREA
5 kw daytimer grossing $80,000.
A real buy at $105,000 with
$29,000 down and a long payout.
Box 178B, BROADCASTING

FOR SALE

SOUTHERN CALIFORNIA FULLTIME
An unusual opportunity for an accept-
able buyer to acquire ownership of a
prestige California property with a
history of high billings and ownership
earnings for the very low down pay-
ment of $25,000.
Box 179B, BROADCASTING.

STATIONS

ROCKY MOUNTAIN—Full time. Exclu-
sive. $80,000 average annual gross for
last 5 years. Asking $90,000 for 29%.
CALIFORNIA. Large market. Powerful
daytimer. Very profitable. $300,000
with 29%.

TOP MARKET. Daytimer. Doing better
than $200,000 a year. Asking $310,000
with 29%.

SOUTHEAST. Profitable daytimer. Did
$84,000 last year. Ahead time year.

ROCKY MOUNTAIN. Full time, Network.
Profitable. Asking $100,000 with 29%
down.

NORTHWEST. Daytimer near large mar-
tet. Asking $70,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 81

Dollar for

you can't beat a
classified ad in
getting

top-flight personnel

SOUTHWEST DESERT AREA
5 kw daytimer grossing $80,000.
A real buy at $105,000 with
$29,000 down and a long payout.
Box 178B, BROADCASTING

SOUTHERN CALIFORNIA FULLTIME
An unusual opportunity for an accept-
able buyer to acquire ownership of a
prestige California property with a
history of high billings and ownership
earnings for the very low down pay-
ment of $25,000.
Box 179B, BROADCASTING.

ROCKY MOUNTAIN—Full time. Exclu-
sive. $80,000 average annual gross for
last 5 years. Asking $90,000 for 29%.
CALIFORNIA. Large market. Powerful
daytimer. Very profitable. $300,000
with 29%.

TOP MARKET. Daytimer. Doing better
than $200,000 a year. Asking $310,000
with 29%.

SOUTHEAST. Profitable daytimer. Did
$84,000 last year. Ahead time year.

ROCKY MOUNTAIN. Full time, Network.
Profitable. Asking $100,000 with 29%
down.

NORTHWEST. Daytimer near large mar-
tet. Asking $70,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HI. 4-7279

License Renewals

Following tv translator stations were
granted renewal of license: K70AH, Parker,
Anz.; K78AO, K71AM, K28AF, Olivia, Minn.;
K78CA, K28AF, Deer River, Minn.; K785,
K78AM, Bemidji, Minn.; K78AK, K28AF,
Can Lake, Minn.; K78AC, Farmington, N. M.;
K75AH, Indio, Calif.; K76AL, Canby, Calif.;
K78AB, Johnson City and Vestal, N. Y.;
K71AB, Hillcrest and Chenango Bridge,
N. Y.; W10AB, Willkes-Barre, Pa.; K72AO,
Jackson, Wyo.

Following stations were granted renew-
al of license: WFSJ Manchester, N. H.;
WSYL Amherst, N. Y.; WCXW Middletown,
Conn.; WEXS Salem, Colo.; WYTO, Mass.;
WSTC-AM-FM Stamford, Conn.; WFGM Chicago,
Ill.; WCIQ Cicero, Ill.; WYCI Malone, N. Y.;
WCKR-FM New York, N. Y.; KFRE Lenzen-
wil-Richland-Pasco 1st Band, Wash.;
KXFM-Palm Springs, Idaho; WPIC-Palm Springs,
Calif.; WLR (FM) Garden City, N. Y.; KEPR-TV Pasco,
Wash.; WSNY Fulton, N. Y.; WTKO Ithaca, N. Y.;
WPFG Atlantic City, N. J.; K246TV New London, Conn.;
WJXT-TV Hastings, Neb.; JCTTS (FM) Seattle,
Wash.; WTRY Troy, N. Y.

A Granted renewal of licenses of Mid-
continent Besty Co. stations KELO-TV, Sioux
Falls, S. D. and KPLO-TV, Rapid City, S. D.
and Triple-City Besty Co. station KDLO-TV
Florence, S. D. By letter, reminded licensees
of requirement for a secondary identification
of source or sponsor as result of tele-
negations by their tv stations of kinescope
summaries of 1958 “Kohler” hearings.
WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to double within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We must reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

Sponsored as a public service,  
in co-operation with the Council for Financial Aid to Education
Joseph Louis Herold

Joe Herold has been credited by his industry friends with what was, and may still be, a world’s television record—from a box of paper clips to station programming in 28 days. This deft maneuver was accomplished in the Sept. 1-28 period in 1952, at KBTV (TV) Denver, second post-freeze station to go on the air.

At the time Joe had accumulated extensive experience as technical midwife to new TV stations. His first effort in this new art had taken place at WOW-TV Omaha, where he had been technical director under the late Johnny Gillin (WOW-AM-TV; KODY North Platte, Neb.). In 1947 Joe started his TV career by setting up a closed-circuit training program for the anticipated WOW-TV operation. With the title of TV manager, he had a staff already trained when WOW-TV took the air in the summer of 1949.

Two other developments important to his career took place in 1949. First he became interested in selling, a natural transition for any alert young man who had served many years under Johnny Gillin, one of the industry’s top managers. Second, he agreed to a blind date with Lillian Mary Dixon, secretary to Harry Bannister at WWJ Detroit. Miss Dixon was stopping in Omaha on her summer vacation. The date eventually led to the altar.

Goodbye Omaha • After Johnny Gillin’s death in July 1950, Joe’s grief at the loss of his best friend developed into a case of itchy foot and he left Omaha after living there for two decades. Incidentally, he had been active in TV training at Creighton U. there, and many of his students are now in the industry. Many of the techniques he pioneered in Omaha are still standard operating procedure. Among industry “firsts” he is credited with microwave innovations, remote origins, educational programs and low-budget live commercials. He had conducted detailed costs analyses through weekly surveys of station operating costs.

All this TV experience equipped Joe for the assignment that took him from Omaha in 1950—television consultant for Union Radio & Television (CMUR-TV Havana, Cuba), where he supervised staff training and installation of the new station. A year later he performed a similar job at Radio Televisao, Paulista, at Sao Paulo, Brazil.

RCA called him next in anticipation of the end of FCC’s freeze on TV station grants. With RCA he operated as an independent station-planning consultant, assisting in the design and organization of more than 20 U.S. stations. His “TV Station Planning” series, worked out while at RCA, was circulated all over the world.

Denver Debut • Shortly after the freeze was lifted in the summer of 1952, Joe received an offer from the late Tom Eckerman of KVOD Denver to manage the then-authorized KBTV. He had helped put KFEL-TV, first post-freeze outlet, on the Denver air. There was a stock interest in the KBTV deal and he accepted. Work was started Sept. 1, programming was under way Sept. 28 and the formal debut took place Oct. 12.

“We were the only TV station ever written up in a Field & Stream magazine,” he recalls, explaining: “There was a fishing-worm hatchery in the basement of our temporary rented quarters.”

Joe Herold is still at KBTV, serving as manager, but he retains a deep interest in the engineering side of television, a trait that dates back to the youthful days spent as “sparks” on Great Lakes steamers.

He’s on the extrovertish side, earthy, often blunt, pleasant and mixes easily in a crowd. He oozes enthusiasm, especially when he starts talking about his mountain ranch in the Clear Creek Canyon area 35 miles west of Denver. This secluded paradise, at an elevation of 9,600 feet, provides a weekend hide-away, fine fishing for guests and a chance to display what he describes as an outstanding talent at a charcoal grill. Even at meetings in distant cities—the NAB TV Code Review board in Washington, for example—he’s apt to get a faraway look as he yearns for the whispering aspens and rainbow trout.

TV Code Planner • The TV code connection provides an industry-service outlet he takes seriously, recognizing the need for nationwide video programming and advertising ethics that will meet the critical storm. He is chairman of the code board’s planning subcommittee, which has been directing expansion of board membership and code operations.

Joe recognizes the need to show the public and government that voluntary regulation will work. His station was one of the first to join the code structure when it was set up in 1952. He loses his infectious grin when he hears the familiar charge that the NAB code group consists of “fat cats who can afford to throw out borderline and banned accounts,” citing the board’s diversified membership.

Joseph Louis Herold was born March 8, 1907, in Falls City, Neb. He took his secondary school training at Ursuline Convent. At 19 he moved to Valparaiso, Ind., attending Valparaiso U. He transferred after a year to the School of Engineering, located at Milwaukee. There he specialized in electronics and radio engineering, learning the code and getting his operator’s ticket. His first job was on the SS Paulian, a passenger steamer.

Back Ashore • After a couple of years on the lakes, he developed a yearning for his native Nebraska and joined the engineering staff at WOW, not far from his old home town. Johnny Gillin was a student at Creighton U. and part-time announcer at WOW. The two became close friends. “We grew up together at WOW,” Joe recalls. “When Johnny became manager, he made me technical supervisor.”

He’ll long be remembered for his role in staging the courtroom demonstrations that led the Colorado Supreme Court to admit cameras and microphones to court rooms. Besides a long list of civic roles, he is chairman of the Denver Area TV & Radio Assn., formed to stage the court tests.

In his TV code function, he contends the ethical document must be thoroughly understood by all station personnel right down to the traffic girl who makes up the logs.

He feels a moral obligation in his code service. “The industry has been good to me,” he says. “The least I can do is to serve in what I regard as the most important of all industrywide functions.”

KBTV’S HEROLD

A long list of ‘firsts’ in TV
EDITORIALS

Last stand

T'S now or never if broadcasters are to be spared imminent danger of being suspended or fined or both for infractions of any of the FCC's endless regulations.

The Harris amendments, incorporating the suspension and fine provisions, passed overwhelmingly last week after the author, Rep. Oren Harris (D-Ark.), had mesmerized the House on a subject wholly unrelated to the legislation. His oration was directed against the exposed of congressional expense accounts in the Knight newspapers and Life. But the nation's broadcasters will take it on the chin unless there is a near-miracle between now and adjournment which, fortunately, is delayed until after the political conventions.

The penalty amendments, authorizing the FCC to suspend stations for up to 10 days and fine them $1,000 for each "offense", can be stopped only in the Senate, or by the unlikely extreme of presidential veto. Rep. Harris, by attaching his amendments to a Senate-passed bill (S 1898) covering unopposed procedural changes in the Communications Act, skillfully spirited this loaded legislation through the House. But his strategy boomeranged when the Senate Commerce Committee last week, instead of appointing conferees, decided on further hearings, since Mr. Harris & Co. had totally changed the nature of the Senate bill.

Broadcasters object only to the suspension and fine amendments. Contrary to what the House was told, there has been no opposition from responsible quarters to the provisions that would outlaw payola or quiz-rigging. Broadcasters welcome it. Certainly Time Inc., which publishes Life, and the Knight newspapers can't be accused of seeking to block the Harris amendments. They have been among the most vitriolic of the many newspapers and magazines that have attacked broadcasting.

Mr. Harris' anger over the expense account exposé is understandable. The Detroit Free Press stands accused of highly questionable ethics in publishing a purported elbow-bending picture of Rep. Harris which the congressman brands a phoney. And he was given the run-around by Knight executives when he tried to get an explanation. Mr. Harris made the most of this in his impassioned speech. Practically every member of the House, irrespective of party line, was sympathetic. The expense account exposé smeared all. Thus it was easy for the adroit Arkansan to sell his colleagues his amendments, lock, stock and loaded barrel.

However contrived, the deed is done in the House. We've said before that it would be far better to have no legislation at all at this session than to accept the Harris amendments with the suspension and fine provisions. Every Senator should be so importuned so that the word gets to the Senate Commerce Committee. And broadcasters must be prepared to put their best foot forward when hearings are held by the Senate Committee to expunge from S 1898 those House-imposed sanctions that sprang from frenzy rather than calm legislative deliberation.

Somewhere short of greatness

THE most descriptive word for the television networks' 1960-61 nighttime program schedules, so far as they can be judged from paper plans, is "competitive." If any network gains a measurable advantage, it will do so through superior production and execution rather than novel or even particularly imaginative program concepts.

An examination of the regular lineups, which were charted in detail in these pages a week ago, shows an astonishingly high number of new entries—46 programs or more than 40% of the weekly total. What makes the figure astonishing is that these new programs, though uncommonly large in number, do not promise to change the face of nighttime television in any significant degree. The percentages have changed somewhat, but not enough to avoid the impression that adventures have been replaced with adventures, westerns with westerns, situation comedies with situation comedies.

Television's critics will find nothing to cheer in this prospect, and little to applaud in the news that only about half as many specials—the glamor packages on today's 7 television —are being planned this year as last. But the critics never cheer a schedule anyway, and are not apt to until it is dominated by whatever happens to be their private program fetish at the moment. They cry for more public-affairs programs, and there will be more of them this fall than ever before, both in the regular evening lineups and among the specials, but it is unarguable that there won't be enough to satisfy the professional belittlers.

We must confess that we would like to feel more excitement than we do in contemplating the regular weekly shows in the fall schedule. They contain an inadequate measure of the creative vitality that ought to be associated with television. For $6.8 million worth of weekly programming it looks awfully uninspired.

It is true, of course, that it is necessary to attract masses of people most of the time in order to inform or inspire them some of the time. Certainly, without audiences there would be no television—and this means the kind of television the critics like as well as the kind the people like. The new fall schedule cannot be accused of ignoring this fact of life. We have no doubt that the people will like it; indeed, we think it almost certain that audiences will be bigger than ever. Advertisers certainly cannot complain. But we cannot escape the nagging question: Is it enough for this medium to be good—when it could be great?

No reasonable person expects that greatness can be achieved in program after program, night after night throughout a season. At best, the majority of regularly scheduled programs can provide entertainment that is diverting if not elevating.

Yet the opportunity—and the urge—to do an occasional piece that will rise above the level of simple diversion must exist in television if the medium is to take maximum advantage of its unequalled physical resources.

It is this opportunity that seems lacking, in at least some degree, in the schedules that have been fashioned for next autumn.
The HOSIERY industry ... creates buying power in the Piedmont Industrial Crescent!

The South’s gigantic hosiery industry, creating unlimited disposable income, makes the piedmont market a must buy. And WFMY-TV ... located in the heart of the piedmont ... is the dominant selling influence in this $3,000,000,000 market. WFMY-TV serves ... and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

WFMY-TV
GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit
THE 17TH ANNUAL NEWS PICTURES OF THE YEAR COMPETITION
IN RECOGNITION OF OUTSTANDING CONTRIBUTION TO THE FIELD OF PHOTOJOURNALISM ACCLAIMS
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