Report in depth: Television Information Office's first year
Profits for radio: what progressive operators are doing
A unified union front opposite networks at bargaining table
Freebies & plugs: full text and interpretation of new rules
WGAR is warming up for another great season of sports coverage. To kick off this program, WGAR is broadcasting the thrills and color of every Cleveland Browns game and each Ohio State gridiron battle to listeners throughout the Northeastern Ohio area. Sports fans will also be treated to the on-the-spot coverage of the Cleveland Barons hockey matches plus the play-by-play action of the Cleveland Pipers, Cleveland's entry in the pro basketball circuit. Add to this WGAR's programming of good music, drama, comedy, news and local events featuring top local and CBS personalities and you have a complete entertainment package that is truly... Radio for Grown-Ups... of All Ages.

CLEVELAND—50,000 WATTS

PEOPLES BROADCASTING CORPORATION

WGAR .......... Cleveland, Ohio
WRFD ... Columbus-Worthington, Ohio
WMMN ......... Fairmont, West Virginia
KTVT ............. Sioux City, Iowa
WTTM .......... Trenton, New Jersey
WNAX ....... Yankton, South Dakota

Represented by HENRY I. CHRISTAL COMPANY
ONE SHOT TAKES ALL THREE

LANING JACKSON BATTLE CREEK

"Knuckles down, skinny bone tight" for a shot with the "Cat's Eye" of the Golden Triangle! You'll pocket all three mid-Michigan "Agates" and take 46% of the state's population, outside Detroit. WILX-TV not only has the Marbles in Michigan, it also covers an area ranking 11th in retail sales—26th in TV Households**. Play for keeps—call Venard Rintoul & Mc Connell, Inc.

CHANNEL 1

WILX TV SERVING MICHIGAN'S GOLDEN TRIANGLE

*SRDS Consumer Market Data
**Television Age, 100 Top Markets, 11-30-59

WILX is associated with WLS—Lansing/WRON—Pontiac
OUTSTANDING VALUES

1885

JOB LOT OF STOVES!

Cleaver & Hollis,

25 No. 8th
50 No. 7th

Twenty-Five Per Cent. Lower Than Ever Sold Before.

When this lot is sold you will not have an opportunity to buy again at the same price because we cancel high prices regularly to sell at or below the price at which we offer them. These prices have been made very low to help you in the war effort. We think you should have every advantage of this new lot of stoves.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Best buy in the Lancaster/Harrisburg/York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

STEINMAN STATION
Clair McCollough, Pres.

Multi-City TV Market

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

WGAL - TV
Channel 8
Lancaster, Pa.
NBC and CBS
316,000 Watts

Broadcasting, September 26, 1960
Sale slow-down: Minimum holding period on station sales may be in broadcasting's future—and that period may be three years. This was sense of wholly impromptu discussion last week at FCC meeting, when commission was considering various station sale approvals. Subject of "trafficking" has been informally discussed by individual commissioners, but this was first discussion of matter in official commission meeting. Subject was dropped on understanding it would be reviewed officially soon.

What sparked debate were notions on two of last week's sale approvals showing it had changed hands twice before in past five years: WKTG Thomasville, Ga., was sold first in 1955 for $62,000, then last year for $60,000 and last week for $90,000; KODY North Platte, Neb., was sold in 1957 for $210,000, again in 1959 for $197,500, and last week for $200,000.

NAB candidate: NAB's presidential selection committee may complete its work this week. Following session last Thursday in Washington, entire eight-man committee, plus three-man policy committee, concluded it would carry on its deliberations beginning today (Monday) in New York. Thursday session, it's learned authoritatively, included luncheon meeting with one of prospective presidential appointees—well-known public figure.

At today's session in New York, it's expected another prospective appointee—likewise well-known public figure—will meet the committee. This official is no stranger to communications but his identity also is being kept secret.

Ratings passé? Dr. Sydney Roslow, whose Pulse Inc. sells quarter-hour radio ratings, may talk himself out of that phase of business this week. He'll tell Omaha Advertising Club that program ratings have lost their meaning in today's market, will suggest instead that stations sell—and buyers buy—on basis of cumulative audience measurement.

Dr. Roslow's new tack (although he's still providing old one) is premised on realizing that radio's total share of audience is given market at given time runs in 20s, 15s and under so that individual station shares become meaningless. Only by counting in frequency of impression on cume basis, plus stressing qualitative factors in audience composition, can buyer justify radio today, Dr. Roslow will say.

Hayes as helper: John S. Hayes, president of Washington Post Broadcast Division (WTOP-AM-FM-TV Washington; WJXT [TV] Jacksonville, Fla.), has been tapped by Democratic vice presidential nominee Lyndon B. Johnson as policy consultant-coordinator of network TV-radio appearances for duration of campaign. Mr. Hayes will be in charge of Leonard Reinsch, executive director of Cox stations, who is operating at policy level for Democratic presidential nominee John F. Kennedy. Mr. Hayes began his duties last week.

Market is measure: There's no magic in that 85% figure that CBS Radio historically has used to judge adequacy of affiliate support for major changes in its relations with stations. So when affiliates' convention this week considers plan to delete daytime serials and expand news coverage (see page 54), go-ahead won't depend on any fixed percentage of rate card. Controlling factor will be whether enough stations in enough right markets subscribe to make it worth while for network to proceed with changes. Officials say that while smaller stations usually want more programming, not less, reaction to proposals thus far has been heavily favorable. But if substantial opposition should develop, outcome will depend less on numbers than on what markets they represent.

Option background: FCC's order cutting open time option from three to two-and-one-half hours in each of four segments (BROADCASTING, Sept. 19) was result of hard fought compromise. First voted down 5-2 (with Commissioners Craven and Lee for) was proposal to retain status quo at three hours. When this failed, 4-3 vote finally was won, with Commissioner Cross and neophyte Commissioner King swinging to Craven-Lee position that option time is reasonably necessary to network operation.

Fete for Congress: Major social event of 1961 NAB convention (May 7-11 in Washington) may be social get-together with members of Congress. Idea proposed to convention committee would divide affair into state broadcaster-legislator groups, with separate sessions integrated into joint program.

If extravaganza banquet is agreed upon, it's expected all networks will be asked to contribute talent on basis befitting gala occasion, which would mark introduction of NAB's new president to membership. Heretofore convention talent has been provided by BMI and ASCAP, alternately, with latter producing 1960 show.

No test: Some highly placed broadcast engineers are glum about decision of FCC to use channel 31 for $2 million uhf experiment in New York City. These professional circles feel experiment could be more meaningful if high end of uhf were used—since that is where most problems are. Or, they feel there should be two frequencies used, one on low end and other on high end of uhf. Uhf television band runs from 470 mc to 890 mc. Channel 31 is 572-578 mc.

Slow pay: TelePrompTer Corp., which had planned to test its system of pay tv in November (BROADCASTING, Sept. 19), won't meet that target date. Company has set up scale-model hook-up of five houses in its New York headquarters and will test engineering phases of its system on 24-hour basis. Indications are test of its system in Liberal, Kan., will come off until early part of 1961.

Code revision: Major overhaul of NAB television code may be next step of code board, slated to meet Oct. 4 in Washington. Idea of revamping would be to update document in view of developments since it became effective more than eight years ago and to reduce wide assortment of verbal admonitions ("should not," "not recommended," etc.) to more uniform language.

Space in space: With communications satellites and other space vehicles soaring overhead, new and urgent problems in outer space spectrum allocations are rising to haunt space authorities here and abroad. Conference on space allocations is scheduled in Geneva in 1963 as aftermath of last year's International Telecommunications sessions, which concluded it was too early to consider specific allocations for space. Preliminary negotiations may be undertaken soon, in hope of expediting action in light of rapid progress of space developments.

Go west, young man: There's recurring report that male talent for tv film production on West Coast is becoming critically scarce. So much so, in fact, that Warner Bros. has been looking over college football films in diligent search of photogenic players who could pass screen test. There's no such problems in finding females for tv film roles; supply of them is plentiful.
It's no lovers' dream—it's a fact—Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.
Radio's sales key: the local personality - "Since much of the effective selling in the U.S. is on a person-to-person basis, local radio is urged to take advantage of local personalities," Louis E. Scott, vice president and general manager of the Los Angeles office of Foote, Cone & Belding, notes in this week's MONDAY MEMO. He describes radio as an "intimate medium" whose message is most effective when "delivered with believability by the right person." For details about how strong local personalities are working effectively for FC&B clients on the West Coast, turn to page 24.

Image of an image maker - Television Information Office approaches its first anniversary with a track record few people know. What is it doing? What has it done? Broadcasting gives the answers in the first published depth study of TIO activities, also explores the attitudes of people paying the bill. Page 27.

Pursuing profits for radio - RAB's fall management conferences provide a forum for cross-pollination of the new ideas that can increase a station's audience and profit standing. Page 34.

K & E's Bill Lewis - His change from president to board chairman at Kenyon & Eckhardt has a TV angle: He'll concentrate more on the medium now. Page 42.

A solid union front - In coming sessions at the bargaining table, networks will find the major labor groups there in one unified group. Page 48.

New court action on Warner features - Application for an injunction is filed by Triangle Stations against Seven Arts Associated Productions to halt sales of post-'48 Warner features in Triangle's markets. Page 58.

UN's 'biggest story' - More than 600 radio-TV newsmen converge on the United Nations to provide the most extensive coverage of a UN session. Reason: Khrushchev, Castro and troubled times. Page 62.

Hollywood comes to the FCC - Closed meeting takes place between film makers and FCC staff officials to discuss new identification rules. At stake are practices long part of Hollywood mores and how they are going to be treated by FCC in new Sec. 317 regulations. Page 68.

New poop on plugs and freebies - FCC calls off its March 16 interpretation of sponsor identification rules and says it's writing new regulations. Meanwhile, broadcasters should follow new law. Page 68.

What is public interest? - New FCC Commissioner Charles H. King concedes there's no definition of "public interest, convenience or necessity." A novitiate's views after one month of bureaucracy. Page 70.

Right to hearing at renewal time contested - RKO General and ABC challenge the long-held FCC interpretation that a hearing is required when an application is filed at renewal time for an existing facility. Page 77.

Pay TV procedures - FCC is readying hearing on announcement on subscription TV, but the form is all wrapped up in the revision of regulations. Announcement is due this week. Page 78.

Small political debate - Party press heads demand that the networks put print-media reporters on first Nixon-Kennedy broadcast. It's their own party, networks reply, and go ahead with plans for a panel featuring four network newsmen. Page 80.
QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN AIRCRAFT ENGINE DESIGN IS REPRESENTED BY PRATT AND WHITNEY AIRCRAFT OF EAST HARTFORD, CONNECTICUT, WORLD'S LEADING PRODUCER OF JET ENGINES.

PRATT AND WHITNEY ENGINES POWER NINE OF EVERY TEN DOUGLAS DC-8 AND BOEING 707 JET AIRLINERS IN SERVICE THROUGHOUT THE WORLD.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

WTIC 50,000 watts HARTFORD, CONN.
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
Cleveland picked for next ‘debate’

Second Nixon-Kennedy joint appearance on tv-radio, Oct. 7 at 7:30-8:30 p.m. (EDT), is expected to originate at KYW-TV Cleveland, network sources said Friday. They were awaiting candidates’ approval of Cleveland as site. NBC drew assignment to produce; KYW-TV is its Cleveland affiliate. (See special political page 80.)

In other political broadcast developments Friday, ABC officials identified six five-minute ABC-TV periods ordered by Democratic National Committee and nine by GOP National Committee; said New York State AFL-CIO Political Education Committee had ordered half-hour on New York regional network of eight or nine ABC-TV affiliates for Syracuse speech by Sen. Kennedy Thursday night (Sept. 29), 10:30-11 p.m.; and said International Ladies Garment Workers Union’s campaign committee had signed with ABC Radio for quarter-hour on behalf of Mr. Kennedy on nationwide network on five consecutive Wednesdays starting Oct. 5 (10:30-11 p.m.).

Five-minute ABC-TV periods bought by Democrats are 12:55-1 p.m. Oct. 20 and Nov. 1 and 4; and 2:25-30 p.m. Oct. 25 and 27 and Nov. 3. Those bought by GOP are 9:55-10 p.m. Nov. 5; 12:55-1 p.m. Oct. 28 and 31 and Nov. 3 and 7; 2:25-30 p.m. Oct. 24 and 26 and Nov. 1 and 4.

ABC also said it would permit non-affiliates to pick up its coverage of Nixon-Kennedy joint appearances by tying in at nearest telephone company central office. Other networks already had taken varying positions: NBC said it would feed all comers; CBS and Mutual said they would not feed live to non-affiliates except where pickups were not available from any other source (BROADCASTING, Sept. 19.)

Uhf permits explain failure to construct

Twenty-eight idle uhf permits explained to FCC en bonne Friday why they have not started building their stations and why they should retain their construction permits.

Permittees argued failure to build was due to reasons beyond their control, citing commission’s indecision on tv channel allocations and resultant confusion over intermixuture and/or de-intermixuture of uhf and uhf channels as main reason.

Construction of us’s at this time would place permittees in financial difficulties due to confused public attitudes concerning FCC policy, many argued. They felt it would not be in the public interest to build uhf stations while set makers were still turning out only all-uhf sets. All said they would either build or surrender cps when commission “firms up” its channel allocation policy.

Prime objection to intermixuture of uhf and uhf was lack of programming. All stated they would build in all-uhf market and if all-channel receivers were easily available.

FCC began its “get tough” policy with uhf permits last February when it ordered 54 uhf stations to report on failure to build (BROADCASTING, Feb. 22). Of 54 originally queried, 21 have been deleted and others granted grace periods.

San Francisco suit halted by stay order

San Francisco federal judge has granted suit of antitrust suit filed last June by San Francisco Chronicle (KRON-TV there) against NBC, KTVU(TV) San Francisco and RKO General Inc. (BROADCASTING, July 4). Stay is in effect until FCC acts on application by NBC for approval of $7.5 million purchase of KTVU. Order, however, permits Chronicle to seek preliminary injunction to maintain status quo—including loss of NBC affiliation.

Suit is one of a number of court and FCC proceedings instituted by Chronicle to prevent NBC acquisition of KTVU. This is part of NBC-RKO General sales package involving exchanges of network’s Philadelphia stations for RKO General’s Boston stations, plus RKO General’s $11.5 million purchase of network’s Washington stations.

Illinois broadcasters elect Vernon Nolte


Rod Mitchell, N.W. Ayer & Son account executive on Illinois Bell and United Airlines accounts, discussed relations of agencies and radio-tv stations.

Rep. William Springer (R-III.), member of House Commerce Committee, said broadcasters should be permitted to operate without supervision of Senate “Watchdog Committee” which is checking on political coverage. He praised broadcasters for “getting rid of bad apples” guilty of payola violations.

Pay tv and commercial tv are incompatible, Rep. Springer said. He said if paid medium takes air, it will “gobble up” free television.

Station transfers

Two station sales submitted for FCC approval Friday:

- WHHM Memphis, Tenn.: Sold by Thomas W. Shipp to Mercury Broadcasting Inc. for $225,000. Mercury Broadcasting is 51% owned by William H. Grumbles, west coast vice president of RKO General, and 49% by Marie G. Cobb, Mr. Grumbles’ sister. Payment is $65,000 down with remainder to be paid out over four-year period. WHHM is 250 w on 1340 kc with ABC affiliation.

- KBLR-TV Goodland, Kan.: Sold by Max Jones, trustee in bankruptcy, to Standard Electronics Corp., equipment manufacturer, for remaining unpaid equipment debt amounting to about $200,000 plus $275 monthly for lease of transmitter building. Standard is subsidiary of Dynamic Corp. of America, which also is parent company for Radio Electronics Lab. KBLR-TV operates on

MRA campaign

ch. 10 and is affiliated with CBS. It began operating in 1958. In related application, approval for sale of KBLR to KFBI Inc. for $50,000 by trustee was also asked. KFBI Inc. is owned by Robert E. Schmidt, 40%, and Ross Beach Sr. and Jr., 30% each. Same group owns KAYS Hayes, Kan. KBLR is 1 kw day on 730 kc with MBS affiliation.

**Schorr proposes 115-mi. separations**

Schorr Broadcasting Co. asked FCC to drop in one or two vhf assignments in 25 of top 100 markets—using 115-mile separations for co-channels and keeping present 60-mile adjacent channel separations—in comments filed Friday on FCC's proposed interim vhf policy on tv assignments, issued last Jan. 7 (Broadcasting, Jan. 11). Deadline for comments is Sept. 30.

Schorr said plan would put 3 vhs in 86 markets, 2 vhs in 4 cities, 1 vhf in 4 cities and 6 cities would have 3 or more uhfs.

**Georgia tv outlet asks Florida move**

Change of station and channel to Tallahassee, Fla., has been requested of FCC by ch. 6 WCTV (TV) Thomasville, Ga. Station submitted request for reallocation and said if ch. 6 is moved to neighboring Tallahassee, station's license should be so modified also.

Among other allocation requests:
- Milwaukee Board of Vocational and Adult Education, licensee of educational ch. 10 WMVS (TV) there, asked that one of two unused uhf commercial channels assigned to Milwaukee be made educational. Presumably Board will apply for it.
- DeGroot heads MAB

Don DeGroot, WWJ-AM-TV Detroit, elected president of Michigan Assn. of Broadcasters Friday. Others elected: Gene Ellerman, WWTV (TV) Cadillac, vice president; Robert S. Greenhoe, WBCH Hastings, secretary-treasurer. New directors elected were Edward F. Vaughn, WPAG Ann Arbor: John Klose, WLAV Grand Rapids, and Lee Biederman, WPBN-TV Traverse City. Next year's meeting will be held at Hidden Valley.

**WAFF-AM-TV to Petry**

WAFF-AM-TV Kansas City has appointed Edward Petry & Co. as national representative. WDAF, 5 kw on 610 kc, and WDAF-TV, on ch. 4, are both NBC affiliates. Stations were acquired last month by Transcontinent Television Corp., in which Petry company is stockholder. David C. Moore is president of TTC.

**WMGM ‘not for sale’**

Laurence A. Tisch, board chairman of Loew's Theatres Inc., owner of WMGM New York, issued statement Friday denying “rumors” that WMGM is for sale. Mr. Tisch said station is not for sale “at any price,” claiming outlet's income and profit have grown over period of several years. He added that Loew's Inc. will “make every effort to enlarge its activities in the field of radio and television station ownership.”

**WEEK'S HEADLINERS**

**Robert M. Purcell**, director of broadcast division of Crowell-Collier Publishing Co., elected vp of company. Mr. Purcell is president and general manager of KFWB Los Angeles and president of KEWB San Francisco and KDWB Minneapolis-St. Paul, C-C stations. He will continue to headquarter in Los Angeles. Mr. Purcell joined C-C in 1956 as assistant to president, broadcast division, assuming general managership of KFWB; he was elected president next year. In 1959 he represented company in negotiations leading to purchases of KEWB and KDWB. He began his broadcasting career in early '50s at WHAM Rochester, N.Y.

**Mort Bassett**, executive vp and partner, Forte, New York, joins Broadcast Time Sales, as executive vp. Mr. Bassett, who began his career as salesman and assistant circulation manager, became media buyer at Morse International in 1941. He joined John Blair & Co. in 1947, rising to sales manager by 1958. Later he was stockholder, director and vp of Robert Eastman, station representative firm.

**William Andrews**, northeastern division manager for Independent Television Corp. for past year, named general sales manager of syndication. He replaces Alvin E. Unger, who resigned as vp in charge of syndication to join UPA Pictures as national sales head (Week's Headliners, Sept. 19). Mr. Andrews joined ITC in July 1958 as western division manager after three and a half years at Ziv Television as spot sales manager. Before his Ziv association, he was an account executive for KPTV (TV) Portland, Ore.


**Thomas Chauncey**, president of KOOL-AM-TV Phoenix, Ariz., and Arizona Broadcasters Assn., named to represent President Eisenhower at Sept. 24-Oct. 4 independence ceremonies at Lagos, Nigeria. He has rank of special ambassador.

For other news of people see Fates & Fortunes
Discovered the NEW Keystone Market . . . served BEST by the Keystone U's? In the Harrisburg-Lebanon-Lancaster-York area the three Keystone U's can deliver more homes at lower cost-per-1000 than the VHF station in the market. Buy the Keystone U's, now available as a group buy with one billing . . .

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737 or contact any of the following representatives: Bolling Co. for WHP-TV, Blair TV Associates for WLYH-TV, Jack Masla & Co. for WSBA-TV.
In this market, WEAR-TV is the only network affiliate with no competition from another primary affiliate in the area.
SELL THIS BIG MARKET
THROUGH ITS BIG STATION
WEAR-TV
MOBILE-3-PENSACOLA
THE BIG VALUE IN TOTAL HOMES REACHED!

For sales increases, advertisers naturally look to growing markets. Right now they're looking to the big Mobile-Pensacola market—where the new census shows 43% growth just since 1950.

And they're looking to WEAR-TV—the big value in THR—as the market’s most efficient selling force.

Tallest Tower, 1251 feet—1225 feet above average terrain, WEAR-TV’s new tower is the tallest in the area, strategically located midway between Mobile and Pensacola. Transmitting on Channel 3 with full 100,000-watt power, WEAR-TV blankets the 515,000 population in the metro-area, plus another half-million that other outlets do not fully cover.

Advantage in THR—Outside the metro-area, WEAR-TV encounters far less duplication of network programs from adjoining markets. Result: WEAR-TV thus has a natural advantage in Total Homes Reached. And a similar advantage in THR per dollar gives the advertiser a highly efficient sales tool.

For Big Results—In Mobile-Pensacola, WEAR-TV has the winning combination: tallest tower—lowest band (channel 3)—least outside network duplication, a marked advantage in Total Homes Reached. To put all these factors at work for you, just call the nearest office of Blair Television Associates.

N.B. Ask especially about the new ARB report proving sensational audience-gains by WEAR-TV since inauguration of full-power telecasting from the 1251-foot tower.

BLAIR TELEVISION ASSOCIATES
FASTEST SELLING SERIES IN SYNDICATION TODAY!

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

SEPTEMBER


Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28—ASCAP West Coast membership meeting at Beverly Hills Hotel, Beverly Hills, Calif., 4 p.m.*

Sept. 28-29—CBS Radio Affiliates Assn., annual convention, Wajdor-Astoria Hotel, N.Y., Dr. Frank Stanton, president of CBS, will speak at second day's luncheon.

Sept. 29—Chicago Federated and Women's Advertising Clubs annual workshop clinics. Radio-audio clinics will be held each Thursday for eight weeks starting this date.

Sept. 29-30—Assn. of National Advertisers advertising management seminar. Hotel Ambassador (West), Chicago.


Sept. 30—Minnesota Broadcasters Assn., annual convention. Leamington Hotel, Minneapolis.

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, Texas.

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

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).


Oct. 4-5—Advertising Research Foundation annual conference, Hotel Commodore, N.Y. Speakers include Arthur Hall, chairman of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.


Oct. 6—WHA Family Dinner, 6:30 p.m., in the Great Hall of the Memorial Union, U. of Wisconsin, Madison. Charles A. Siepmann, chairman, Dept. of Communication, New York, U.S., will be the featured speaker.

Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 9-12—North Carolina Broadcasters fall meeting. Battery Park Hotel, Asheville, N.C.


Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.


Oct. 11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.


Oct. 11—Chicago Broadcast Advertising Club's first monthly luncheon meeting of 1960-61 season. Speaker: A. C. Nielsen Sr., board chairman of audience measurement and research firm bearing his name.

Oct. 11—Wisconsin FM Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Radio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.


Oct. 12—Western States Advertising Agencies Assn. monthly dinner meeting at Nikakob Restaurant, Los Angeles. Marv Kantz Adv. will be chairman of session on media-agency relations.

Oct. 13—National Assn. for Better Radio & Television, annual institute for tv-radio chairman. Los Angeles Chamber of Commerce Bldg, 10 a.m.-2 p.m.

EVERYTHING'S COMING UP ZINNIAS!

Window boxes, gardens, flower pots — we don't know where WBNS listeners plant these zinnias, but every year for the past 5 years, they have written for thousands of them. Each Spring WBNS Radio personalities offer free zinnia seeds in exchange for a post card bearing the listener's name and address. You can see how the WBNS zinnia gardeners are thriving. This year listeners in 281 towns, representing 74 of Ohio's 88 counties responded to our flower promotion. We mailed out 19,837 packages of seeds — an increase of 7,463 in the past 5 years. From Lake Erie to the Ohio River, "everything's coming up zinnias" in WBNS Radio country. It's a fertile field to plant your seeds, too.

WBNS RADIO • Columbus, Ohio

Prime mover of 1,500,000 Central Ohioans • represented by John Blair and Company

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YEAR OF OFFER 1956 1957 1958 1959 1960
inviting us back for

Radio

DETROIT ... WJBK
CLEVELAND ... WJW
TOLEDO ... WSPD
WHEELING ... WWA
PHILADELPHIA ... WIBG
MIAMI ... WGBS
LOS ANGELES ... KGBS

Television

DETROIT ... WJBK-TV
CLEVELAND ... WJW-TV
MILWAUKEE ... WITI-TV
ATLANTA ... WAGA-TV
TOLEDO ... WSPD-TV
From the Roaring '20's to the Soaring '60's, millions of people* have been inviting Storer Stations back. Such loyalty didn’t come on a silver platter. It had to be earned, over the years.

33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it — today.

*Covering over 40,000,000 daily)

**STORER** Broadcasting Company
33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, Plaza 1-3940 / 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
"South Bend's Your Best Bet!"

Young man — put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of $7,553, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into $1.7 billion in buying power. South Bend's a winner, going away.

And here's how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market's TV homes... year after year gets over 45% share of sets in use... currently carries 35 of the top 50 locally-favored programs. Top-rated CBS shows and popular local programs keep WSBT-TV in the winner's circle!

Want the latest scoop? Call your Raymer man. He'll trot over.

**WSBT-TV**

**SOUTH BEND, INDIANA**

**Channel 22**

**ONE OF CBS' HIGHEST-RATED STATIONS**

Ask Paul H. Raymer, National Representative.
This year more than ever
New York audiences are watching
network quality entertainment
every night on WPIX-11,
the prestige independent.
Advertisers are selling with
minute commercials in this
"network atmosphere"
during prime evening hours!
No other station provides this
kind of selling opportunity
in New York – Prime Time Minutes
in so many good looking programs.

the prestige
independent with
network programming!

M SQUAD
AIR POWER
MAN AND THE CHALLENGE
MIKE HAMMER
MEN INTO SPACE
HIGH ROAD
HOW TO MARRY A MILLIONAIRE
SAN FRANCISCO BEAT
THIS MAN DAWSON
TARGET
NEW YORK CONFIDENTIAL
DECOY
MEET McGRAW
INVISIBLE MAN
STATE TROOPER
YOU ARE THERE
TRACKDOWN
SILENT SERVICE
YOU ASKED FOR IT
MR. ADAMS AND EVE
THE HONEYMOONERS
SHOTGUN SLADE
NAVY LOG
BOLD VENTURE
JEFF'S COLLIE
WHIRLYBIRDS
THE CALIFORNIANS
BOLD JOURNEY
AND MANY MORE

where are
your
60-second commercials
tonight?

WPIX
new york
OPEN MIKE®

Radio set saturation

EDITOR: Before handing out too many bouquets to Nielsen and ARB (your editorial "Innocence by association," Sept. 5), it might be well to point out that national averages can often obscure serious inadequacies on state and regional levels.

The May study by the U.S. Census Bureau credits the Mountain States with 83% saturation as against the 81.7% figure developed by ARB and Nielsen's 78.5% as reported in your June 20 issue. The difference between the Nielsen figure and the Census Bureau's findings amounts to 87,600 sets in a sparsely populated area.

Moreover it is important to consider to which states these sets should be allocated. In the three larger states of Arizona, Colorado and Utah, Nielsen and ARB agree within 1%. In the remainder of the states, however, including those covered by the Skyline Network, ARB and Nielsen differ to the tune of 8.6%. In view of the recent findings of the Census Bureau this error could actually be as high as 10% in a five state area. We will not have the final answer until 1961 but there is reason to believe that set saturation figures in the smaller Mountain States have been seriously underestimated. — Joseph S. Sample, President, KOOK Billings, Mont.

“Who's on most?”

EDITOR: A recent article appearing in your Aug. 29 issue (page 82) stated that KELP is the only 24-hour station in the El Paso area.

As a matter of fact, KSET is the only full-time station in the El Paso area. KSET maintains two transmitters, two separate control rooms and has the best damn engineer in the state area.

KSET's signal is placed in 1958. So many listeners expressed a desire for more of KSET's carefully selected music, designed to entertain and never to irritate, that KSET inaugurated a 24-hour day policy in May 1960. — Jim Kiser, Program Director, KSET El Paso, Texas.

[The news release issued by KELP El Paso claimed KELP "is the only full-time radio station in the area." — The Editors]

United Fund boosters

EDITOR: The El Paso radio industry composed of the following radio stations, KELP, KHEY, KHMS, KINT, KIZZ, KROD, KSET, KTSJ, XEJ,
INTER-SYNC
TELEVISION SIGNAL SYNCHRONIZER

HOW TO GET MORE FROM YOUR AMPEX VTR

Ampex provides the perfect answer... Inter-Sync! Now a VTR with Inter-Sync becomes a smooth part of your production team. Use it in production as you would a camera, a film chain... or any picture source. Inter-Sync locks the VTR to station sync... electronically synchronizes the recorder with any signal source - live, film, network or slides. Here's what you can do -

ONE RECORDER? With a furniture store account, for example, pretape a series right in your studio showing the new fall line. Loan company: tape a location shot of "customer" borrowing cash. Real estate: tape a tour through a new, development home. Then, during play-back with Inter-Sync, you can wipe from tape to price slide - or lap dissolve to live announcer. No more dead air! No roll over!

Inter-Sync lets you "host" the late-late movie - and reruns - with sm-o-o-th lap-dissolve transitions between the film and your announcer on tape. No loss of mood - no abrupt changes.

TWO RECORDERS? Mix live or film with tape using key wipes or dissolves, then record on second unit. Use dissolves or special wipes between playback of two tapes. Take it from there...

THREE RECORDERS? Comfortable transitions are difficult to anticipate in production. Add them later - at your leisure - with Inter-Sync! Record each production segment on tape; then put one segment on one VTR... another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas... drop us a line and we'll supply complete details on all the marvels of Inter-Sync. This important optional feature is only one example of the continuing flow of major new developments you can always expect from Ampex tape recorders.

FOR ENGINEERS ONLY:
This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3½ seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results. Send for a 15-page Engineering Department Bulletin for complete details.

AMPEX

VIDEO PRODUCTS DIVISION - AMPEX PROFESSIONAL PRODUCTS COMPANY
994 Charter Street, Redwood City, California

*TM AMPEX CORP.

BROADCASTING, September 26, 1960
XELO, recently have been most cooperative in promoting the public relations program of the El Paso United Fund.

For the past several years I have had the opportunity to request many favors from the local radio industry. As chairman of the local public relations program for the El Paso United Fund, I thought perhaps you would be interested to learn of the wonderful public spirit attitude of the El Paso radio station.—F.B. (Henry) Ford, Special Agent, Bankers Life Co., El Paso, Tex.

Hurricane heroes

EDITOR: Let us hope that all of our congressmen were fully aware of the tremendous public service job which broadcasters on the East and Gulf Coasts did in the recent hurricane emergencies.

I was traveling in south Alabama calling on broadcasters during the erratic life of Ethel last week, and, although I am accustomed to the unselfish work done by owners, managers and station personnel, I was again most impressed as I saw the fulltimers and daytimers readying their equipment and personnel for the 24 hour watch so that they could serve the public with storm and emergency information.

Certainly it is self-evident that no other medium could handle the immediacy of this job.

Although these efforts stand out because they were spectacular and dramatic, they are but two of the many, many occasions in which broadcasters tirelessly serve their area, and many times their service is most costly to them. The American public has come to expect this service and rarely gives any particular thought to this all-important contribution by their neighbors who operate the stations.

Let me suggest to those members of Congress who think that they ought to “do something about broadcasting” the following: When Congress reassembles for their next session they should, in joint session, rise and give a standing ovation and pay tribute to all broadcasters who daily contribute to their communities in so many public services.—Jackson Lee, Paul H. Chapman Co., Atlanta, Ga.
where else could you get all these entertaining people together... except on the fresh, new HOUR show **PLAYBOY'S PENTHOUSE**

If we may name-drop for a moment... our guest list is impressive. Just check the group assembled here (identified above, if a name should escape you). **PLAYBOY'S PENTHOUSE** relies on an old-fashioned, but always unbeatable factor: superb entertainment made by the show business people everybody is talking about from one coast to the other. Add to that an atmosphere of a sophisticated penthouse... a witty host who projects a mood of easy informality and graciousness... and you have a show that has great appeal for a vast audience. **PLAYBOY'S PENTHOUSE** is available now for syndication—26 one-hour shows. Arrange for a screening now. This is the show to watch. *Hosted and produced by Hugh M. Hefner, Editor and Publisher of Playboy Magazine.* OFFICIAL FILMS, INC. 25 WEST 45 STREET NEW YORK 36, N. Y. Plaza 7-0100 ©1960, Official Films, Inc.
Radio's sales key: the local personality

Arthur Godfrey is a man with a problem.

For many years, on both radio and television, Godfrey expounded at length on the virtues of a certain brand of tea. Today, as one of his sponsors, Godfrey has a different brand of the same beverage. He not only is obliged to sell the new product, but he must unself everyone he sold on the previous one.

Godfrey's predicament serves to spotlight one of the major reasons advertising agencies utilize local radio. Whether the advertiser be local or national, all selling essentially is done locally.

Pre-sell = Further, the trend toward supermarkets and self-service has resulted in an increased need for a strong basic sale before the consumer enters the retail outlet. The radio salesman in essence replaces the grocery or hardware clerk of a few years back.

Local radio's ability to reach a broad range of potential customers means that smart time buying by an agency can gain the ear of the housewife for food products, or of her husband for a gasoline. However, the task of selecting the proper station and personality-salesman to sell a particular product is among the hardest in the agency business.

Since much of the effective selling in the U.S. is on a person-to-person basis, local radio is used to take advantage of local personalities. An intimate medium, its message is most effective when delivered with believability by the right person. This marks the difference, assuming the copy is essentially professional, between a superb sales job, and "just another commercial."

What Godfrey has accomplished nationally is being duplicated locally in practically every program category. It is upgrading radio against the onslaught of other media, including radio's own "noise" stations.

Four Top-Notchers = Four outstanding salesmen-personalities in the Los Angeles area, who immediately come to mind, illustrate the range of categories which can be covered for top sales effectiveness.

Our client, Sunkist Growers, has sponsored Nelson McIninch, "The Farm Reporter," on KNX here for six years, and on KFI before that. Programmed during the lunch hour, his farm-oriented program has a surprising in-city housewife following. McIninch adds his value as a sales-personality by making a large number of personal appearances, which are very important in the area of grower relations. And, because of his knowledge of his product, as well as his field, he is able to do a largely ad-lib, informal program, which lends itself to the person-to-person selling image.

Breezy Approach = An outstanding disc jockey of Los Angeles is KMPC's Dick Whittinghill, whose breezy but convincing sales approach during the hours of 6 to 10 a.m. has captivated early-hour listeners.

Whittinghill's success is based upon his ability to come off as a real person. Thus he can effectively sell a variety of products. He uses gimmicks, but does not rely on them to gain the listeners' attention. Through his light touch, without a tendency to be a smart aleck, Whittinghill has mastered an art of communication found in too few d.j.s.

Few eastern sportscasters have hit the West with the impact of Vin Scully, voice of the Los Angeles Dodgers on KFI. Scully, at 32, possesses 10 years experience in broadcasting major league baseball. He thoroughly knows his product and is able to communicate that knowledge to his listeners. Since sponsors of the baseball games have their salesman-personality over the entire six-month period of a season, they have the repetition which is a key to successful local radio selling.

An example of augmenting this is shown by Union Oil Co.'s use of Scully's talents in an off-season program. Union bought into the baseball package for 1960, and arranged Scully's identification with the product in the three-month period before the season, using a sports program on KFI.

Among the best known regional newscasters in the West is Frank Goss of CBS. As effective and believable with his selling message as he is with his reporting, Goss recently was signed by Foote, Cone & Belding to do newscasts six days per week for Tidewater Oil on a 20-station Columbia Pacific Radio Network. The authority of a good news broadcaster such as Frank Goss is one of the most potent factors in local radio selling power.

Making It Work = In conclusion, there are three steps which should be taken in the effective utilization of local radio for selling.

The on-the-air salesman must be chosen with the same amount of care as is used in the selection of a salesman for a company or an account executive for an agency.

Secondly, the salesman-personality must be acquainted, whenever possible, with the product and sales objectives.

Finally, the salesman must be merchandised to the public and to the trade just as he himself merchandises the product. The well-informed, articulate and friendly local radio personality is one of the most valuable members of any sales team.

This is apparent on the national level in the aforementioned case of Mr. Godfrey. The new brand of tea is showing up well in the sales columns, to the delight of sponsor and agency.

Certainly much of this success can be attributed to Godfrey's friendly, intimate approach and man-to-person sales pitch. Godfrey has convinced himself—this is the basic step necessary to convince his audience.
Our time is different. First, it is spent in careful programming to the widest practical variety of tastes and needs of our nearly 700,000 television families. Second, our accent is on quality. We believe that that variety and quality make the difference...not only in the superior merit of our programming but in the size and composition of the audiences which regularly enjoy it.

When an advertiser buys time in the Maryland Market, this difference will make a positive difference to him—a difference in the attention his message will receive...a difference in the wide variety of needs of those who will watch it...a difference in the buying power motivated as a result of it.

“All times are not alike...” the poet philosopher says. At WBAL-TV 11 in Baltimore, the difference shows in the positive effect our time has on the Maryland Market.

“ALL TIMES ARE NOT ALIKE...Cervantes

Nationally represented by Edward Petry & Co., Inc.

WBAL-TV BALTIMORE

BROADCASTING, September 26, 1960
“On what station do you think the commercials are the most truthful?”*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC a clear FIRST
in the Washington, D.C. area.
Only one other radio station polled as much as 10%. If BELIEVABILITY is important to your product's sales success, we're your station.

WWDC Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."
And in growing Jacksonville, Fla. — it’s WWDC-owned WMBR
TIO’S FIRST YEAR: AN APPRAISAL

Tv’s image-building office has talked little about itself
but it’s shaping up an ambitious information program for tv

Someone said, when the Television Information Office was going through the process of being born, that its success could be measured by the number of times it did not get its name in the papers.

By that standard, TIO today can look back on its first year as one of practically unmitigated success. Few broadcasting organizations of national stature have managed to operate so anonymously.

Created to improve television’s image by spreading the truth about tv, TIO has operated at a low level of visibility by choice. Its leaders follow the classic public relations theory that the client, not the press agent, should get the publicity.

But few people—least of all the people running TIO—will argue that simply keeping quiet is worth half a million dollars a year, which is approximately what TIO’s annual budget currently comes to. What, then, have been TIO’s chief accomplishments since it officially opened the doors of its New York headquarters on Oct. 12, 1959?

- It has got itself organized. From an idea it has grown into a going concern, a 12-man organization headed by Louis Hausman and supported by all three networks and approximately 150 tv stations.
- It helped put the results of the quiz-scandal storm into perspective by commissioning one of the nation’s foremost independent researchers, Elmo Roper, to probe public reaction and then distributing his findings widely in influential circles.
- It has been instrumental in getting stations to work together in promoting their “quality” programming to local opinion leaders. By next month, some 94,000 of these leaders in 17 cities will be receiving monthly bulletins from their local stations showing the educational, informational, cultural and special-interest programs scheduled in their respective communities for the ensuing 30 days. The number will exceed 100,000 when plans currently afoot in three other cities are completed.
- Some 60,000 English teachers in elementary and high schools and colleges across the U.S. will receive early this winter a 150-page “Resources” book currently being prepared to acquaint them with television’s operations and to help them in using commercial television programs in teaching English. The project was initiated and financed by TIO, is being conducted by the television committee of the National Council of Teachers of English.
- Within the next few days TIO will publish what may be the largest public-affairs idea book ever produced. It’s a 100,000-word collection of case histories compiled from 260 stations, describing 75 public affairs programs in detail and summarizing almost 1,000 others. All U.S. television stations and approximately 10,000 opinion leaders will get copies.
- In cooperation with the New York City Board of Education TIO has organized an in-service course designed to teach teachers what television does and how it does it. The 15-lecture course will be taped and a syllabus prepared so that local stations may adapt it for teachers in their own communities.
- TIO financed and supervised the creation of 60- and 20-second animated spots, currently in process of completion, explaining the NAB Television Code. TIO initiated this project for the code board, which will distribute the spots to code stations.
- TIO keeps a running collection of what people are saying about television, good and bad, which it distributes regularly to its members. Thus far there have been 70-75 mailings of these “Background Facts,” which are de-
What about TIO's own image?

Among television broadcasters there is strong support for the purposes and functions of the Television Information Office, but a good many broadcasters think TIO ought to be integrated into the NAB.

Those are the main findings of a survey conducted by Broadcasting. Questionnaires were sent to all commercial tv station managers. Usable replies came from 114. They were equally divided between stations that do and don't subscribe to TIO.

The vast majority of subscribing stations that replied approve the one-year performance record of the information office. Thirty-five said they thought the job TIO is doing is good or excellent; nine said it was fair; one said poor. Others withheld comment on the grounds they did not know enough about TIO's record to make a sound appraisal.

Slightly more than half of the non-subscribers that answered the questionnaire said they were too unfamiliar with TIO's work to judge it. But of those who offered evaluations, 18 said TIO had done a good or excellent job; seven said fair, and one said poor.

Among both subscribers and non-subscribers there was strong feeling that the TIO assignment ought to be part of NAB's, although this feeling was especially strong among non-subscribers.

Of 49 subscribing stations that answered the question, 30 thought TIO ought to remain autonomous; 19 thought it ought to be integrated into the NAB. Of 46 non-subscribing stations answering the question, only eight favored TIO autonomy, and 38 wanted it integrated into NAB. Many of the non-subscribers said their reason for not joining TIO was their belief that the information job ought to be done by the NAB. Others complained of "too many" trade associations in the broadcast field.

signed to keep TIO subscribers up to date on ideas and observations about television and at the same time give them material which they can use in programs, speeches, editorials, ads or just conversation.

- TIO operates as a service center for both subscribers and non-broadcasters seeking information about television. Approximately 750 requests for material, ranging from a broadcaster's bid for information to use in a debate on whether television is worth while, down to specific program schedules, have been received and handled.

- Material which TIO considers especially noteworthy is reprinted and widely distributed. For instance, a talk on "Children and Television" by Wilbur Schramm, nationally known communications research expert, was distributed by TIO to 7,500 broadcasters, opinion leaders, schools, libraries and government officials last spring, and another 5,000 copies have been sent to special groups and individuals on request since then. Approximately 7,500 government and civic officials, educators, universities and associations are on TIO's opinion-leader mailing list, as are some 750 libraries which asked to be included.

- In speeches and other appearances Director Hausman and others of the TIO staff have taken part in television seminars and meetings of such opinion-molding groups as the National Council of Churches, the General Federation of Women's Clubs and the like.

- TIO has placed ads in four "highbrow" magazines to promote the Nixon-Kennedy television appearances—emphasizing that television's initiative made them possible—and also has prepared ads which tv stations may run locally on the same theme.

This catalog of the principal activities to date makes clear that TIO's biggest interest, both nationally and at the local level, is in reaching the so-called opinion leaders—the people and organizations who not only are capable of influencing the public attitude toward television but who also, in many cases, are the most outspoken critics of television programming.

TIO's concept is that much of the criticism from these groups springs from misinformation or lack of information, and that if they are made aware of the broad range of material that television does offer they'll have less grounds for criticism.

Projects like the "Resources" book, the case histories of public-affairs programming and the in-service course for teachers have the additional objectives of promoting television as source material for teaching, creating a more sympathetic understanding of how the medium works, and, in the case of the program idea book, of stimulating public affairs programming at the local level. The spots explaining the NAB code obviously are directed at a mass audience.

It also appears obvious from TIO's composition and work to date that, although TIO is financed by broadcasters, it operates as more than a tool of broadcasters.

The Organization - Structurally TIO is largely an autonomous unit of NAB. But operationally it functions under Director Hausman and the NAB Television Information Committee, which is headed by Clair R. McCollough of the Steinman stations, with a generally free rein from NAB headquarters.

For several reasons it is more than a press agent handling assignments from...
its employers. To begin with, its "employers," number 150 dues-paying stations and three networks who on many subjects have different if not conflicting ideas about what should be done. Obviously TIO would find it impossible to take orders from 150 sponsors individually. Equally important, in picking Mr. Hausman for director the Information Committee chose a man whose widely acknowledged talents do not include a predisposition to be a mere order-taker.

Under Mr. Hausman, therefore, TIO is more than a press agent or spokesman. Rather, it tries to reconcile differing viewpoints and provide a stimulus for leadership by helping networks and stations to work together in advancing the television cause; initiating projects and disseminating information that will make the public and especially the so-called opinion leaders better acquainted with television; keeping broadcasters informed of what is being said for and against television and, in general, furnishing them with materials to help get television's story across.

TIO's Own Image  By and large, the broadcasters who pay TIO's bills seem to think it is doing this job well. A Broadcasting survey (for details see facing page) found among subscribing stations that are willing to state their positions, the greater majority thinks that TIO is doing a good or excellent job and has proved to be worth the money they have put into it. A good many wonder, however, if TIO's functions ought not to be integrated into the NAB.

Among non-subscribing stations that are willing to state their positions, a majority thinks TIO is doing a good or excellent job but the sentiment is heavily in favor of integration into NAB Also, understandably, most non-subscribers say they are too unfamiliar with TIO's work to make an appraisal of it.

The Staff  TIO's management, under Mr. Hausman, includes Carl Burkland, a veteran of tv-radio station and network operations, who is TIO general manager; Lawrence Creshkoff, executives and the staff members, TIO revising editor, and Catherine Heinz, librarian. In addition to these executives and the staff members, TIO retains specialists as needed for specific jobs. 

Robert Lewis Shayon, radio-television critic for Saturday Review of Literature, wrote the chapter backgrounds and all of the full-scale program descriptions in "Interaction," the collection of public service programming case histories. The book deals with program formats in 15 categories, from "community affairs and problems," "government and politics" and "science and technology" to

1. "What is a television commercial?"  2. "Well, first, it makes possible all of the things we can watch on tv."  3. "It brings us news of existing new products and services."  4. "It also brings us useful homemaking hints."  5. "And this Seal of Good Practice means ..."  6. "You can always rely on this station's commercials for accuracy and honesty." The spots, in one-minute and 20-second versions, will be in distribution soon. 40 million viewers will see them.
"health and social problems," "practical arts and skills" and "general adult education."

The McCann-Erickson advertising agency prepared the animated spots—two 60-second spots and two 20-second versions—explaining the tv code.

Dr. Neil Postman, assistant professor of English at the New York U. School of Education, is writing the "Resources" book for English teachers. He is working with TIO as a representative of the Study of Television Committee of the National Council of Teachers of English, which is conducting the project with TIO financing.

This two-part book first develops the concept that television is a continuing source of contemporary literature as well as a medium which frequently recreates print classics of the past. TV's long-range effect, the book notes, will depend on the kind of viewer who watches, and on his selectivity and knowledgeability.

The second part suggests specific classroom procedures for making use of television as a literary form; in complexity these range from bulletin-board notices calling attention to specific programs, to plans for a full-scale television workshop. The book urges teachers not to permit students to think carelessly about television any more than they permit careless thinking about novels or poems.

**Bullets in 20 Cities** At the local level, TIO's activity in helping to organize monthly bulletins on outstanding programs already has spread to 20 cities. The procedure is for all the stations in a community to prepare and distribute a combined schedule showing the educational, informational, cultural and special-interest programs that will be offered by all stations in that area in the ensuing month. The first four cities to initiate the project were Los Angeles, Chicago, San Francisco and Denver, which have mailing lists totaling 25,000 teachers, ministers, local officials and other opinion leaders.

Stations in 13 other cities are slated to begin similar bulletins this month or next, with mailing lists totaling 69,000 a month. These are Indianapolis, Columbus, Cincinnati, Washington, Boston, Hartford-New Haven, Norfolk, Atlanta, Sacramento, Fort Wayne, Houston, Cleveland and St. Louis. In addition, similar plans are now being made in Baltimore, Pittsburgh and Providence.

TIO's current 150-member roster of sponsors consists of the nucleus represented by the committee, plus additional stations signed up in a never-very-intensive membership campaign. Dues for any station amount to its highest quarter-hour one-time rate, per quarter (in addition, NBC and CBS pay $75,000 per year for the first year and ABC $45,000, aside from dues for their own stations).

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**BROADCAST ADVERTISING**

**A FORMULA FOR SPOT RADIO BUYING**

Burnett's Wright unveils cost & coverage data to LAB

Spot radio's penetration provides a formidable competitor to television spot campaigns, according to research unveiled Sept. 19 by Thomas Wright, media vice president of Leo Burnett Co., Chicago. He revealed the research results at the Louisiana Assn. of Broadcasters meeting in New Orleans.

The spot radio findings were developed by A. C. Nielsen Co. at the request of the station representative firm of Peters, Griffin, Woodward, Mr. Wright explained.

"You've probably seen reach and frequency studies until they come out of your ears," he said, "but I'll bet you haven't seen anything as startling or as comprehensive or as meaningful to the agency media strategist as this data." (See table, this page.)

Here are key findings listed by Mr. Wright:

- In the top five U.S. markets you must buy about 34 spots on one station only in each market to get 80 gross rating points at a cost for all five markets of $12,900 per week.
- The number of spots required to obtain three gross rating-point levels (80, 160, 480 weekly) in each market grouping does not vary radically.
- Considerable variation appears in the cost of spots.
- Spot radio gives about the same rates of household coverage and frequency in each of the four sets of markets (giant to medium-sized markets).
- "If we use only one station, the expected net reach of an 80 rating-point schedule is in the low 20s regardless of market size in one week," Mr. Wright said. "If we use three stations, our net reach (in home coverage of metro area radio homes) will be in the mid 30s in one week. If we double the gross points to 160 our net reach is in the 40s; if we go the saturation route we can"

**REACH & FREQUENCY OF SPOT RADIO CAMPAIGNS**

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**Top 5 Markets**

- 7 Markets—6 through 12
- 8 Markets—13 through 20
- 80 Markets—21 through 100

**Weekly Data**

- Gross rating points
- In-home only coverage of metro area radio homes
Here's how to get a sneak preview of the new 5-minute “Sidesplitters” by the world’s wackiest inventor… Rube (who else?) Goldberg.

One look at the pilot film now available for audition and you’ll know why this dizzy series will dazzle, delight—and sell!

National advertisers and their agencies can spend the most valuable five minutes of a lifetime catching this preview (custom-shown at your convenience).

130 of these episodes, each with a new invention, and starring Joe Flynn and Dave Willock with the animated artistry of Rube Goldberg, will be available for TV advertisers in 1961.

Audition Screenings by appointment:
Call or Wire: Richard Carlton, Vice President in Charge of Sales
TRANS-LUX TELEVISION CORP.
625 Madison Avenue, New York 22, N.Y.
Phone: Plaza 1-3110
Chicago • Los Angeles

Broadcasting, September 26, 1960
Now it's talking lions!

Cocoa Marsh turns to zoo for ad salesman

Cocoa Marsh's friendly lion has leaped off the label and onto the television screen, bringing son LeRoy with him (in picture, LeRoy is stalling curfew with the drink of Cocoa Marsh dodge). The illustration is taken from a series of new animated minutes that represent a sharp departure in selling style for a company that has had dramatic success with local live pitches backed by strong promotions. The new commercials premiered this month in some 20 markets. If they work, it could mean Cocoa Marsh business in as many as 30 more.

The switch in strategy was no light decision for Taylor-Reed Corp., the Glenbrook, Conn., manufacturer of Cocoa Marsh, and its agency, Hicks & Greist, New York. Cocoa Marsh built its present distribution on a hard-hitting live TV technique that paid its way from market to market, spreading from the Northeast to cover four-fifths of the country since 1956. (The company goes back 22 years and also produces E-Z popcorn, Fluffromatic rice, Q-T frosting Yum-Berry syrup.)

Now the very young audience Cocoa Marsh addresses is ready for a change, the advertiser is persuaded. The decision to animate the message grew out of research on many fronts—cartoon ratings, commercial testing at agency, factory and independent researcher levels—and, of course, in the homes of the company's board chairman (Malcolm P. Taylor has his own five-member children's panel), his ad manager and agency account people.

Little LeRoy only lately has sprung to the TV screen, but he's the result of a gradual evolution. The lion label was developed just prior to the company's TV debut for a new jar designed by President Charles M. D. Reed, co-founder of the company, who handles production (Mr. Taylor concentrates on sales). "Name the Cocoa Marsh lion" was one of many local promotions to encourage identification in a market where many of the consumers cannot yet read. Today's LeRoy did not grow directly from that promotion but this is the lion of descent.

LeRoy has a large assignment for one so young. Client and agency are ever mindful that children are easily bored. LeRoy and his papa are expected to give the little ones a laugh—mothers, too—while conveying the flavor and health message. The commercials run in children's shows where Taylor-Reed maintains year-round schedules.

Theodore J. Grunewald, senior vice president of Hicks & Greist, and his agency colleagues spent six months developing the character. Currently they have three 60-second situation plots on the air (schedules vary up to 30 spots a week in big markets).

Hicks & Greist conceived the campaign and got Pintoff Productions, New York, to execute animation considered worthy of battle with the food giants the company competes with. The agency's Len Glasser did story boards and Richard Rendely produced.

Mel Blanc was brought from the West Coast for the voice assignment. Now it's up to LeRoy to show what a lion he can be in the marketplace.
Tops in sports add to the big picture in CHARLOTTE

Check the line-up. The biggest audience builders of both NBC and ABC; the strongest local sports shows in the Carolinas. Here's the brand of programming that changed things in Charlotte. To sell big in America's 25th largest tv market your better buy is Charlotte's big picture. Buy WSOCTV—one of the great area stations of the nation.

WSOC and WSOCTV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

CHARLOTTE—NBC and ABC. Represented by H-R
IT'S IDEAS THAT COUNT WITH RAB
Management confab discusses both those that do and don't work

Sixty-one broadcasters reported for work last Monday morning at a Pocono Mountain resort in eastern Pennsylvania. They were fog-bound for two days, but it didn't really matter. What did matter was the number of profit-making ideas they took home after participating in Radio Advertising Bureau's Regional Management Conference.

For many of the broadcasters it was the fifth successive trip to these annual meetings—testimony in itself to the dollar value to be found when serious broadcasters get together to compare notes on what works, and doesn't work, in today's competitive climate.

The Pocono meeting was preceded the week before by sessions in Utica, Ill., and Columbus, Ohio. It will be followed by five more meetings, running through Oct. 11, in Williamsburg, Va.; Hollywood-By-The-Sea, Fla.; Austin, Tex.; Palo Alto, Calif.; and Omaha, Neb. By the time the fall swing ends upwards of 240 broadcasters will have been exposed to at least 120 new ideas on how to make radio work better in their markets.

More importantly, at least some of these ideas will be translated into action. Ideas like these:

- Making all day Thursday and Friday class AA time (two stations have).
- Hiring new continuity writers to (1) remedy the "lousy" agency copy many stations find drives down sales results and (2) increase output of "speculative" commercials, which some stations find have a one-in-three sales record. (This is not a wide-spread development. Half the stations do not have even one full time continuity writer, and almost all the other half has but one.)
- Preparing a "morgue" of production obituaries, ready for immediate programming upon the death of a famous personage.
- Pooling election coverage with other stations in the market to increase results and beat competition newspapers and tv.
- Changing your format for a day (going popular if you're a classical music station, or the reverse) to snap up audience reaction.
- Instituting a "planned presentation" approach, which one station found more than doubles its sales closings (from 25 to 66%) and almost doubles its average contract (from $700 to $1,200).
- Getting together with a competitor to make a joint pitch to a reluctant advertiser (a technique which brought in an 800 spots, 72 newscasts weekly schedule to two stations).

On top of the ideas, the broadcasters who attend RAB's management conferences (about a quarter of the station membership) get the chance to compare their operations with others across the country. This they do against the results of RAB's confidential survey of member stations, which this year found that:

- Program costs are 32.9% of the average station's gross.
- Median sales costs are 21.1% of gross, and are going up (they were 18% in 1957).
- 37.4% of stations report they've changed programming in the past year; 58.7% say they haven't. (The most frequent change: dropping rock 'n' roll music. One "program" change: a station which eliminated 57% of its commercials.)
- 37% of stations have increased their news schedules; another 53% haven't.
- 48.7% of stations feel rate cards should be simplified. 58% of large-market stations have done so, against 16% of small-market stations.
- 55% of stations have lost at least one salesmen in the past year, with about 30% of departing salesmen going to other radio stations, 15% going to tv.
- Managers report their salesmen average 10 calls per day. Salesmen say they average 7.
- 96% of salesmen are high school graduates, 72% have attended college and 38% are college graduates.
- 28.4% of stations have bought custom or open-end transcription services, and 69% find them satisfactory; 74% use station promotion jingles, and 73% like them.
- 94.7% of stations have a definite music policy (against 89.4% who said they did last year).
- The average station has 3.7 full-time announcers-personalities.
- Nearly half the stations use part-time salesmen.
- 86% of salesmen are under 45 years old; 90% are married; 80% of sales managers also handle local accounts.

Although RAB furnishes the conferences with a raft of statistical material which reduces operations and techniques to averages, President Kevin B. Sweeney, who ramrods the conferences, makes clear that radio basically is not interested in the "average" station. Rather, what RAB hopes to uncover are the new ideas "just coming over the hedge," without regard to where they come from. Successful management, in RAB's view, is premised not on two or three major decisions but on many smaller ones which are "reflected on the bottom line"—the eventual profit, or
Despite all the “Shh’ing” in the new Schweppes commercials – this product WON’T be shushed . . . because Commander Whitehead has selected a most powerful medium for his message . . . SPOT TELEVISION. Those jolly little bubbles are rising in the special markets the Schweppes folks want to reach. That’s the way it is with Spot Television. No waste. Great impact. Prime time. And it works for big, medium and small advertisers equally well. Your nearest H-R man will be happy to jolly well show you how Spot TV will work for you! Ring him up.

Television, Inc.
Representatives
lack of it.

Accordingly, RAB takes ideas not only from its radio members but also from tv stations, print media and even businesses with no relationship to communications. Wherever the ideas come from, RAB presents them without endorsement: "We function as the mirror to management," says Mr. Sweeney. "We have opinions, but we don't express them."

For that matter, opinions themselves are forbidden at the on-duty sections of the regional management conferences. Participants are encouraged to contribute factual additions to the topics under discussion (RAB figures it draws 100 ideas from the floor for every 100 it presents from the stage), but are gavelled down if they seek to express an editorial viewpoint.

Four RAB staff members shared the floor with Mr. Sweeney at the meeting: Warren Boorom, members service vice president; Maurice (Doc) Fidler, district manager, and Regional Managers Dale Woods and Rave Green.

This is a sampling of the kind of ideas broadcasters were examining in depth last week:

Newspaper Critic of the Air • One station programs comments about two competing newspapers, running them six times a day, two or three minutes at a time. Although the papers were offered equal time, they've never taken the station up on it. Typical items: Reporting on critical letters to the editor; criticizing one paper for an "expose" series which the station says told children where and how to buy bootleg firecrackers; applauding the newspaper for a safety campaign; referring listeners to such newspaper fare as a story on sex chromosomes of the fruit fly. Agency and listener reaction has been "terrific," the station reports.

A variation of this theme was reported by a station that reads stories and editorials in out-of-town newspapers, comparing them with the local press.

Format Change • RAB related the story of one station, a country-and-western outlet, which wanted to modify its format to appeal to a wider range of listeners. It adopted a "music Americana" format, running in songs by Burl Ives, Harry Bellafonte and others of the ballad variety. The station moved from sixth to second in audience position.

Dial-A-Score • One high-budget way of competing in sports coverage was offered for consideration of the management conference. That was the example of a western station (daytimer) which programs a five-hour football score program on Saturday afternoons. Although it's prohibited from doing play-by-plays, it puts seven men to work monitoring four radios and two tv sets to keep up with the afternoon's action, and puts on the air those scores listeners ask for. So far it's sold half of the program to four sponsors, each of whom gets three minutes per hour at a premium rate.

Still another station (a Canadian member) said it gained over $6,000 in revenue over a 13-week period with an "alphabet quiz" program. Listeners sent in a letter for a "mystery city," and those whose letters fit in the name were allowed to compete for a $25 prize. (If they had a certificate from a participating sponsor the prize went to $50.) Thirty-six sponsors signed up at $13 each.

And yet another found money in a weekly 5-minute show reviewing the newest magazines and paperbacks. It sold the show to a distributor (who both provided the reviews and split the costs with dealers) and obtained revenue that has run for two years and is continuing on a 'til-forbidden basis.

Prior Preparation • The effectiveness of prepared slide presentations was demonstrated by one station which, faced with losing a $4,000 client, not only held the account but doubled it to $8,000 through such a pitch. Total cost: under $50.

A way to bring in restaurant accounts was related by a station that ran placemat sports contests in connection with participating accounts. It had 200,000 placemats printed (at $5.16 per thousand, and put them in restaurants at the rate of 1,000 per $100 of advertising). Twenty-five accounts bought on a 10-week basis.

Those Extra Sales • Managers heard several case histories of stations which had good results with sales incentive programs. One reported it offered all its staff members a "night on the town" if they brought in a 10% increase in sales. They brought in 47% more. It cost the station $325. Another said it gives its staff a $50 per man bonus for a 20% increase in sales—and makes money doing so. (A less sophisticated sales incentive method reported: The station which requires its salesmen to wear their hats anytime they're at their desks—to remind them where they ought to be.)

RAB's meetings go after ideas that didn't work as well as those that did (see box). Mr. Sweeney's observation: "This isn't the usual liars convention. We're not here to impress each other."

A new feature has been incorporated into this year's conferences—four condensed tapes of distinctive radio stations across the country. RAB picked 20 stations which have been successful with one or another type of operation, had them taped by a professional monitoring company and then edited and condensed their operations into 30-minute tapes. Four tape recorders were set up in the meeting room for conferences' use during the two-day session.

All the material presented by RAB during the meetings, plus new material suggested from the floor, will be incorporated into a report that goes out about a month after the final conference. Each person there gets a loose-leaf binder in which he can make notes on subjects for immediate action. He replaces these notes with the formal material later.

Investment in Profits • For this the attending manager pays a $40 registration fee plus expenses (an average of $150, including travel). It's apparently worth it. Said one of their number last week: "I come here on the chance that one idea alone may be worth an extra $10,000 in annual billing on my station. I haven't missed a meeting."
Doughty Miles Standish, brave captain of men, but no wooer of women, sent young John Alden to Priscilla to propose marriage for him. Priscilla, as you know, ignored the message and fell for the messenger. Which just goes to show... even a message can backfire when you don't use the right messenger. In St. Louis, Milwaukee or Dallas, when there's a job to be done, let the Balaban Stations do it. Balaban gets your message through, aiming it straight to the consumer with lively, modern programming, interesting well-liked personalities and superior selling. With Balaban, the word about your products or service gets through and sells... consistently. No wonder Balaban Stations are—couriers par excellence!
More time for Higbee test of radio's power

Radio Advertising Bureau and The Higbee Co., Cleveland department store, are extending RAB's department store challenge study for an additional six months, it was announced last Wednesday (Sept. 21). Originally scheduled for one year, the massive test of radio advertising's ability to sell department store items began in September 1959. RAB will publish results of the year-long exploration in late November, with supplementary reports to be issued at least three times in the first half of 1961. Radio results are being recorded on more than 350 items advertised on six Cleveland stations. An increased store budget will permit departments and items not advertised in the past year to be radio-tested during the extension period. A joint statement by E.K. Hoffman, vice president and general merchandise manager of The Higbee Co., and Kevin Sweeney, RAB president, said: "The findings have been so impressive and thought-provoking and have pointed to so many additional areas that might be studied profitably that we decided jointly to proceed with the investigation for an additional six months."

Gasoline up 45% in spot-network tv

National spot and network television expenditures for three separate categories—tobacco, gasoline and beer—increased significantly in the first six months of 1960 over the corresponding period of 1959, the Television Bureau of Advertising reported last week.

Using TvB-LNA-BAR computations for network figures and TvB-Rorabaugh for national spot data, the bureau reported that in the January-June 1960 period, tobacco advertising gross billings in tv were almost $59 million as against $52.9 million a year ago. Network tv billing amounted to almost $39.5 million, as compared with $37.9 million in the 1959-1960 period, while spot tv rose to almost $19.6 million from almost $15 million a year ago.

Leading tobacco advertisers in the first half of this year were R.J. Reynolds with new work and spot gross time expenditures of almost $10.5 million, followed by Brown & Williamson Tobacco Corp., $9.1 million; P. Lorillard Co., $8.6 million; American Tobacco Co., $8.6 million; Philip Morris Inc., $8.2 million; Liggett & Myers Tobacco Co., $6.8 million; Bayuk Cigars, $4.0 million and Consolidated Cigars, $2.2 million.

Gasoline companies, according to TvB, spent more than $21.3 million for...
This woman is hard to sell. She controls the TV set as well as the purse strings. But KABC-TV more than meets her requirements with an imaginative lineup of adult daytime programs leading into ABC after dark. You can be sold on 7, too.
In Chicago
... the Board of Trade is the world's greatest speculative grain market. Here, prices paid for wheat help determine what the nation's housewives pay for a loaf of bread. And here, too, at each of its six trading pits, fortunes are won and lost every day.

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility
national spot and network advertising during the first half of 1960, an increase of 45% over the $14.7 million in the like period of 1959. During this period, national spot billing rose to $13.2 million, as compared with $12.4 million in 1959, while network billings increased to almost $8.1 million from $2.3 million in the first half of 1959. The most active advertisers in this category during the first six months of 1960 were Texaco with tv gross time billing of almost $6.4 million; Esso Standard Oil, $1.5 million; Mobil Oil, $1.4 million; Shell Oil, $1.4 million and Atlantic Refining Co., $1.0 million.

Beer and ale advertising in the period rose from $24.5 million last year to $26.3 million. Of the total for the 1960 period, TvB said, $22.9 million was spent in national spot and $3.4 million in network tv. Anheuser-Busch Inc. led the brewery advertisers with network and national spot gross time billing of $2.3 million, followed by Joseph Schlitz Brewing Co., $2.2 million; Falstaff Brewing Corp., $1.8 million; Carling Brewing Co., $1.8 million; Theo Hamm Brewing Co., $1.4 million, and Pabst Brewing Co., $1.3 million.

How tv fits into K&E changes

William B. Lewis, Kenyon & Eckhardt’s board chairman, is back in television. Not that he ever really left, but he’ll have more time now to dig into the medium and its role at the agency.

Mr. Lewis in becoming board chairman and passing the presidential baton to David C. Stewart, who as executive vice president already has (WEEK’S HEADLINERS, Sept. 19), need not concern himself so much with energy-taxing administration of an advertising entity that bills around $90 million annually (some $40 million in tv).

His associates say that Mr. Lewis—himself a former top broadcast executive and one of the few agency leaders with that background—will be working even more closely than in the past with James S. Bealle, the agency’s vice president and director of radio-tv programming.

It was in the Lewis regime that K&E worked its business upward from a level of a $34 million a year billing. Initiated during Mr. Lewis’ administration (1951-1960) was a concept of totally servicing clients in marketing and creative areas. Concentration was on a limited client list which obtained this attention in services.

Mr. Lewis in his new post of board chairman will devote himself also to client contact and new business development (an area in which he has been quite successful in the past).

Joined in Radio = The rise of William Lewis at K & E occurred rapidly and impressively. He joined the agency in 1944 as vice president in charge of radio serving in the executive ranks at CBS. Soon afterward he was made account supervisor and elected a director, paving the way to his election in 1951 as president.

In a letter to clients informing them of the change in K & E’s management positions, Mr. Lewis explained that it was made by the board of directors “in accordance with a long-conceived plan for succession in our management.” In the change-over, Edwin Cox, who was K & E’s board chairman, was elected chairman of the executive committee, and said Mr. Lewis:

“Each of us, Ed, Dave and myself, will have a clearly defined area of responsibility, but the executive leadership, under the executive committee and the board, now passes to Dave.” (David Stewart is a 15-year veteran of the agency.) That Mr. Stewart has long been groomed for the post was indicated also by Mr. Lewis: “Dave has, in fact, been our chief administrative officer for some time,” he wrote, “so the change is in no way a radical one.”

Mr. Lewis’ broadcast knowledge dates back 1935 when he joined CBS as commercial program director. He served at CBS successively as program director and as vice president in charge of programs. He was the first at CBS to serve in that post and was the network’s youngest vice president at the time.

He went to Washington in 1941 on a leave of absence to serve as chief of the radio division of the Office of Facts & Figures. In that position, Mr. Lewis coordinated the government’s radio activities and when the bureau was merged with others to form the Office of War Information, he was appointed chief of the domestic radio bureau where he also organized and operated the radio allocation plan. In 1942 he was made assistant director of OWI’s domestic branch.

After the war at CBS, Mr. Lewis was on special assignment to survey the attitudes of public leaders toward the American system of broadcasting, a study that has been referred to often as an outstanding contribution to radio.
Us WDAY cave men sure get the WIMMIN!

Every audience survey ever made around Fargo shows that WDAY Radio has always had far more listeners than any other station. Now the latest survey—a 55-county Pulse Area Report made March 1-28, 1960—repeats the story.

Monday thru Friday, WDAY Radio has 166,400 women listeners—45% more women than Station B. Also 114,660 men listeners—67% more men than Station B!

The reasons? Well, it can't be our glamorous youth, because we are one of the oldest radio stations in the U.S.A. So maybe it's our cave-man strength and beauty. We dunno. Why don't you ask PGW?

WDAY
FARGO, N. D.
NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
MEDIA COMPARISON

Nielson study matches tv, magazine audience

A.C. Nielson Co. said last week it would do what many people have historically claimed cannot be done: compare apples and oranges.

The research firm officially announced its new Nielson Media Service, which executives said will measure television and magazine audiences in the same national panel and report on the audience reached by the advertiser using both media.

NMS is designed to help advertisers and agencies select either a single advertising vehicle (program or magazine) or a combination of vehicles or of media, according to their specific needs. Twelve major magazines and all network tv programs will be covered in the continuing studies. Subscribers (Maxson, J. Walter Thompson Co., Westinghouse Electric, Chrysler and Life magazine thus far) will receive a yearly report on total audiences of the 12 magazines, complete Nielsen Television Index data, and special reports on audiences reached by tv and magazine combinations.

Inherent Differences: One of the factors making broadcast and print media so difficult to compare, from a research standpoint, is that they have so few similarities in terms of how they are used by audiences and in the degree to which they are measured. From an advertiser's point of view, for example, is opening a magazine as good as listening to his program? Getting ratings on all programs is standard procedure in broadcasting, but getting comparable detail on each article or page in a magazine can become complicated and expensive. "You can't compare apples and oranges" has become a stock argument against such efforts.

Henry Rahmel, Nielson executive vice president and broadcast division manager, who was credited with originating the NMS idea, recognized "the so-called apples-and-oranges aspects" but pointed out that, even so, agencies and advertisers do compare media.

Watching and Reading: The NMS panel will consist of 2,500 homes. TV tune-in will be measured by a combination of Audilog diaries and Recordimeter devices. Magazine audiences—inthemercial, the "number of homes and adults reporting having read the average issue of the magazine"—will be determined by the personal-interview-interest technique developed by the publishing industry and incorporated in Advertising Research Foundation's proposed magazine research study some years ago.

Magazines to be measured by NMS, officials said, represented 52% of all magazine revenues last year. They are: American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies Home Journal, Life, Look, McCalls, Parade, Reader's Digest, Saturday Evening Post, This Week and True Story.

Franken forms firm

The new organization of the Jerry Franken Co. for advertising and public relations is to be announced today (Sept. 26), with headquarters at 5420 Melrose Ave., Hollywood, Calif., and a New York office in the new Time & Life bldg., 1271 Ave. of the Americas. Mr. Franken resigned recently as head of advertising, promotion and publicity for National Theatres & Television Inc. and National Telefilms Assoc. Clients acquired to date by Jerry Franken include programs for Television Inc.; RPF Enterprises Inc.; Stars International Inc.; Richard H. Ullman Inc.; Del Wood Assoc. and Omar Music Co.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Sept. 15-21 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
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<tbody>
<tr>
<td>Thurs, 15</td>
<td>Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>28.1</td>
</tr>
<tr>
<td>Fri., Sept. 16</td>
<td>Sunset Strip (8 p.m.)</td>
<td>ABC-TV</td>
<td>27.6</td>
</tr>
<tr>
<td>Sat., 17</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>29.3</td>
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<tr>
<td>Sun., 18</td>
<td>Alfred Hitchcock (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>25.0</td>
</tr>
<tr>
<td>Mon., Sept. 19</td>
<td>Father Knows Best (8:30 p.m.)</td>
<td>CBS-TV</td>
<td>22.3</td>
</tr>
<tr>
<td>Tue., 20</td>
<td>Thriller (9 p.m.)</td>
<td>NBC-TV</td>
<td>16.9</td>
</tr>
<tr>
<td>Wed., 21</td>
<td>U. S. Steel Hour (10 p.m.)</td>
<td>CBS-TV</td>
<td>28.4</td>
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During the introductory period of the 1960-61 television season, ARB is conducting fast national ratings. These use Arbitron meter devices in some areas, supplemented by telephone calls, to provide what ARB calls a truly national rating. The "instant nationals" started Sept. 18. Here are the top-rated programs for each day following:

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun., Sept. 18</td>
<td>Loretta Young (10 p.m.)</td>
<td>NBC-TV</td>
<td>25.4</td>
</tr>
<tr>
<td>Mon., Sept. 19</td>
<td>Barbara Stanwyck (10 p.m.)</td>
<td>NBC-TV</td>
<td>27.3</td>
</tr>
<tr>
<td>Tue., 20</td>
<td>Laramie (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>25.5</td>
</tr>
<tr>
<td>Wed., 21</td>
<td>Price Is Right (8:30 p.m.)</td>
<td>NBC-TV</td>
<td>28.1</td>
</tr>
</tbody>
</table>

Copyright 1960 American Research Bureau

In Steubenville, Ohio

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's WSTV-TV

The lowest cost Television bridge to the Upper Ohio Valley's $5 Billion Dollar retail market. The best of CBS and ABC. Plus Shopping Tipper Merchandising.

For Rates and Avails:

IN STEUBENVILLE: John J. Laux, AT 2-6265
IN NEW YORK: Lee Geynor, 8-7-030

Represented Nationally by Avery-Knodel, Inc.

WSTV-TV The Best of CBS and ABC STEUBENVILLE-WHEELING Represented by Avery-Knodel, Inc.

WRGP-TV The Best of NBC CHATTANOOGA, TENNESSEE Represented by H-R

WRDW-TV The Best of CBS and ABC AUGUSTA, GEORGIA Represented by Avery-Knodel, Inc.

WBOY-TV The Best of NBC and CBS CLARKSBURG, WEST VIRGINIA Represented by Avery-Knodel, Inc.

KODE-TV The Best of CBS and ABC JOPLIN, MISSOURI Represented by Avery-Knodel, Inc.

44 (BROADCASTING)
IN FALL, EVERYONE'S FANCY TURNS TO THOUGHTS OF NEW CARS AND AUTO SHOWS

Especially at WJR ... and especially this year, because in October the National Auto Show comes to Detroit for the first time.

WJR is set to cover the show backwards and forwards, from top to bottom, and inside out. Mostly the latter, because we're really close to the car makers . . . our Automotive Editor has reported the inside story on styling, engineering and sales for years. At the show he'll describe exhibits, talk with industrial leaders, and take listeners behind the scenes.

Our Women's Director will size up things from the feminine angle. Another staffer will cover the historical and educational aspects of automobiling, and go after the story of people—everyone from the hot dog vendor to an antique car enthusiast. It's a two-week project with nearly two hours of air time every weekday. A big job, but it's just another example of WJR's complete-range coverage of important local and national events. Small wonder that listeners AND advertisers are loyal and consistent. Why not get all the facts from WJR or your Henry I. Christal man?
INTERVIEWS

A 13-week spot tv campaign over WPIX (TV) New York for cocktail mix products, which began yesterday (Sept. 25) will serve as a tv test for expansion into other major markets of the country, Erwin Wasey, Ruthrauff & Ryan, agency for Holland House Sales Co., Woodside, N.Y., reported last week.

H. Sumner Sternberg, EWR&R account executive, noted that the commercials will demonstrate the actual mixing of a whiskey sour, but pointed out that the Holland House mixes themselves are non-alcoholic. He envisions no serious opposition from stations if Holland House and EWR&R decide at the end of the 13-week cycle to extend the spot tv effort in other major markets where the advertiser has distribution. He observed that another station in the New York market was desirous of obtaining the Holland House business, which marks the company's first use of tv. (In the past, mixes have been advertised on tv, but it is not known if any showed actual demonstrations, using liquor).

Mr. Sternberg said that $35,000 will be spent on the WPIX (TV) campaign, using a total of 150 prime time one-minute announcements to advertise the company's line of Martini, Manhattan, Daiquiri, Old Fashioned, Gimlet, Tom Collins, Bronx Cocktail, Side Car, Quinine and Sour mixes. At the end of the 13-weeks, he said, sales results will be evaluated and a decision made on future use of television.

WPIX (TV) officials declined to comment on the transaction, but said the copy had been cleared by the continuity department as "satisfactory."

Holland House is a major newspaper advertiser with insertions in more than 130 papers and also uses consumer magazines. Its entry into tv was suggested by Rollo Hunter, EWR&R vice president in charge of radio-tv, and Mr. Sternberg.

**Business briefly**

*Time sales*

Chrysler goes fm = Chrysler Corp. (Imperial car), Detroit, last week announced the signing of a contract with the QXR Network for sponsoring a five-minute news series, across-the-board, on 27 fm stations throughout the country, starting Oct. 3. It is said to be "one of the largest fm commercial contracts," with the cost to Chrysler of about $125,000 on 52-week basis.

Young & Rubicam, New York, is the agency.

'Disney' renewal = Canada Dry Corp., N.Y., and its participating bottlers have renewed for a second season their co-sponsorship of ABC-TV's Walt Disney Presents, starting Sept. 25 (Sun. 6:30-7:30 p.m. in Eastern and Pacific time zones; 5:30-6:30 p.m. in Mountain and Central zones). Agency: J.M. Mathes Inc., N.Y.
STRANGERS on a TRAIN

NOW FOR T.V.

ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • Adams 9-2855
LOS ANGELES: 11358 Eldenwood St. • GRanite 6-1564
UNIONS FORM BARGAINING BLOCS
Networks, broadcasters face two multiple union units

Broadcast management is facing a new type of union relations — cooperation by competitive unions to present "a united labor front" in negotiations.

The trend appeared last week as (1) five unions met to decide how they could work together, and (2) Screen Actors Guild lined up with American Federation of Television & Radio Artists in current dealings with networks.

In a precedent-setting move, the Screen Actors Guild will participate with the American Federation of Television & Radio Artists in significant areas of AFTRA's negotiations with the television-radio networks, which open this Wednesday (Sept. 28) at the Berkle- shire Hotel in New York.

Both AFTRA and management sources confirmed last week that SAG will be in attendance at the negotiation sessions, which seek a new pact for the network to replace the contract expiring on Nov. 15. SAG's participation, it is said, is an outgrowth of a recent agreement entered into by AFTRA and SAG under which the two talent unions pledged to engage in joint negotiation and administration in the area of tape and filmed commercials and tape programming.

Though SAG has a limited number of contracts with networks (primarily with their film subsidiaries), its participation with AFTRA in negotiations is viewed as a move by SAG to gain the same advantages in rates and other benefits from film producers that AFTRA will obtain from the networks. The joint administration-negotiation agreement was proposed by SAG in lieu of outright merger, which had been suggested by AFTRA.

Critical Discussion Points: Neither networks nor AFTRA would discuss the contract demands, which union spokesmen said would be presented for the first time during the meeting this Wednesday. It is reported that tape commercials and programming will constitute the crucial area during the talks. The presence of SAG at the negotiations bolsters this view.

Eleven contracts, or "codes" will be under negotiation with the networks, including tv network, radio network, network tv commercials, network transcriptions, sustaining radio, library service transcription, and various local agreements in major cities.

AFTRA, meanwhile, has served notice on its members not to accept any engagements from the networks if the programs or commercials are to be recorded for use after the termination of the network codes. The intent is to prevent "stockpiling" of programs and commercials, which AFTRA believes could place the networks in a stronger position during negotiations, particularly if a settlement is delayed.

Meanwhile, AFTRA along with four other major unions involved in radio-television pledged last week to present "a united labor front in future dealings with the broadcast industry and in legislation affecting employment" of its members.

This step toward stronger cooperation was adopted by chief officers of AFTRA, the National Assn. of Broadcast Employees & Technicians, International Alliance of Theatrical Stage Employees, the International Brotherhood of Electrical Workers and the Directors Guild of America, all of whom will be negotiating for new contracts with the networks within the next few months.

A report on the meeting was issued by a spokesman for NABET, which was host at the luncheon session on Wednesday (Sept. 21), but he declined to elaborate on details of the extent of cooperation. Reports circulated that the union executives had agreed to keep one another informed during negotiation periods on the progress of talks and concessions that may have been obtained. It is believed that unions could not promise more direct assistance to one another because such action would require approval of rank-and-file membership, and also might violate provisions of the Taft-Hartley Act and the Landrum-Griffin Act.

In attendance at the meeting, according to NABET, were Donald Conaway, executive director of AFTRA; Al Hardy, director of radio- tv for IBEW; Richard Walsh, international president of IATSE; Newman Burnett, executive secretary of the eastern region of DGA and George W. Smith, international president of NABET, and members of the executive council and local presidents of NABET.

The move for labor unity initially was suggested at an AFTRA meeting in Columbus, Ohio, last Spring. At that time, union heads from various broadcast areas agreed to discuss this undertaking with their local officials. It is assumed that other meetings will be held from time to time to explore other areas in which inter-union support can be mustered.

A new rep firm

Sandeberg Gates & Co., a new radio-tv representative firm, has been formed by David H. Sandeberg, who purchased the W.S. Grant Co. a year ago, and J.C. Gates of the rep firm bearing his name.

Prior to acquiring Grant, Mr. Sandeberg was a 13-year partner and Pacific coast manager for Avery-Knodel and for seven years before that was San Francisco manager for McClatchey Broadcasting Co. and Pacific coast manager of Paul H. Raymer Co.

Mr. Gates has been head of J.C. Gates Co. for the past five years. Associated with Mr. Gates is Henry M. Stanley.


Cleaning up the town

An expose of local crime conditions by WSTV-TV Steubenville, Ohio-Wheeling, W. Va., led to a grand jury appearance Sept. 15 by John J. Laux, vice president and general manager of the Friendly Group station.

In an Aug. 11 telecast, William Consol, former police captain, revealed information that led to a series of raids on disorderly houses and gambling joints. In an interview on the Tell All program by newsmen Bob Glenn and Stan Scott, Mr. Consol gave specific addresses and named names.

This led to a Jefferson County (Ohio) grand jury investigation. The jury subpoenaed Mr. Laux and a video tape recording of the telecast. The program had been recorded two days before broadcast.
INSTANT SALES

IN SAN DIEGO

KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

KFMB® TV SAN DIEGO®
Changing hands

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

- WBIR-AM-FM-TV Knoxville, Tenn.: Sold by Taft Broadcasting Co. to WMRC Inc. for $31/4 million. WMRC Inc. owns WFBC-AM-FM-TV Greenville, S.C., and is 48.8% owned the Greenville News and Piedmont, 9% by Robert A. Jolley and family and others. The News-Piedmont Co. also owns the Asheville [N.C.] Citizen-Times (WWNC Asheville). Taft Broadcasting Co. one year ago paid $2.1 million for a 70% interest in the WBIR stations; it owned the other 30% previously. Hubert Taft, president of the company of the same name, stated that acquisition of broadcast properties in larger markets was contemplated. Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. WBIR is 250 w on 1240 kc with ABC affiliation; WBIR-FM operates on 93.3 mc with 3.3 kw. WBIR-TV, which began operating in 1956, operates on ch. 10 with CBS affiliation. Broker was Blackburn & Co.

- WWVA-AM-FM Wheeling, W. Va.: Sold by Storer Broadcasting Co. to group headed by Ira Herbert for $1.3 million. Sale is contingent on FCC approval of Storer's purchase of WINS New York for $10 million (BROADCASTING, August 1). Associated with Mr. Herbert, former New York broadcaster (WNEW), are his wife, Bernice Judis (onetime manager of WNEW), and New York advertising agency executives Emil Mogul and Milton Biow. The Herbert group received FCC approval only two weeks ago to purchase WAKE Atlanta, Ga., and WYDE Birmingham, Ala. (BROADCASTING, Sept. 19). Storer's sale of WWVA was necessitated by FCC regulations which prohibit any one company from owning more than seven am radio stations. Storer owns radio and tv in Detroit, Cleveland and Toledo, tv in Atlanta and Milwaukee and radio stations in Miami, Philadelphia, Los Angeles in addition to Wheeling. WWVA is 50 kw on 1170 kc and is affiliated with CBS. WWVA-FM operates on 98.7 mc with 7.4 kw. Transaction was handled by Edwin Tornberg & Co.

- KOWB Laramie, Wyo.: 80% interest sold by John Hunter to minority stockholder Charles Bell for $70,000. This gives Mr. Bell 100% interest. Included with the sale was a cp for 250 w on 1340 kc in Wheatland, Wyo. KOWB operates on 1290 kc with 5 kw day and 1 kw night. Sale negotiated by Edwin Tornberg & Co.

- KROY Sacramento, Calif.: Sold
by John T. Carey to Lincoln Dellar for $427,500. Mr. Dellar is the former owner of KXOA Sacramento and of KCCC-TV there. He is a broadcast consultant in Santa Barbara, Calif., and he and his wife own 75% of KACY Fort Hueneme, Calif. KROY operates on 1240 kc with 250 w, and is affiliated with CBS. KROY-FM is 18.2 kw on 102.5 mc.

- KWIP Merced, Calif.: Sold by Maxwell Hurst and associates to Yosemite Broadcasters for $170,000. Principal owner of Yosemite is Ellsworth Peck, former co-owner of KNNS Hanford and of KGKW (now KKBW) Vallejo, both California. Minority stockholders are Jerry Pero, sales manager of KHSL-TV Chico, Calif., and Brian Loughran, sales manager of KHSL, same city. KWIP is 500 w daytime on 1580 kc.

- 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 98).

- KODY North Platte, Neb.: Sold by KODY Broadcasting Co. to North Platte Broadcasting Co. for $200,000 and agreement not to compete within 75 miles for five years. North Platte Broadcasting is owned by multiple broadcaster Stuart Investment Co. (KFOR Lincoln, KRGJ Grand Island, both Nebraska; KMNS Sioux City, Iowa, and KSAL Salina, Kan.).


- WRNY Rome, N.Y.: Sold by WRNY Inc. to Alert Radio Inc. for $90,000 which includes $20,000 for agreement not to compete in radio or tv within 50 mile radius of Rome or Utica, N.Y., for five years. Alert Radio Inc. is headed by Herbert Mendelsohn and includes Edward McMullen, Ernest Field and Louis Beck, all equal owners. Messrs. Mendelsohn and McMullen are employees of WINS New York.

New management firm

Key Broadcast Management Inc., a new management counselling firm, has opened offices at 565 Fifth Ave., New York. KBM offers advisory services to broadcasters on all phases of management, sales, and audience promotion, merchandising, program development, accounting and organizational structure.

Ralph N. Weil is president of the organization; Arnold Hartley was elected executive vice president and secretary and Edward Connolly is treasurer. Messrs. Weil and Hartley have been active in broadcasting since the early '30s. They sold WOV New York (now WADO) in August 1959. They and a stockholder group acquired KATZ St. Louis last March and their purchases of KCOR San Antonio, Tex., and WMMW Meriden, Conn., pend FCC approval.

Mutual adds 12

Twelve radio stations have joined Mutual in the past three weeks, Charles W. Godwin, MBS stations vice president announced. New affiliates include five stations belonging to Robert E. Ingstad (KEYI Jamestown, N.D., 1440 kc; KOVC Valley City, N.D., 1490 kc; KICY Oakes, N.D., 1220 kc; KEYL Long Prairie, Minn., 1440 kc; KBMW Breezewood, Minn., 1450 kc.)

Other additions to the Mutual list are KMEQ Omaha, 660 kc; KWNT Davenport, Iowa, 1580 kc; WOMP Bellaire, Ohio, 1290 kc; WSAC Ephrata, Pa., 1310 kc; WKTL Sheboygan, Wis., 950 kc; WTIV Titusville, Pa., 1290 kc and WCMC Wildwood, N.J., 1230 kc.
What strength... all down the line!

You bet! Daytime. KMOX-TV's share of St. Louis women viewers is a mighty 50.4%... 57% more than the second station, 190% more than the third, according to Nielsen.
The Early Show
There's KMOX-TV's Late Show on KMOX-TV are St. Louis' two top-rated multi-weekly film shows. Each one Programming leadership delivers averages in depth Channel 4 almost a 10.5 times Nielsen; KMOX-TV's station as many each film library breaks nighttime reaches includes (6:30 to 10:30, Sunday through Saturday) breaks with a 25% average 10.5 times Nielsen stations as many more... ARB confirms more... And KMOX-TV's KMOX-TV has strength everywhere: an overall CBS Owned 40% Nielsen share vs. 31% for the second station, 23% for the third station, 6% for the fourth station and only 10% for the nearest competitor. In short...
KMOX-TV OUTPULLS ALL COMPETITION IN ST. LOUIS!

CBS' NEW PLANS
Prominent on agenda of N.Y. radio meet

A total of 132 CBS Radio affiliates, representing more than 80% of the network's rate card, had registered by last Wednesday for the annual affiliates convention, one week before the two-day convention gets underway.

John S. Hayes of WTOP Washington, chairman of the CBS Radio Affiliates Assn.'s board of directors, and network President Arthur Hull Hayes noted that registrations were running ahead of last year's pace and said the step-up reflected affiliates' "intense interest" in the changes that have been proposed in CBS Radio's programming format. The 132 stations already registered for this year's meeting were compared to 118 which had signed up for last year's convention a week ahead of time.

Under the programming changes, to be passed upon at the convention opening in New York Wednesday (Sept. 28), daytime serials would be eliminated, other drama programming would be curtailed, and emphasis would be put on an expanded news schedule plus the personality programming currently carried by the network (BROADCASTING, Aug. 22 et seq).

The changes were first proposed by the affiliates board's executive committee, then approved by the board and by network officials. President Hayes said he was "tremendously pleased" by both "the large number of early registrants and by the unsolicited opinions

Editorializing plea

Member stations of the Florida Assn. of Broadcasters will be urged by the association to editorialize on a regular basis, according to Lee Ruwitch, WTVJ (TV) Miami, president of FAB. The decision to encourage editorializing was reached at a Sept. 17 meeting of the FAB board held in Orlando. Members will receive an editorializing kit containing sample radio and tv editorials to be used as guides.

The board received a letter of commendation from Gordon Dunn, chief forecaster of the Miami Weather Bureau, on the "wonderful work done by the Florida Defense Network (BROADCASTING, Sept. 19) in keeping people informed as to whereabouts and progress of Hurricane Donna." Next FAB board meeting will be held the week of Jan. 20, again in Orlando.

Source: Nielsen six-month average (Jan.-June '60)
MORE BLACK INK AT NBC RADIO

New sales extend profit forecast into ’61

NBC Radio announced last week that it was assured of continuing to operate at a profit through the first quarter of 1961, as a result of $1.25 million in net time sales in the last three weeks.

"This assures NBC Radio affiliates of a substantial increase in gross compensation during the first quarter of 1961 than was paid them in the first quarter of this year," William K. McDaniel, vice president in charge of NBC Radio, said in announcing the profits outlook.

His announcement and reference to more compensation for the NBC Radio affiliates—including the assertion that "we have given them full compensation for every minute of network time they have carried"—came just a few days before the annual convention of CBS Radio affiliates (story, page 54)—who get no cash compensation for regular network programming but are paid instead in free programs to sell locally. Compensation paid to affiliates by NBC Radio last year reportedly came to $2 million.

NBC Radio had announced earlier that a substantial increase had put it in the black for the full year 1960, the first profitable year for the network since the early 1950’s (BROADCASTING, June 20).

“We’re in the black, revenue is up for us and the stations, ratings have doubled in less than a year and advertiser acceptance is at its highest point in the last eight years,” Mr. McDaniel said last week. He attributed NBC Radio’s current position to several factors, starting with "a four-year period of serious study, research, trial and error and planning with our affiliates" that culminated in the decision, effective last January, to cut out entertainment programming and concentrate on news, public affairs, special events and the weekend Monitor service.

The Techniques Used = “We have tried to give the stations what they can’t do as well locally as we can—international news when and as it happens . . . Monitor, Emphasis, sports, special events and, in general, a good network service around which to develop their local programming personality.” He said NBC Radio had programmed name stars “in the way we and the affiliates think they should be programmed in the present-day pattern of network radio, short segments in such shows as Monitor. This was an apparent, though unstated, allusion to CBS Radio’s format of presenting name stars in a morning block across the board.

Mr. McDaniel said the $1.25 million in time sales during the last three weeks included orders from L&M cigarettes (through Dancer-Fitzgerald-Sample), Chesterfield cigarettes (McCann-Erickson), American Motors (Geyer, Morey, Madden & Ballard) and Curtis Publications (BBDO).

Rep appointments

- KIEM-TV Eureka, Calif.; KOTI-TV Klamath Falls, and KBES-TV Medford, both Ore.: Young Television.
- KAMP El Centro, Calif.: Torbet, Allen & Crane.
- WJAB Portland, Me.: New England Spot Sales as regional representative.
Can you read lips? The name of the new NAB president, whose selection may come out of an NAB presidential committee meeting this week, may be poised on the lips of C. Howard Lane, KOIN-TV Portland, Ore., committee chairman (left).

A closed meeting of the selection group was held Sept. 22 at the Statler Hilton Hotel, Washington. Another secret session may be held today (Sept. 26), somewhere in New York.

The committee has combed a long list of names of prominent figures in American life, narrowing the prospects down to no more than two or three. This week is likely to bring swift action, perhaps even the signing of a presidential contract with approval by the combined NAB Radio and TV Boards.

At the Sept. 22 meeting (around table 1 to r): Chairman Lane; Merrill Lindsay, WSOY-AM-FM Decatur, Ill.; William D. Pabst, KTVU (TV) San Francisco (only non-NAB board member); W.D. Rogers, KDUB-TV Lubbock, Tex.; Payson Hall, Meredith Stations; Thomas W. Bostic, KIMA-AM-TV Yakima, Wash.; John S. Hayes, Washington Post stations; Clair R. McCollough, Steinman Stations, who with Mr. Lindsay participated for NAB Policy Committee; John E. Fetzer, Fetzer Stations; Dwight W. Martin, WAFB-TV Baton Rouge, La. Absent was G. Richard Shafto, of the Policy Committee. Mr. McCollough is Policy Committee chairman.

All good things that exist are the fruits of originality*

* John Stuart Mill "Liberty"

In Rochester it's KROC-TV for original programming (80% plus of the viewing audience proves it!)

ROCHESTER AREA RETAIL SALES: $432,413,000

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

NBC

'61 NAB convention to have same pattern

General rules covering the 39th annual NAB convention, to be held May 7-11, 1961 in Washington, were drawn up Sept. 19 at a meeting of the NAB Convention Committee. Co-chairmen are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La.

Programming again will be directed to top ownership and management. As in the last two conventions, attendance is open to all active and associate members and to anyone not eligible for membership. However specified radio and TV ownership-management sessions will be open only to accredited station and network delegates.

Committee members besides the co-chairmen are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA-AM-TV Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W.D. Rogers, KDUB-TV Lubbock, Tex.; Jack S. Younts, WEEB Southern Pines, N.C. All attended last week's meeting except Mr. Mason.

BROADCASTING, September 26, 1960
many
happy
returns...

You can never tell where you'll run into new business. Sometimes it's even at a child's birthday party.

One of our HR&P salesmen noticed that his son's 11-year-old guests all wanted to play with the same new toy. And consumer reaction is consumer reaction at any age.

So he arranged to see the toy maker's advertising manager (who hadn't given television much thought), and suggested that spot TV was just the medium for demonstrating this toy to the right age group in the very markets he wanted to cover.

In the next few months, more than 50 stations will carry this new business. The list includes all but one HR&P station (no distribution in its area). We hope it included your market, too.

If so, this will be because the HR&P staff is big enough -- and the stations it sells are few enough -- to let each man operate creatively in the best interests of the whole spot TV industry. This same creative imagination carries over into daily sales and service for HR&P-represented stations -- which, of course, are our first and prime responsibility.

There are TWO ways to be creative in this business. And -- since we represent no competing media -- we can uniquely afford to practice them both.
VICTUALS & VIANDS

Here's food for thought: in three short years food and grocery advertising has increased 334% on WPAT! There's no doubt about it, we're the very brood of a radio station... the favorite of butchers, bakers, greengrocers and gourmets in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut... an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. The proof is in the pudding, but WPAT's power to move products off counters and into cupboards is best illustrated by this list of the people who make up market America's leading vienals and viands: A&P, Arnold Bakers, The Borden Company, Breyer's Ice Cream, California Asparagus Growers Association, Campbell Soup Company, Chock Full O' Nuts, Continental Baking Company, Country Club Ice Cream, Dannon Yogurt, Doan Foods, Inc., Eskimo Pie Corporation, Foremost Dairies, Good Humor Corporation, A. Goodman & Sons, Gordon Baking Company, Grand Union, Grayvamaster Company, Louis Sherry Company, N. B. C. Bread Company, Nestle Company, River Brand Rice Mills, Romanoff Caviar Company, Safeway Stores, Sara Lee Products, Schraft's (Frank G. Shattuck Company.) Standard Brands, Inc., Tea Council of the U. S. A., Tetley Tea Company, Wheatena Company, White Rose Tea. During the first six months of 1960, all of them advertised on WPAT, the station where radio gourmets gather... the station with the taste of success.

WPAT & WPAT-FM

PROGRAMMING

WARNER BROS. TRIP THEIR TOES

Triangle tries to stop post-'48 sales in markets covered by its stations

Another stumbling block in the selling of the post-'48 Warner Bros. feature films to TV appeared last week when Triangle Stations filed suit in New York Supreme Court to halt sales of the films in markets covered by its TV outlets.

A hearing Wednesday (Sept. 21) on Triangle's application for an injunction was adjourned until last Friday (Sept. 23) to give Seven Arts an opportunity to reply to the complaint. Seven Arts agreed not to license the features in the Triangle markets until after the adjourned hearing is held.

This suit follows an earlier action by the American Federation of Musicians, whose petition to block the sale of the Warner features was rejected by a U.S. District Court ruling in New York (Broadcasting, Sept. 12). Triangle's complaint asserts that in 1957, when the company bought approximately 50 pre-'48 Warner features from Associated Artists Productions, an option was secured from AAP for exclusive market rights to all post-'48 Warner products at $4,000 per feature, subject to certain stated escalation.

The suit seeks to restrain AAP, its successors, P.R.M. and the Seven Arts Associated Corp., which is now marketing the films. Triangle contends that Seven Arts was established to "evade the Triangle option and that, in effect, it took over the operation of Triangle's original licensor and that the principal in both companies is Eliot Hyman." The complaint points out that Seven Arts Associated Corp.'s offer of these films at "a substantially higher price" ($15,000 per feature, plus 15% for color rights) violates the option agreement with the Triangle Stations.

Stations belonging to the Triangle group are WFLI-TV Philadelphia, WNHC-TV New Haven, KFRE-TV Fresno, WNBF-TV Binghamton, N.Y.; WLYH-TV Lebanon, Pa.; and WFBG-TV Altoona-Johnstown, Pa.

The Triangle suit was launched as Seven Arts was in the midst of a sales campaign for 122 post-'50 Warner Features (Broadcasting, Sept. 19).

There's a balance in radio-TV news

A survey by the Associated Press Radio & Television Assn. reveals that "the great majority of radio-TV stations give equal prominence to national and regional-local news."

The full APRTA report, along with

What's at stake

These are pictures in Warner's big package: "About Face" (1952) with Gordon MacRae; "As Long As You're Near Me" (1956) Maria Schell; "Backfire" (1950); "Beast From 20,000 Fathoms" (1953); "Big Trees" (1952); "Break Through" (1950); "Blood Alley" (1955) John Wayne, Lauren Bacall and Anita Ekberg; "Caged" (1950); "Carson City" (1952); "Come Fill the Cup" (1951) James Cagney, "Crimson Pirate" (1952) Burt Lancaster, Eva Bartok; "Dam Busters" (1955) Richard Todd; "Damned Don't Cry" (1950); "Eddie Cantor Story" (1954) Keefe Brasselle; "Flame and the Arrow" (1950); "Fort Worth" (1951); "High and the Mighty" (1954) John Wayne, Robert Stack; "Hondo" (1954) John Wayne, Geraldine Page; "Island in the Sky" (1953) John Wayne, Lloyd Nolan; "Land of the Pharaohs" (1955).
Color Pickup

with Scene Illumination of 40 Footcandles to Broad Daylight

High sensitivity and high signal output of RCA-4401 make possible quality color pictures at black-and-white light levels.

Now every TV studio can be made into a color studio. RCA-4401 eliminates the need for extra lighting and air conditioning. It produces high-quality color pictures with a scene illumination of 150 footcandles. Satisfactory color pictures can be obtained with a lens opening of f/5.6 at scene illumination as low as 40 footcandles.

A single color camera equipped with RCA-4401’s can put you in business. It can be used in the studio or taken to remote locations and operated as light levels change from daylight through dusk to artificial lighting. These versatile tubes have been successfully used to colorcast night sports events at light levels once adequate for black-and-white pickup only.

Designed to fit color cameras using 3-inch image orthicons, the 4401 is unilaterally interchangeable with RCA types 6474 or 7513. RCA-4401’s are provided in factory-matched sets of three, including one tube preselected for the blue channel. Availability is no problem; the RCA-4401 is in full production.

Get in touch with your RCA Broadcast Tube Distributor today for more details on how RCA-4401 can broaden your colorcasting capability—and cut costs at the same time. RCA Electron Tube Division, Harrison, N. J.
In service with ABC-TV N.Y.:  

The CONRAC CM Series video monitor

Recognizing monitor performance as one of the most important factors in any TV control operation, ABC-TV New York specified the CM series Conrac video monitor exclusively for their well known facility "Studio TV 1." Why Conrac? Because only Conrac delivers what everyone else talks about: consistent, dependable quality. Conrac quality means reliability that you can always count on; video response and operating characteristics that set the pace for the entire field.

Every Conrac monitor from 8" through 27", BROADCAST and UTILITY, includes these important features:

- Video response flat to 10 megacycles
- DC restorer with "In-Out" switch
- Provision for operation from external sync — with selector switch
- Video line terminating resistor and switch

Conrac Monitors are distributed by —

AMPEX
GENERAL ELECTRIC
RCA and
VISUAL ELECTRONICS

CONRAC, INC.

Makers of Fine Fleetwood Home Television Systems

Dept. K, Glendora, California

TELEPHONE: COVINA, CALIFORNIA, EDGEWOOD 5-0541

a study of features and sports, will be given to the annual meeting of APRTA board of directors in New York today (Sept. 23) by F.O. Carver, WSJS Winston-Salem, N.C., chairman of the joint wire study committee. Also on the agenda is the election of officers for the association. Daniel W. Kops of WAVZ New Haven is the present APRTA president.

The survey indicates that 65% of AP member stations responding give equal play to national sports and regional or local news; 30% place "greater emphasis" on regional-local items and 4% place primary emphasis on national news. A total of 823 radio and 85 TV stations of AP's 2,042 broadcast members responded to the questionnaire, according to William G. Garry, WBBM-TV Chicago, chairman of APRTA's general news subcommittee.

Other data culled from the survey: 28% of the radio and 29% of the TV stations reported their daily scheduling does not include a single 15-minute newscast; on Sunday, the number of stations with no 15-minute newscasts jumped to 42% for radio and 51% for TV; 49% of the radio stations said they scheduled between 11 and 20 newscasts on weekdays, while 19% scheduled 10 or fewer and 14% reported 21 to 25 daily newscasts.

CONTRIBUTING

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

NBC-TV

Sept. 26-30, Oct. 3-5 (6-6:30 a.m.) Continental Classroom (modern chemistry), sus.
Sept. 26-30, Oct. 3-5 (6:30-7 a.m.) Continental Classroom (contemporary math) sus.
Sept. 26-30, Oct. 3-5 (10:30-11 a.m.) Play Your Hunch, part.
Sept. 26-30, Oct. 3-5 (12:30-1 p.m.) It Could Be You, part.
Sept. 26-30, Oct. 3-5 (2-2:30 p.m.) The Jan Murray Show, part.
Sept. 26-29, Oct. 3-5 (11:15 p.m.-1 a.m.) The Jack Paar Show, part.
Sept. 28 (8:30-9 p.m.) The Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.
Sept. 28 (10-11 p.m.) Astaire Time, Chrysler through Leo Burnett.
Sept. 29 (9:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.
Sept. 30 (9-10 p.m.) The Bell Telephone Hour, AT&T through Edward H. Weiss.
Oct. 1 (10-10:30 p.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
Oct. 1 (10:30-11 a.m.) Ruff and Reddy Show, Bond through Benton & Bowles.
Oct. 1 (7:30-8:30 p.m.) Bonanza, RCA through J. Walter Thompson.
Oct. 2 (6-6:30 p.m.) Meet the Press, sus.
Oct. 2 (7-8 p.m.) The Shirley Temple Show, RCA through J. Walter Thompson and Beechnut through Young & Rubicam.
Oct. 2 (9-10 p.m.) The Chevy Show, General through Campbell-Ewald.
Oct. 4 (10-11 p.m.) Rivak, the Barbarian sus.
Oct. 5 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
Radio Station

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President—Robert O. Miller
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New York City
President—John C. Gilmore
TV-RADIO NEWSMEN BLANKET UN
Broadcasters go all out to cover big story

The eyes and ears of the world were directed toward the United Nations in New York last week and radio and television in the U.S. and abroad responded with the most extensive coverage of UN proceedings in the 15-year history of the organization.

The presence of such news-making personalities as President Eisenhower, Soviet Premier Nikita Khrushchev, Cuban Premier Fidel Castro and Yugoslav President Tito and others during current tensions added up to "the biggest story" in UN history in terms of representation by the various media. A harried UN official exclaimed last Thursday (Sept. 22):

"We have had to process more than 2,000 representatives of the various news media. This is the biggest news contingent we have ever had. Frankly, I don't know where we've put them all."

"As far as radio-tv is concerned, this is the largest turnout. We usually have about 150 staffers here, including technical personnel, but this week there are more than 600 radio-tv representatives covering the session."

Roadblocks ■ Hard-worked UN staffers attached to its radio and visual services division were pushed to exhaustion, handling in person and over the telephone the requests of various newsmen, press attaches of foreign governments and radio-tv executives here and abroad. A tight security policy was instituted to check the credentials of newsmen not usually assigned to the UN. A Broadcasting editor had to be cleared by a member of the New York City Police Dept. Stationed on First Avenue, 100 yards in front of the UN entrance; a guard at the UN gate; a guide assigned to escort him to the accreditation desk: several accreditation employees and the chief of this section.

"We regret all this procedure," a UN radio-tv official said apologetically," but at times like this we can let in only so many people, and we have to be sure they are authorized to be here."

Networks mobilized virtually their entire newscrews to pitch in for help on coverage. A CBS News spokesman said, "Practically everybody here is involved in some way with the story."

He noted that last Thursday, when President Eisenhower arrived in New York, CBS News arranged to set up equipment at five locations in the city (including the Waldorf-Astoria Hotel and the Soviet Embassy), which would permit instantaneous cut-ins.

Full Treatment ■ Cameramen and newsmen had a field day with Premier Khrushchev's arrival on a tug: Premier Castro's hasty departure from a mid-town hotel to one in Harlem; the Khrushchev-Castro tete-a-tete and Mr. K.'s various interviews, including the balcony scenes. But the more formal story at the UN was not neglected. Radio-TV networks gave full treatment to opening day ceremonies, plus the speeches of President Eisenhower, Mr. Khrushchev and President Tito of Yugoslavia; cut in often during broadcasts and telecasts with bulletins, and devoted special programs in the evenings to taped excerpts of developments and commentary by network and outside specialists.

On Wednesday 30 seconds of TV film showing Premier Khrushchev at the UN was sent over the trans-Atlantic cable, described by NBC news as the

Handling of K

The three television networks reported last week that their own policy regarding coverage of Premier Nikita S. Khrushchev coincided with a State Dept. view that would deny Mr. K. a free propaganda platform on TV. The State Dept. had approached TV networks and expressed the hope that Mr. Khrushchev would not be used on TV interview shows and similar programs. The networks' position was that they would cover the Soviet Premier as "legitimate news"—as head of his delegation but would not ask him to appear on interview pro-
grams. Robert F. Hurleijgh, MBS president, said he had not heard from the State Dept. on the matter, and pointed out that he had invited various communist leaders, including Mr. Khrushchev, to appear on special 25-minute panel-type broad-
casts. Mr. Hurleijgh said last Wednesday (Sept. 22) that none of these officials had accepted MBS' invitation and added: "The fact that they would have to face unimimidated hard-hitting MBS newsmen has prompted communist leaders not to accept an eight-day-old invitation by Mutual."
first direct transmission of cablefilm between New York and London. The film was carried on a BBC program that night. Previously, cablefilm had been transmitted between London and Montreal, but the transmission was made possible by the installation of cablefilm equipment in NBC's New York office.

Indies • The historic UN meeting attracted extensive coverage from independent broadcasters, including all the New York area radio-station stations, such station groups as Storer Broadcasting Co. and Westinghouse Broadcasting Co., and radio news services. Storer sent a four-man team headed by Dr. John Dempsey, news director for WJBK-AM-TV Detroit, which originated feeds for its stations designed to appeal to local interests. For example, segments were fed about Dr. Castro to WGBS Miami, which serves a large Cuban population, and reports about Slavic and Baltic UN delegations were beamed to Storer stations in Detroit, Cleveland and Toledo, where many listeners belong to those ethnic groups. Westinghouse's 11 radio-station stations were fed directly from the UN by a three-man team, consisting of James L. Snyder, chief of WBC's Washington Bureau; Oscar Rose, WBC's UN correspondent, and Vincent Sheean, author-journalist.

WLIB New York, whose offices are in the Hotel Theresa in Harlem, where the Castro entourage moved following a dispute with the management of a midtown hotel, pledged to cover Mr. Castro on a strict "news only" policy. Harry Novik, WLIB general manager, reported he had received telegrams from stations throughout the country asking for telephone feeds on Mr. Castro. Mr. Novik notified the stations that Mr. Castro's proximity to WLIB's headquarters would not result in special treatment, but any legitimate news emanating from the Cuban premier's quarters would be covered on WLIB and fed to stations requesting it.

The UN's television unit provided kinescopes of UN developments to stations requesting them, both in the U.S. and abroad. CBC arranged for lines to pick up the UN's telecast of events, both in French and English. Eighteen countries throughout the world have ordered the kinescope services, according to a UN radio-tv executive.

UN Radio's coverage has been made available to the Voice of America, the BBC and to services in other countries requesting it.

Capsule summaries of UN developments are broadcast daily by UN Radio via short wave in 36 languages.

In television aren't like other entertainers," Mr. Leonard stated. "We are hired to help sell a product and this means undertaking a certain obligation to refrain from doing anything that would hurt he sale of that product." Mr. Serling pointed out that the public forms an opinion of an actor from his professional work, particularly when the actor portrays the same character in a continuing series, and when the actor as an individual makes a public statement on a debatable issue he can easily destroy that public image. The panel members were in general agreement that in taking a public stand on any issue a performer would be wise to make it clear that he is speaking for himself alone and to dissociate his beliefs from his character, his program, its sponsor and its station or network. Citing what he called "Baxter's law of transferable authority," Dr. Baxter pointed out that when a person gains prominence in any field of endeavor the public is apt to look on him as an expert in all other fields. "If a man goes over Niagara Falls in a barrel, when he comes out of the water he'll find a reporter waiting there to ask him what he thinks about the farm problem."

Inevitably, Mr. Burr was asked about William Talman, who had played the part of the district attorney on Perry Mason until his arrest as a participant in a disorderly party. Expressing the opinion that Mr. Talman had been "completely exonerated by the court," Mr. Burr said that after a flare-up of indignation the first few days after the news of the arrest had been published, the public attitude had changed and "99% of the public would like to see him back on the show." He reported that Mr. Talman had recently done a couple of roles for Have Gun, Will Travel, commenting that this didn't look like a CBS blacklist against him.
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NTA'S FUTURE
Termed promising in several fields

National Telefilm Assoc., New York, which is awaiting Securities & Exchange Commission approval of its spin-off from National Theatres & Television, is optimistic about the future, pointing to such developments as the growing tape syndication field and the recent FCC ruling reducing on network option time as helpful factors.

NTA called a news conference in New York last Monday (Sept. 19) to discuss the implications of its disassociation from NT&T and the prospects for its future. Ely A. Landau, NTA board chairman and Oliver A. Unger, president, cited the following areas that held out promise for NTA's future—

- the distribution of tape programs, such as The Play of The Week, Open End, Bishop Sheen Show and Mike Wallace Interviews;
- the distribution of filmed programs, which "should be helped" because of the FCC ruling, and the distribution of post-'48 features, of which NTA already has released 61 20th Century-Fox films.

Mr. Unger called NTA's spin-off from NT&T "a practical though not a technical reality," explaining that NTA has been operating as a separate company for seven weeks, although formal disassociation does not become effective until the SEC approves the move. He indicated that "the marriage between NTA and National Theatres" proved unsatisfactory because NT was not prepared to "move as rapidly as we had hoped for in various areas of expansion." He noted, however, that NT&T will be the primary stockholder in NTA, retaining about 32% of the shares outstanding in the TV film company.

Mr. Unger acknowledged that NTA would lose more than $4 million in the fiscal year ending Sept. 30. He attributed this to "paying off a large part of our indebtedness during this past year" and to "a very tight market condition, because of an oversupply..."
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THE SIX MAIN SECTIONS AND SUBHEADS ARE:

**The facilities of radio and television**
- TV Station Call Letters
- TV Station Directory
- Experimental TV Stations
- UHF Translator TV Stations
- TV Stations Grouped by Channels
- TV Stations Equipped for Videotape
- History of All TV Station Sales
- AM Station Call Letters
- FM Station Call Letters
- Radio Station Directory
- U.S. Stations Beaming Overseas
- AM Stations Grouped by Frequencies
- Group Ownership of Broadcast Stations
- Newspaper Ownership of Stations
- Radio-TV Station Representatives
- TV Network Interconnection Map
- National Radio and TV Networks and Rates
- National Radio Networks
- Radio Code of the N.A.B.
- F.C.C. Rules Regulating Radio and Television
- Radio-TV News Services
- Talent Agents
- Research Services
- Public Relations Services
- Music Licensing Groups
- Top 50 Advertising Agencies
- Agency Directory
- Management Consultants
- Unions, Labor Groups
- Communications Carriers
- Closed Circuit TV Operators
- Subscription TV Interests
- Community Antenna Systems
- Radio-TV Schools
- Government Agencies

**Suppliers and services**
- Equipment Manufacturers
- Equipment for Rent
- Communications Attorneys
- Consulting Engineers
- Station Brokers
- TV Program Services
- Radio Program Services
- Radio-TV News Services
- Talent Agents
- Research Services
- Public Relations Services
- Music Licensing Groups
- Top 50 Advertising Agencies
- Agency Directory
- Management Consultants

**Trade associations, professional groups**
- The National Assn. of Broadcasters
- State Associations of Broadcasters
- The Radio Advertising Bureau (RAB)
- The Television Bureau of Advertising (TVB)
- The Radio-TV Galleries of Congress

**Facts, figures, history of broadcasting**
- The ABCs of Radio and Television
- How Stations Have Multiplied Year by Year
- Size and Nature of Radio-TV Audiences
- Radio, TV Receiver Production Volume
- TV Time Sales, Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio Time Sales in Network, Spot, Local
- Radio and Television Payroll
- Extent of Homeirming on the Air
- TV Time Sales in Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio and Television Payroll
- Extent of Homeirming on the Air
- TV Time Sales in Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio and Television Payroll
- Extent of Homeirming on the Air

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of films by many stations.” But, he added, a sounder credit position and a more favorable market outlook this coming year should improve NTA’s business sharply.

Mr. Unger noted that the company’s owned station, WNTA-TV New York, is “moving toward the black,” and programs developed for initial exposure on the outlet are “doing very well in tape syndication.”

**RURAL FLAVOR**

Country music found to reach 18% of audience

Country and western radio operators are playing to 18.2% of the national audience. Characteristics of a relatively unresearched market were made known last week at a New York presentation by Charles Bernard Co., sales representative of the 50 Country Music Network stations.

Family income of the country-western home bulks at the $3,000-4,999 and $5,000-7,499 levels in the marketing questionnaire designed by Pulse, research firm handling a survey that Mr. Bernard said was the first national one in the field.

But before going on to such refinements as income and brand preferences, Pulse had to decide what makes a country-western home. The problem was met with two lists used in all-family interviews, one asking for program-music preferences, the other a list of singers. A country-western household would pick at least three of these from a list of 12 program types: Country music, gospel music, western music, folk music and hymns. The same family would vote for three of these seven singers from a total list of 14: Jim Reeves, Red Foley, Eddy Arnold, Tennessee Ernie Ford, Gene Autry, Jimmy Rodgers and Roy Rogers. Only a third of the country-western homes like other kinds of programs and singers, Pulse found.

C-W Compass: The survey, outlined by Dr. Sydney Roslow, director of Pulse, is based on 11,000 interviews in these 18 markets: Atlanta and Augusta, Ga.; Baltimore, Charlotte, N.C.; Denver, Colo.; Dallas-Ft Worth, Houston; Kansas City; Long Beach-Los Angeles; Memphis, Tenn.; Miami, Fla.; Nashville, Tenn.; Orlando, Fla.; Phoenix, Ariz.; San Bernardino, Calif.; Salt Lake City, Utah; Tucson, Ariz., and Utica-Rome, N.Y.

Country-western penetration was found to range from 8.7% of Atlanta radio homes to 55.3% in Nashville.

When they had narrowed the national sample down to 2,000 country-western homes, Dr. Roslow’s researchers went on to find out income and brand preferences in cigarettes, beer, coffee, tea and toilet soap. Smoking homes account for 65.4% of the country-western total, with filters edging out non-filters in smoking homes; 1,045 brands to 932. Winston got the top filter vote, 44%, and among non-filters, Pall Mall had 23.3%, Camel 22.6%.

Only 27% serve beer or ale and they choose a wide selection of regional and national brands, ranging downward from 15.4% for Schlitz and 12.3% miscellaneous.

Homes serving regular coffee number 71%, 30.2% of them Maxwell House. Instant coffee users account for 55% of homes, and Maxwell House alone purveys to 45.5% of these. Tea homes make up 69% of the sample and Lipton is the favorite of 63.1%.

The toilet soap vote went 26.8% to Ivory, 19.9% Dial, 17.4% Lux, 14.8% Zest, 13% Camay and the rest split among a dozen brands, more than one in use by many of the homes.

**Program notes**

**Strong backing:** Lily Endowment Inc. has awarded $174,700 to American U., Washington, D.C., to finance a telecast and films of the university’s Bible course for credit on television. American U. will administer the grant in cooperation with the National Capital Area Council of Churches. The course enters its fourth year with Dr. Edward W. Bauman as teacher. The course is broadcast on WMAL-TV Washington.

**Most wanted:** KOCO-TV Oklahoma City presents a nightly five-minute program giving information about the nation’s most wanted criminals. The head of the local division of the Federal Bureau of Investigation opens and closes each show. Viewers are requested to give any information they have on the criminals to the FBI. Response has been better than the bureau had hoped, according to the station.

**Commissioned:** NBC announces that composer Gian Carlo Menotti has accepted a commission to write an opera for possible production by the NBC Opera Co. during the 1961-62 season. Mr. Menotti will write both the music and the libretto of the planned one-hour work. NBC-TV’s opera season begins Dec. 25 with the annual production of Mr. Menotti’s “Amahl and the Night Visitors.”

**Station classes:** A series of Saturday seminars, dealing with the theatre and featuring personalities in the theatrical world, will be presented by the American Academy of Dramatic Arts over WNTA-TV New York (Sat. 11-11:30 a.m.). The discussion show, will have as guests Howard Lindsay and Thelma Ritter, among others.

**Long life:** Ted Mack and the Original Amateur Hour, a network TV series since January 1948, returns next Sunday (Oct. 2) to CBS-TV (5-5:30 p.m. EDT). The program has been on ABC-TV this summer. CBS-TV’s sponsor for the show will be J.B. Williams Co., via Parkinson Adv. Agency Inc., New York.

**The old vs. the new**

The 1960-61 season’s new television shows were lagging behind the oldtimers in the first national ratings available last week.

American Research Bureau’s overnight national service, which went into operation Sunday, Sept. 18, showed that of eight shows on the air during the first half of the week only NBC’s Shirley Temple and Barbara Stanwyck Theatre were ahead of their competition all the way. Stanwyck, with a 27.3, led the new entries.

**National Velvet, Tab Hunter**

**ABC**

<table>
<thead>
<tr>
<th>Sun.</th>
<th>7-7:30</th>
<th>Broken Arrow</th>
<th>8.1</th>
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<tbody>
<tr>
<td>Tue.</td>
<td>10:30-11</td>
<td>Amateur Hour</td>
<td>13.3</td>
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<tr>
<td>Wed.</td>
<td>7-7:30</td>
<td>Maverick</td>
<td>18.0</td>
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<td>Thu.</td>
<td>10-10:30</td>
<td>Adv. in Paradise</td>
<td>17.0</td>
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<tr>
<td>Fri.</td>
<td>8-8:30</td>
<td>Maverick</td>
<td>24.7</td>
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<tr>
<td>Mon.</td>
<td>6-6:30</td>
<td>Lawman</td>
<td>18.1</td>
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<tr>
<td>Sun.</td>
<td>6-6:30</td>
<td>Cheyenne</td>
<td>24.0</td>
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<td>Mon.</td>
<td>7-7:30</td>
<td>Western</td>
<td>22.4</td>
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<tr>
<td>Tue.</td>
<td>9-9:30</td>
<td>Riffen</td>
<td>22.2</td>
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<td>Wed.</td>
<td>9:30-10</td>
<td>Colt 45</td>
<td>10.4</td>
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<td>Fri.</td>
<td>9-9:30</td>
<td>Presents</td>
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<td>Sat.</td>
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**CBS**

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<tbody>
<tr>
<td>Tue.</td>
<td>10-10:30</td>
<td>Comedy Showcase</td>
<td>12.5</td>
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<tr>
<td>Wed.</td>
<td>8-8:30</td>
<td>Dennis the Menace</td>
<td>11.9</td>
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<tr>
<td>Fri.</td>
<td>9-9:30</td>
<td>Ed Sullivan</td>
<td>19.2</td>
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<tr>
<td>Sat.</td>
<td>10-10:30</td>
<td>Presidential Countdown</td>
<td>20.4</td>
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<tr>
<td>Sun.</td>
<td>7-7:30</td>
<td>专题</td>
<td>12.7</td>
</tr>
<tr>
<td>Mon.</td>
<td>7-7:30</td>
<td>Comedy Spot</td>
<td>11.5</td>
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<tr>
<td>Tue.</td>
<td>7-7:30</td>
<td>Special</td>
<td>12.7</td>
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**NBC**

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<tr>
<th>Sun.</th>
<th>7-7:30</th>
<th>Shirley Temple</th>
<th>16.6</th>
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<tr>
<td>Mon.</td>
<td>7-7:30</td>
<td>Petie &amp; Gladys</td>
<td>15.1</td>
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<tr>
<td>Tue.</td>
<td>7-7:30</td>
<td>Riverboat</td>
<td>14.8</td>
</tr>
<tr>
<td>Wed.</td>
<td>7-7:30</td>
<td>Tab Hunter</td>
<td>22.0</td>
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<tr>
<td>Thu.</td>
<td>7-7:30</td>
<td>President</td>
<td>22.2</td>
</tr>
<tr>
<td>Fri.</td>
<td>7-7:30</td>
<td>Great Mysteries</td>
<td>15.4</td>
</tr>
<tr>
<td>Sat.</td>
<td>10-10:30</td>
<td>Jackpot Bowling</td>
<td>19.0</td>
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Show, Milton Berle’s Jackpot Bowling and Great Mysteries on NBC, and Pete & Gladys on CBS-TV, all fell behind one or both of the network programs opposing them. NBC’s hour-long Thriller ranked ahead of its opposition for the full hour, but was edged out by ABC’s Rifleman for the first half-hour. Following are the Arbitron ratings for the new shows (shown in boldface) insofar as ratings were available last Thursday, together with those of competing programs (shown in light face):
GOVERNMENT

NEW POOP ON PLUGS AND FREEBIES

FCC revokes March ruling, refers broadcasters to new law

The FCC last week rescinded its March 16 interpretation of sponsor identification rules which had caused more confusion among broadcasters than any other commission action of 1960.

In withdrawing its March 16 statement, the commission said it was writing new regulations to correspond with legislation that President Eisenhower signed Sept. 13 (BROADCASTING, Sept. 19). Until its new rules are issued, the FCC said, broadcasters may be guided by the new legislation itself and by an interpretation issued by the House Commerce Committee. (For text of the law and the House interpretation, see below.)

In its March 16 interpretation the commission jolted broadcasters with an opinion that the use of free records, free services or other things of value were in violation of the Communications Act unless the donors were identified on the air. The interpretation—which was considered a get-tough reaction to the payola investigation in the House—was the dominant issue during the NAB convention the next month when broadcasters quizzed members of the FCC during a special question-answer session and, on many points, got varying answers from different commissioners.

Subsequently, the FCC issued a notice of inquiry intended to settle the bewilderment its March 16 statement had caused. Last week the FCC announced it was withdrawing its notice of inquiry and closing the case (Docket 13454).

In its statement last week the commission said that its existing rules that are inconsistent with the new provisions of the Communications Act will be considered to be superseded.

"The commission is undertaking a thorough review of the question of sponsorship identification of the broadcast material," the FCC said last week, "and as soon as possible will proceed with appropriate steps including initiation of rule making, for purposes of affording the maximum possible guidance to the industry."

The amendments to the Communications Act that the President signed two weeks ago make a number of changes in the procedural provisions as well as in sections governing sponsor identification. They also introduce new provisions controlling deceptive broadcasts, the consequence of television quiz show investigations of last winter. They are all embraced in Public Law 86-752.

The text of the procedural amendments appears in FOR THE RECORD beginning on page 98.

The Law: Here is the text of those provisions relating to sponsor identification and deceptions:

Provisions Requiring Announcements and Disclosure of Certain Payments with Respect to Matter Broadcast

"Sec. 8. (a) Section 317 of the Communications Act of 1934 (47 U.S.C. 317) is amended to read as follows:

Announcement with Respect to Certain Matter Broadcast

'Sec. 317. (a) (1) All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to be paid or charged upon, by the station or broadcast, from any person, shall, at the time it is broadcast, be announced as paid for or furnished, as the case may be, by such person: Provided, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

(2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement shall be made at the time of the broadcast in the case of any political program or any program involving the discussion of any controversial issue for which any film, records, transcriptions, talent, scripts, or other material or services of any kind have been furnished, without charge or at a nominal charge, directly or indirectly, as an inducement to the broadcast of such program.

(b) In any case where a report has been made to a radio station, as required by section 508 of this Act, of

Does new law apply to film makers?

Hollywood tried to find out last week how it will be to start living with FCC and the new rules for sponsor identification.

Representatives of motion picture and television film producers met Sept. 21 in a closed session with FCC Broadcast Bureau executives. They wanted to know how the new law and regulations will affect practices that have been traditional in film making for half a century. They left with the knowledge that it isn't easy to get fast answers in Washington.

Will films shown on tv have to meet the sponsor identification requirements of the new law and the regulations that the FCC said last week it would issue in the future?

If so, the said the film producers, the cost of making films would probably go up and the length of film credits would stretch viewers' patience.

The film representatives got no clear answers last week. Commission representatives suggested that the producers submit questions and proposals in written form and added that they could participate officially when the FCC calls for comments in its proposed rule making.

Motion picture interests were represented at the conference by Ed Cooper, television executive of the Motion Picture Assn. of America; Herbert Golden, United Artists; Donn B. Tatum, Disney studios; Harold J. Berkowitz, Warner Bros.;

Gordon Stullberg and Russell Karp, Screen Gems (Columbia subsidiary); Saul Rittenberg, MGM, and Bernard Donnenfeld, Paramount Pictures.

Television film makers were represented by Richard Jencks, president of the Alliance of Television Film Producers; Harry Plotkin, ATFP Washington counsel; Anthony Frederick, Revue (MCA), and Frank Reel, Ziv-UA.

The FCC Broadcast Bureau was represented by Harold G. Cowgill, chief; Joseph N. Nelson, renewals and transfers chief; Louis C. Stephens, rules and standards assistant chief; H. H. Goldin, economics chief, and Ashbrook P. Bryant, network study chief.
...in the San Antonio report

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**WOAI-TV**
REPORT FROM A PAPER JUNGLE

Newest member tells what it’s like to serve on FCC

The newest member of the FCC, Charles H. King, has run afoul the oldest commission problem—what is the public interest?

"I haven’t found out yet what public interest, convenience or necessity" means," he said Sept. 22 in an address to the Michigan Assn. of Broadcasters meeting at St. Clair.

"There is no question the FCC can’t censor broadcasting and the commission has no right to interfere with free speech," he said. "But we do," he added.

Commissioner King is dean of Detroit U. law school on leave to fill the remaining period of ex-Chairman John C. Doerfer’s term.

He told the Michigan group he could find two references in regulations to public interest—in granting of licenses and renewals. This requires the broadcaster to lay out proper programming supposed to meet criteria of public interest, he said. "The broadcaster must describe in narrative form what he did the last three years and what he will do in the next three years."

"Nothing says what the public interest is," Commissioner King said. "We do an off-the-cuff job on the commission."

"As a lawyer I don’t like it. I would much rather have it defined." But he pointed out that "nothing relieves the broadcaster of the responsibility to program in the public interest."

"Again we don’t have any standards," he observed. He recalled the commission "got rid of the distinction between sustaining and commercial programs. Before the ruling, anything sustaining was automatically good; anything commercial was questionable."

Realistic View As he understood it, Commissioner King said, broadcasters must prove their programming serves the public interest.

"Most broadcasters will talk to civic leaders," he said. "But they're going to lie to you. Not one will admit he likes westerns. I doubt if that will work."

He offered this observation, "You just put on programs you think will be looked at or listened to in your communities."

Commissioner King discussed the problems faced by government officials. "There is great temptation in such a position of power as I am in to enforce our own likes," he said. "This is a very dangerous power."

"Everybody I know has asked me, "When are you going to do something about television?"

"So you are going to be regulated. The only question is how much."

Windy Wording He referred to a "vague area" centering around the right to regulate in view of the constitutional guarantees of free speech.

Commissioner King said he had thought of titling his talk, "Around the FCC in 80 Days" but felt this would be inaccurate since he had served only two weeks plus a month's vacation. Instead his topic was "My 30 Days on the FCC."

"I never saw so much paper in my life," he said. "Nobody on the FCC knows how to write anything short.

"Every morning there’s a big stack of paper on my desk. I’ve been reading it all but I’m not so sure I’m going to continue. In the next war we’ll overwhelm the enemy with paper."

In any case he’s not worried that he’ll become a Washington bureaucrat. "If enough of you vote for Kennedy, I won’t have to worry," he quipped, adding, "These are my problems. Please don’t ask me about yours."

circumstances which would have required an announcement under this section had the consideration been received by such radio station, an appropriate announcement shall be made by such radio station.

‘(c) The licensee of each radio station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required by this section.

‘(d) The Commission may waive the requirement of an announcement as provided in this section in any case or class of cases with respect to which it determines that the public interest, convenience, or necessity does not require the broadcasting of such announcement.

‘(e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.’

(Title V of the Communications Act of 1934 (47 U.S.C., subchapter V) is amended by adding at the end thereof the following section:

‘Disclosure of Certain Payments
‘Sec. 508. (a) Subject to subsection (d), any employee of a radio station who accepts or agrees to accept from any person (other than such station), or any person (other than such station) who pays or agrees to pay such employee, any money, service or other valuable consideration for the broadcast of any matter over such station shall, in advance of such broadcast disclose the fact of such acceptance or agreement to such station.

(b) Subject to subsection (d), any person who, in connection with the production or preparation of any program or program matter which is intended for broadcasting over any radio station, accepts or agrees to accept, or pays or agrees to pay, any money, service or other valuable consideration for the inclusion of any matter as a part of such program or program matter, shall, in advance of such broadcast, disclose the fact of such acceptance or payment or agreement to the payee’s employer, or to the person for whom such program or program matter is being produced, or to the licensee of such station over which such program is broadcast.

(c) Subject to subsection (d), any person who supplies to any other person any program or program matter which is intended for broadcasting over any radio station shall, in advance of such broadcast, disclose to such other person any information of which he has knowledge, or which has been disclosed to him, as to any money, service or other valuable consideration which any person has paid or accepted, or has agreed to pay or accept, for the inclusion of any matter as a part of such program or program matter.

(d) The provisions of this section requiring the disclosure of information shall not apply in any case where, because of a waiver made by the Commission under section 317(d), an announcement is not required to be made under section 317.

(e) The inclusion in the program of the announcement required by section
this Act, is further amended by adding at the end thereof the following section:

"Prohibited Practices in Case of Contests of Intellectual Knowledge, in Intellectual Skill, or Chance

'Sec. 509. (a) It shall be unlawful for any person, with intent to deceive the listening or viewing public—

'(1) To supply to any contestant in a purportedly bona fide contest of intellectual knowledge or intellectual skill any special and secret assistance whereby the outcome of such contest will be in whole or in part prearranged or predetermined.

'(2) By means of persuasion, bribery, intimidation, or otherwise, to induce or cause any contestant in a purportedly bona fide contest of intellectual knowledge or intellectual skill to refrain in any manner from using or displaying his knowledge or skill in such contest, whereby the outcome thereof will be in whole or in part predetermined.

'(3) To engage in any artifice or scheme for the purpose of prearranging or predetermining in whole or in part the outcome of a purportedly bona fide contest of intellectual knowledge, intellectual skill, or chance.

'(4) To produce or participate in the production for broadcasting of, to broadcast or participate in the broadcasting of, to offer to a licensee for broadcasting, or to sponsor, any radio program, knowing or having reasonable ground for believing that, in connection with a purportedly bona fide contest of intellectual knowledge, intellectual skill, or chance constituting any part of such program, any person has done or is going to do any act or thing referred to in paragraph (1), (2), or (3) of this subsection.

'(5) To conspire with any other person or persons to do any act or thing prohibited by paragraph (1), (2), (3), or (4) of this subsection, if one or more of such persons do any act to effect the object of such conspiracy.

'(b) For the purposes of this section—

'(1) The term "contest" means any contest broadcast by a radio station in connection with which any money or any other thing of value is offered as a prize or prizes to be paid or presented by the program sponsor or by any other person or persons, as announced in the course of the broadcast.

'(2) The term "the listening or viewing public" means those members of the public who, with the aid of radio receiving sets, listen to or view programs broadcast by radio stations.

'(c) Whoever violates subsection (a) shall be fined not more than $10,000 or imprisoned not more than one year, or both.'"

The Interpretation

In its announce-ment last week the FCC suggested that until its new regulations were written to correspond with the new provisions of the law regarding sponsor identification broadcasters would be wise to bone up on a House Commerce Committee report interpreting the new law.

That report (H Rept 1800, 86th Congress) contained 27 illustrations of the effect that the new sponsor identification law was intended to have. The illustrations were drafted by NAB and network legal representatives and reviewed by FCC lawyers before the House Commerce Committee inserted them in its report.

The examples in the House report, the FCC said last week, furnish "useful indications of Congressional intent," and the commission issued them as an appendix to its statement:

"(A. Free records)

1. A record distributor furnishes copies of records to a broadcast station or a disc jockey for broadcast purposes. No announcement is required unless the supplier furnished more copies of a particular recording than are needed for broadcast purposes. Thus, should the record supplier furnish 50 or 100 copies of the same release, with an agreement by the station, express or implied, that the record will be used on a broadcast, an announcement would be required because consideration beyond the matter used on the broadcast was received.

2. An announcement would be required for the same reason if the payment to the station or disc jockey were in the form of cash or other property, including stock.

3. Several distributors supply a new station, or a station which has changed its program format (e.g. from 'rock and roll' to 'popular' music), with a substantial number of different releases. No announcement is required under section 317 where the records are furnished for broadcast purposes only; nor should the public interest require an announcement in these circumstances. The station would have received the same material over a period of time had it previously been on the air or followed this program format.

4. Records are furnished to a station or disc jockey in consideration for the special plugging of the record supplied.

"In View of the attention which has been given to the problem of free records, they are treated herein as a special category. It should be noted, however, that the same principles apply to records as to other property or services furnished for use on or in connection with a broadcast.

"A question has been raised with respect to a situation where a distributor furnishes to a station free of charge an entire music library with the understanding, express or implied, that only its records would be broadcast on the station. To the extent that such an arrangement may run afoul of the antitrust laws or may constitute an abdication by the station of its licensee responsibility, an announcement under sec. 317 would not cure it."

BROADCASTING, September 26, 1960
MUSIC

MUSIC is all day long to suit every mood of the day. Freedom from weird sounds...freedom from gimmicks...just wonderful entertainment.

NEWS

More newscasts per day than any other local station. Local news gathering as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

Personalities that are well-known and welcome in every home...selected to suit the program...and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

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

piplier or performing talent beyond an identification reasonably related to the use of the record on the program. If the disc jockey were to state: 'This is my favorite new record, and sure to become a hit; so don't overlook it,' and it is understood that some such statement will be made in return for the record and this is not the type of statement which would have been made absent such an understanding, and the supplying of the record free of charge, an announcement would be required since it does not appear that in those circumstances the identification is reasonably related to the use of the record on that program. On the other hand, if a disc jockey, in playing a record, states: 'Listen to this latest release of performer #X', a new singing sensation,' and such matter is customarily interpolated in the disc jockey's program format and would be included whether or not the particular record had been purchased by the station or furnished to it free of charge, it would appear that the identification by the disc jockey is reasonably related to the use of the record on that particular program and there would be no announcement required.

B. Where payment in any form other than the matter used on or in connection with the broadcast is made to the station or to anyone engaged in the selection of program matter

5. A department store owner pays an employee of a producer to cause to be mentioned on a program the name of the department store. An announcement is required.

6. An airline pays a station to insert in a program a mention of the airline. An announcement is required.

7. A perfume manufacturer gives five dozen bottles to the producer of a giveaway show, some of which are to be identified and awarded to winners on the show, the remainder to be retained by the producer. An announcement is required since those bottles of perfume retained by the producer constitute payment for the identification.

8. An automobile dealer furnishes a station with a new car, not for broadcast use, in return for broadcast mentions. An announcement is required; the car constituting payment for the mentions.

9. A Cadillac is given to an announcer for his own use in return for a mention on the air of a product of the donor. An announcement is required since there has been a payment for a broadcast mention.

10. Where service or property is furnished for use on or in connection with a program, but where there is neither payment in consideration for broadcast exposure of the service or property, nor an agreement for identification of such service or property beyond its mere use on the program...**

"11. Free books or theater tickets are furnished to a book or dramatic critic of a station. The books or plays are reviewed on the air. No announcement is required. On the other hand, if 40 tickets are given to the station with the understanding, express or implied, that the play would be reviewed on the air, an announcement would be required because there has been a payment beyond the furnishing of a property or service for use on or in connection with a broadcast.

12. A government department furnishes air transportation to radio newscasters so they may accompany a foreign dignitary on his travels throughout the country. No announcement is required.

13. A municipality provides street signs and disposal containers for use as props on a program. No announcement is required.

14. A hotel permits a program to originate on its premises. No announcement is required. If, however, in return for the use of the premises, the producer agrees to mention the hotel in a manner not reasonably related to the use made of the hotel on that particular program, an announcement would be required.

15. A refrigerator is furnished for use as part of the backdrop in a kitchen scene of a dramatic show. No announcement is required.

16. A Coca-Cola distributor furnishes a Coca-Cola dispenser for use as a prop in a drugstore scene. No announcement is required.

17. An automobile manufacturer furnishes his identifiable current model car for use in a mystery program, and it is used by a detective to chase a villain. No announcement is required. If it is understood, however, that the producer may keep the car for his personal use, an announcement would be required. Similarly, an announcement would be required if the car is loaned in exchange for a mention on the program beyond that reasonably related to its use, such as the villain saying: 'If you hadn't had that speedy Chrysler, you never would have caught me.'

18. A private zoo furnishes animals for use on a children's program. No announcement is required.

19. A university makes one of its professors available to give lectures in an educational program series. No an-
AND STILL THE NO. 1 BUY IN THE DETROIT AND GREAT LAKES AREA.
LISTENING HABITS HAVE CHANGED. TO CKLW RADIO 80, NOW THE NO. 1 STATION.

* DETROIT Pulse, August 1960

CKLW Radio is now NO. 1 IN DETROIT...
mantic program.

"23. (a) A refrigerator is furnished by X for use as a prize on a giveaway show, with the understanding that a brand identification will be made at the time of the award. In the presentation, the master of ceremonies briefly mentions the brand name of the refrigerator, its cubic content, and such other features as serve to indicate the magnitude of the prize. No announcement is required because such identification is reasonably related to the use of the refrigerator on a giveaway show in which the costly or special nature of the prizes is an important feature of this type of program.

"(b) In addition to the identification given in (a) above, the master of ceremonies says: 'All you ladies sitting there at home should have one of these refrigerators in your kitchen," or 'Ladies, you ought to go out and get one of these refrigerators.' An announcement is required because each of these statements is a sales 'pitch' not reasonably related to the giving away of the refrigerator on this type of program.

"The significance of the distinction between the identification in (a) and that in (b) is, that in (a) it is no more than the natural identification which a broadcaster would give to a refrigerator as a prize if he had purchased the refrigerator himself and had no understanding whatever with the manufacturer as to any identification. That is to say, in situation (a), had the broadcaster purchased the refrigerator he would not have felt it necessary, in view of the nature of the show, adequately to describe the magnitude of the prize which was being given to the winner. On the other hand, the broadcaster would not, where he had purchased the refrigerator, have made the type of identification in situation (b), thus providing a free sales 'pitch' for the manufacturer.

"24. (a) An airplane manufacturer furnishes a free transportation to a cast on its new jet model to a remote site, and the arrival of the cast at the site is shown as part of the program. The name of the manufacturer is identifiable on the fuselage of the plane in the shots taken. No announcement is required because in this instance such identification is reasonably related to the use of the service on the program.

"(b) Same situation as in (a), except that after the cameraman has made the foregoing shots he takes an extra closeup of the identification insignia. An announcement is required because the closeup is not reasonably related to the use of the service on the program.

"25. (a) A station produces a public service documentary showing development of irrigation projects. Brand X tractors are furnished for use on the program. The tractors are shown in a manner not resulting in identification of the brand of tractors except as may be recognized from the shape or appearance of the tractors. No announcement is required since the identification is reasonably related to the use of the tractors on the program.

"(b) Same situation as in (a), except that the brand name of the tractor is visible as it appears normally on the tractor. No announcement is required for the same reason.

"(c) Same situation as in (b), except that a closeup showing the brand name in a manner not required in the nature of the program is included in the program, or an actor states: "This is the best tractor on the market.' An announcement is required as this identification is beyond that which is reasonably related to the use of the tractor on the program.

"26. (a) A bus company prepares a scenic travel film which it furnishes free to broadcast stations. No mention is made in the film of the company or its buses. No announcement is required because there is no payment other than the matter furnished for broadcast and there is no mention of the bus company.

"(b) Same situation as in (a), except that a bus, clearly identifiable as that of the bus company which supplied the film, is shown fleetingly in highway

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

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is WDBJ-TV ... which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming to help you sell like sixty on seven.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES.

WDBJ-TV
Roanoke, Virginia
Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

18 Counties, 471,290 Homes, 1.6 Million People, $3 Billion Buying Power.

AND SELLS THESE HOMES WITH RADIO'S GREATEST PERSONALITIES!

Fred Hillegas
NEWS

Joel Mareiniss
NEWS

Jim Deline
GANG

Ed Murphy
MUSIC

Carol Johnson
WOMEN

Richard Hoffmann
BUSINESS NEWS

Alan Milair
MUSIC

Bill O'Donnell
SPORTS

Deacon Doubleday
FARM

Elliot Gove
TIMEKEEPER

John Gray
MUSIC

Broadcasting, September 26, 1960
Rep. Mack plugs for network regulation

Congress next year will consider seriously the question of FCC licensing and regulation of the national networks, Rep. Peter F. Mack Jr. (D-Ill.), who long has favored network regulation, told the Illinois Broadcasters Assn. meeting in Urbana last week.

In an address to the IBA Thursday, Rep. Mack, a member of the House Commerce Committee and its Legislative Oversight Subcommittee, said Congress will consider network regulation because he and other congressmen are convinced that the Communications Act focuses on stations and does not reach the networks, which he said are responsible for the "bulk" of programs seen and heard by the public.

He charged that the present "over-indulgence" in escapist programming, including westerns, whodunits and rock 'n' roll, does not meet the "broad range of listener demands." Rep. Mack told the broadcasters: "It is in your own best interests to satisfy all of the diverse listener demands some of the time instead of meeting some of the demands all of the time."

Rep. Mack said he opposed elimination of the suspensions provision from the payola bill (Public Law 86-752) because he felt fear of temporary suspension might keep irresponsible broadcasters in line, while civil penalties would not deter those "tempted to revert to some of the old practices" which have "undermined the standing of the broadcasting industry as a whole."

Citing articles in Broadcasting dealing with profit and prestige to be derived from public service and informational programs, Rep. Mack said many stations which "take the longer view are coming around to more and more good programming," not because they fear the FCC but because this means good business.

He said he opposes selection of the FCC chairman by the President because this "creates the risk of undermining the independence of the commission by a sense of obligation and thus of subservience to the Executive Branch."

views in a manner reasonably related to that travel program. No announcement is required.

"(c) Same situation as in (a), except that the bus, clearly identifiable as that of the bus company which supplied the film, is shown to an extent disproportionate to the subject matter of the film. An announcement is required, because in this case by the use of the film the broadcaster has implicitly agreed to broadcast an identification beyond that reasonably related to the subject matter of the film."

"27. (a) A manufacturer furnishes a grand piano for use on a concert program. The manufacturer insists that enlarged insignia of its brand name be affixed on normal insignia on the piano. An announcement is required if an enlarged brand name is shown.

(b) Conversely, if the piano furnished has normal insignia and during the course of the televised concert the broadcast includes occasional closeups of the pianist's hands, no announcement is required even though all or part of the insignia appears in these closeups. Here the identification of the brand name is reasonably related to the use of the piano by the pianist on the program. However, if undue attention is given the insignia rather than the pianist's hands, and announcement would be required."

Ford tells FCC plans to RTES newsmakers

FCC Chairman Frederick W. Ford said last week he "hopes" the FCC will have alternative possibilities ready—by the time Congress reconvenes next January—to assure every tv broadcaster of reaching "all receivers in his service area."

"If the FCC must now turn its attention "intensively" to this problem and to any new technical developments that may offer expansion of tv service and saving of spectrum space, he told an audience of 600 attending the Radio & Television Executives Society's "newsmakers" luncheon Wednesday in New York.

"Mr. Ford's talk—and a news conference afterward—also covered opinion time, the FCC's planned two-year test of uhf propagation in New York City, his belief programming will improve this season, tv allocations and all-channel tv sets, the clear channel problem, pay tv community antenna television and legislation on payola, political broadcasting and vhf boosters."

The FCC chairman, who dissented from the FCC's option time decision the week before (Broadcasting, Sept. 19), said he believes there are other incentives a network can offer to obtain station clearances."

"Cites NAB Code — Mr. Ford said he thinks the FCC will be transmitting uhf in its New York City test within a year. He predicted programming this season would have some fewer crime and violence shows and said he bases this belief on NAB's establishment of a Tv Code Review Board agency-network contact office in New York.

"The FCC chairman said that since defense considerations make it impossible for television to get additional vhf space, "it is, therefore, inescapable that the only present possibility of an expanded television system lies in the spectrum space now allocated to the television service." He said he hopes legislation will be reintroduced in the next Congress to require that only all-channel sets be shipped in interstate commerce because "a universal, all channel receiver is the key to any solution of the problem."

"He said the FCC next year against will ask Congress for FCC authority to require catv operators to get permission from originating stations to pick up their signals, to carry the programs of the local tv station and provide the same quality transmission as it provides for other pickups and to prohibit duplicating of the local station's programs."

"Mr. Ford said the FCC has already started to adopt rules to implement a new law authorizing the FCC to make vhf tv boosters legal; the agency has made and will make reports to Congress on the operation and behavior of stations under amendment of sec. 315, he said. He said he didn't believe that either these or the new payola law will "restrict or stifle" the freedom of the industry, but will assist it to proceed in an orderly manner toward its full maturity.

Another delay for Miami ch. 10

A virtual last minute reprieve was granted last week to National Airlines in the Miami ch. 10 case.

The commission, on Wednesday, voted to postpone the effective date of its July 14 order requiring the WPST-TV Miami to cease operating until 15 days after the U.S. Circuit Court of Appeals rules on National Airlines' petition for a stay.

This was the second postponement of the order which voided the 1957 grant to the National Airlines' tv station—the original cessation date was Sept. 15, but this was continued to Sept. 30 by Commissioner Robert E. Lee last month pending the outcome of the airlines' petition to the FCC for a stay.

The FCC denied the stay request two
weeks ago (Broadcasting, Sept. 19). Previously it had granted a request by L.B. Wilson for temporary authority to construct the Miami ch. 10 facility immediately (Broadcasting, Sept. 12).

In its July 14 order, the FCC found all applicants in the Miami ch. 10 original case tainted with the *ex parte* brush, except for L.B. Wilson. It ordered the grant made to L.B. Wilson at the same time it ordered National Airlines off the air.

Last week's action was taken by all the commissioners except Commissioner T.A.M. Craven, who did not participate.

A request for a stay by Boston ch. 5 grantee, Boston Herald-Traveler, was also denied by the FCC earlier this month. The Herald-Traveler has also asked the court for a stay. The Boston ch. 5 grant to the newspaper was voided in the July 14 order, but it was given permission to continue operating under temporary authority pending the outcome of a comparative rehearing.

At the same time the commission announced it had ordered its staff to prepare a document denying a petition for reconsideration filed by Elzey Roberts, former St. Louis broadcaster.

Mr. Roberts had asked the commission to open up the Miami ch. 10 case to new applicants. In its July 14 decision the FCC turned this down. Mr. Roberts asked that the commission reconsider this denial.

Meanwhile, the Justice Dept.'s antitrust division last week asked the appeals court for permission to intervene as *amicus curiae* in the appeal to that court by National Airlines. The antitrust division pointed out it originally took the position all applicants but L.B. Wilson should be disqualified and that the FCC now has adopted this position and granted the station to L.B. Wilson. The case involves *ex parte* contacts and other activities outside normal administrative processes and the antitrust division wants to present its views to the court, the request said.

**Processing line**

A new list of standard broadcasting applications will be ready for processing Nov. 4, the FCC has announced. First application on the list, BP-11393, was filed by KYNG Radio, Coos Bay, Ore., for a change in frequency from 1420 kc to 980 kc.

Any application which should be considered with these must be filed no later than Nov. 3.

A complete list of the application appears in *For The Record*, page 98.

**COUNTER-ATTACK LAUNCHED**

ABC, RKO oppose FCC practice allowing comparative hearings on license renewals

A sharp attack has been launched on a long-standing FCC practice—that of ordering an application filed for an existing broadcasting station into a comparative hearing with the renewal application of the station concerned.

Arguments opposing this procedure were filed last week with the commission by both RKO General Inc. and ABC.

They applied to competing applications for existing facilities in which both are interested: Washington's ch. 4 and Philadelphia's ch. 3, on the part of RKO General; New York's 770 kc on the part of ABC.

In the last nine months there have been four such competing applications filed with the FCC. They include Philco Corp.'s application for ch. 3 in Philadelphia, now occupied by NBC's WRCV-TV; the San Francisco Chronicle's application for ch. 4 in Washington, D.C., now occupied by NBC's WRCV-TV; KSTP Inc.'s application for 770 kc in New York, now occupied by ABC's WABC, and Southside Virginia Telecasting Corp.'s application for ch. 8 Richmond-Petersburg, now occupied by WXEX-TV.

The Philco and Chronicle's filings are part of these parties' fight against the NBC-RKO General transaction which proposes to exchange NBC's Philadelphia stations for RKO General's Boston stations, and for RKO General to buy the network's Washington stations for $11.5 million. Also involved in the station transfers is NBC's purchase of KTVU (TV) in San Francisco for $7.5 million.

**Interpretation Wrong**

The RKO General argument, filed by the Washington law firm of Pierson, Ball & Dowd, is that the Chronicle's application for Washington and Philco's application for Philadelphia do not entitle them to comparative hearing on the renewal of these NBC television stations, because there is a prior transfer application pending before the commission.

The law states, RKO General said, that the commission may not require a comparative hearing for a transfer or assignment of a license. This prohibition was contained in the 1952 amendments to the Communications Act, it pointed out. This is essentially what the Chronicle and Philco are demanding, it stated.

It asked the FCC to first act on the transfer applications before considering the competing facilities' applications.

The ABC position was stated in response to an FCC McFarland letter last month involving the renewal of WABC New York and the competing application by KSTP Inc. for that 770 kc facility. It was filed by McKenna & Wilkinson, ABC's Washington counsel.

ABC's point was that the FCC may be mistaken in its assumption that a comparative hearing must be held in such a situation. The section of Communications Act dealing with renewals (Sec. 307) it said, makes only "casual" reference to the provisions of Sec. 308 which deals with applications for new facilities.

The network also pointed out that the provision of Sec. 307 dealing with renewals (this ordered the commission to consider a renewal application—in the same light as an original application) was stricken completely from the amended Act in 1952. This, ABC said, removed the precedent which took place in 1947 when Drew Pearson and Robert A. Allen filed a competing application for the facilities of WBAL Baltimore, Md., at the same time that station's license was up for renewal. This eventuated into a hearing which resulted in the FCC renewing WBAL's license and denying the Pearson-Allen application.

The ABC-KSTP (Stanley Hubbard) controversy in New York stems from an application filed earlier this year by KOB Albuquerque, N.M., for the network's WABC New York 770 kc facility (Broadcasting, Feb. 29). KOB is owned by the Hubbard group, which also owns KSTP-TV St. Paul, Minn., and WGTH Cypress Gardens, Fla. WABC's renewal application was filed in May to take care of the license which ran out in June.

The move in New York is part of a controversy dating back to 1941 when KOB was ordered to move to 770 kc. Since then ABC has fought to expel KOB from that frequency. This litigation resulted in an order of Sept. 3, 1958, by which the commission ordered both KOB and WABC to install directional antennas to protect each other from interference engendered by the dual operation on what is a Class 1-A channel. ABC's renewal application for WABC filed earlier this year, does not make provision for directional operation. (Also see related story on Frank Mullen appointment by KSTP Inc. in Fates & Fortunes, page 84.)
HOW WILL FCC HANDLE PAY TV?

Procedural problems cause roadblock

The mechanics of handling a pay tv application have the FCC nonplussed—but the hope is that by the time it gets to the question new procedures ordered by Congress will enable the commissioners to clarify the problem.

The commission last week gave a quick look at a document on the subject, drawn up by its staff, and decided to look it over more thoroughly this week.

At stake is the application filed last June by RKO General Inc. It proposes a $10 million, three-year-subscription television service in Hartford, Conn., over the facilities of RKO General's ch. 18 WHCT (TV).

The discussion at the tail end of last Tuesday's meeting raised three problems: Can the FCC hold a general inquiry (Sec. 303(b)) hearing and then grant the RKO General application? Must a separate and full hearing be held on the pay tv application? If the commission grants the application following an en banc hearing, is it liable to be protested—which surely would require a hearing?

Hearing in October—Proposed by the commission is a general hearing on the subject of pay tv (broadcasting, Sept. 19). An order calling for this to take place in about 30 days has been drawn. It contemplates a limited form of cross-examination, but with testimony and examination tightly controlled by the FCC.

The reason for setting the date in December, it is presumed, is that before that time the new grant protest procedure will have been incorporated in the agency's regulations. This new procedure was authorized in the 1960 Communications Act amendments.

In that case, according to communications lawyers, the FCC could dispose of protests before the hearing and grant the application without a full scale, routine and time-consuming evidentiary hearing.

The RKO General application is being opposed by the Joint Committee Against Pay Tv and the local Connecticut Committee Against Pay Tv. Both are sponsored by theatre groups. On a national scale, the Theatre Owners of America is conducting a vast write-in petition canvas, hoping to secure 30 million signatures in opposition to pay tv on the air. The petitions are addressed to Congress.

Commission action on the toll tv inquiry is expected this week.

van Beek Heads Teco—Meanwhile, Pieter E. van Beek, special Phonevision assistant to the president of Zenith Ra-
With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers ... and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the election—you can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!
POLITICAL BRINKMANSHIP

Press panel complaint fails to scuttle tonight's Kennedy-Nixon TV spectacular

The two presidential candidates meet face-to-face tonight (Sept. 26) in a broadcast studio after a series of late-hour bickerings by the political parties that almost wrecked the show.

Two days of party pouting because the panel consists only of broadcast newsmen finally yielded to a network ultimatum. News secretaries of each party—Pierre Salinger for Sen. John F. Kennedy and Herbert Klein for Vice President Richard M. Nixon—had complained Sept. 19 because there were no print media newsmen on the panel of the opening show.

Main point at issue appeared to be technical—how far had the Aug. 31 and Sept. 16 inter-party planning session in selection of panel members for the four-program series of Nixon-Kennedy joint appearances.

The four networks said bluntly in a Sept. 20 telegram answering the Salinger-Klein protest that they would throw out the intricate timing of the first Nixon-Kennedy program and revert to the original network proposal for a joint debate if the parties became stubborn.

Still Unhappy • The parties then acquiesced but made plain they were unhappy because "an arbitrary restriction on panelists deprives the public of the opportunity to hear questions put to the candidates by many of the outstanding news reporters of the country."

All four networks stated flatly the panel composition "does not fall within the jurisdiction of the candidates or their representatives." They added, "In all discussions based on the Aug. 31 meeting in Washington, it was clearly understood that any panels involved in programs one and four would be comprised of professional network correspondents only." Joint print-broadcast panels will appear in the second and third programs, divided evenly between networks and print media.

Unofficially it was suggested at party headquarters and networks that Messrs. Salinger and Klein had been pressured by print media to make their complaint about the opening program. The networks insisted there had been an agreement on rules and format for the four programs. First inking of trouble grew out of a phone call made to Sig Mickelson, CBS news vice president, Sept. 19, by Mr. Salinger.

Signing the joint network reply were Mr. Mickelson; William R. McAndrew, NBC news vice president; Joseph F. Keating, MBS; John Charles Daly, ABC vice president.

Planning Goes On • With this newspaper nonsense out of the way, the networks went about the business of bringing the historic Sept. 26 Nixon-Kennedy broadcast to the nation. Production details were being worked out in Chicago and New York in advance of the WBBM-TV Chicago origination (Broadcasting, Sept. 19).

The first "great debate," like the next three, will follow a panel format. After introductions by Howard K. Smith of CBS, the moderator, Sen. Kennedy will be on for eight minutes and the Vice President for another eight. After a series of 1½-2½-minute intervals for questions, each candidate will have about three minutes to summarize his position. Mr. Mickelson will be referee-timekeeper. The Democratic candidate will be on the right side of the studio (facing camera), his opponent on the left. Cameras will have three lights—Green, 1 minute; Yellow, ½-minute; red, cut.

There were indications the Democrats are shifting their network strategy to concentrate on late-campaign features. A rescheduling of time periods is underway at NBC-TV where Oct. 31 time was booked by the party. CBS-TV features are planned Nov. 5 and 7, with chance of a Nov. 7 NBC-TV broadcast.

The GOP has bought additional periods on NBC-TV, mostly daytime five-minute shorties to match nighttime end-of-program segments. With Democrats buying a 11 p.m.-midnight hour Nov. 7 on CBS-TV, Republicans were booking 10-11 p.m. (displacing Hennessey and start of the new Face the Nation). The Democrats Nov. 5 purchase on CBS-TV replaces Have Gun Will Travel. Nine evening and seven daytime five-minute segments have been bought by Democrats. GOP's purchase of 8:30-9 p.m. Oct. 3 on CBS-TV will oust Bringing Up Buddy.

Sen. Kennedy was to be heard Sept. 23, 8:30-9 p.m. on a 51-station Intermountain Radio Network hookup in a speech from Salt Lake City. Lynn L. Meyer, IMN president, said the time was bought by the Democratic National Committee through Guild, Bascom & Bonfigli. Agency for the GOP is Campaign Associates.

The Audience • Appearance of Sen. Kennedy Sept. 19 on the CBS-TV Presidential Countdown drew a national Arbitron rating of 20.4, according to American Research Bureau. Opposite ratings were 19.0 for Milton Berle's Jackpot Bowling on NBC-TV and 11.3 for Amateur Hour on ABC-TV.

ARB reported Sept. 20 ratings of 13.5 for the Kennedy address from a Washington fund-raising dinner broadcast by ABC-TV. Dobie Gillis on CBS-TV had a 20.0 rating, United Nations on NBC-TV 13.6.

NBC estimated it will feed the first Nixon-Kennedy debate to a handful of West Coast tv independents and WPIX (TV) New York plus a dozen independent radio stations. ABC was still setting its policy for feeds though NBC had stated a week before it would feed all comers. CBS and Mutual will feed independents only if they can get it no other way. WNTA Radio Newark was understood to be planning to broadcast the program, presumably from NBC.

British tv viewers will see the debate the evening of Sept. 27, getting a filmed version via the British Broadcasting Corp.

Henry Cabot Lodge, GOP vice presidential candidate, dropped several sched-
WeeReBeL says:

"I'll climb a BRAND NEW TOWER to bring WRBL-TV more coverage!"

WRBL-TV will soon beam to its prime Southeastern market from a new tower more than twice its current height above average terrain. At the same time WRBL-TV will switch from channel 4 to channel 3*. The combination of the new tower and new channel will boost WRBL-TV’s total Grade B audience to more than 193,895 television homes in 55 counties of Georgia and Alabama! And when you consider that the Columbus Metropolitan Area alone is Georgia’s second largest market with the highest per family income in the state, it’s easy to see why Columbus and WRBL-TV are “sound buys” in the marketing plans of more and more top companies!

Call Hollingbery for choice availabilities.

*Target date is September 15, 1960

Represented by George P. Hollingbery Company
uled whistle stops last week to get more rest and prepare for TV appearances. An injury to his hand was not expected to interfere with his revised schedule or a Sept. 24 NBC-TV appearance.

Party workers at the two national headquarters belittled charges that the candidates were getting too much television time, though they conceded the logistic problems are severe as candidates fly all over the nation.

### Political sidelights

- **KTTV (TV)** Los Angeles is taping the first of the Nixon-Kennedy debates for delayed broadcast tomorrow (Sept. 27) at 7:30-8:30 p.m. (PST). Time was chosen on feeling that "the majority of Southern California families, including children of school age, will find our scheduled time for the telecast more convenient for family participation." KTTV, an independent station, is taking the debate from the network pool.

- Four debate programs for key Indiana candidates have been scheduled by WFBM-TV Indianapolis, starting Oct. 16. Candidates will face each other in one-hour programs moderated by newsmen Bob Gamble, WFBM, and Howard Caldwell, WFBM-TV.

- **WRBL-TV** Columbus, Ga., has solved the problem of air fills when politicians short out on program time. News and public affairs personnel developed an ad lib technique by assigning staff members topics for advance thinking. Thus when politicians short out, they ad lib on such subjects as importance of the single voter and voting limitations in a dictatorship. The idea was described as a factor in the record voter turnout in Columbus during the recent state primary.

- Statewide radio and TV hookups carried a formal debate between the two candidates for the Wisconsin governorship. The debate, held Sept. 19 as part of a dinner meeting of the Milwaukee Public Affairs Forum, was picked up by WTMJ-JAM-FM-TV Milwaukee and fed to three other TV stations and 10 radio stations. Each candidate spoke about 18 minutes followed by rebuttals. Speakers were charged with time consumed by applause. Last spring WTMJ carried Sen. Kennedy and Sen. Hubert Humphrey at a joint news conference.

- A series of autumn vote-getting features has been set up by WAAF Chicago. Tom Davis, general manager, said the lineup includes spot announcements, features based on wives of presidents, sidelights on early presidents, and a program with actual voices of Presidents McKinley, Teddy Roosevelt, Taft, Wilson and Coolidge.

- A straw vote conducted by KOIL Omaha showed Kennedy 10,583, Nixon 9,250.

- Mary Jane Morris, former secretary of the FCC and currently practicing law in Grand Rapids, Mich., has been named national director of radio-TV for the Nixon-Lodge GOP Voter Registration Drive. Miss Morris will coordinate broadcast activities of the organization throughout the nation.

- George C. Hatch of the A.L. Glassman station group, Salt Lake City, has been named to the Democratic national finance committee for the campaign.

- WMAL Washington began its new Monday-Friday *Political Previews* program Sept. 5. Hosted by Joe McCaffrey, *Political Previews* has interviews with top election personalities with listeners participating by means of ballots obtainable at the American Savings & Loan Assn., that city. Prizes include a color TV set and transistor radios.

- Mutual, which will share in the major networks' airing of the Nixon-Kennedy discussion series, plans four *Focus on Issues* panel programs to be presented five minutes after each of the candidates' appearances. The 25-minute *Focus* programs will be preceded by five minutes of world-wide news. Panelists George Brown, new director of WOR New York, Charles Batchelder, George Hamilton Combs, Taylor Grant and Fulton Lewis Jr., MBS newsmen, will be moderated by Steve McCormick, vice president for news and a regularly scheduled broadcaster.

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### INTERNATIONAL

**ABC in Ecuador TV Plans**

Guayaquil v nearly ready to start service

ABC's International Div. and Primera Television Ecuatoriana, S.A., have joined forces in the development of Ecuador's first TV station, ch. 4 in Guayaquil, which is expected to begin operations within the next few weeks. ABC International has agreed to furnish engineering, technical, programming, sales assistance and financial aid, it is being announced today (Sept. 26).

Located in Guayaquil's Casa de la Cultura (House of Culture) art center, the new station will be powered by a Dynair transmitter operating on 2 kw. Its 220-foot antenna atop the station headquarters will be one of the higher antennas in Latin America, according to Donald W. Coyle, vice president in charge of ABC International. Jose Rosenbaum is PTE's general manager.

The initial 20-hour weekly schedule will consist of approximately 75% film and 25% live offerings.

Mr. Coyle said this latest partnership is "a new link in the growing chain of [ABC International's] activities in overseas markets." American Broadcasting-Paramount Theatres has also made agreements with five Central American broadcasting companies which comprise the Central American Television Network, and with broadcasting companies in Caracas, Venezuela, and Beirut, Lebanon. ABC also has a minority interest in News Limited of Australia Inc., which participates in Australian TV.

**Ted Bates in Canada**

Ted Bates & Co., New York, has bought an interest in Spitzer & Mills Ltd., Toronto, Ont., which at one time was the Toronto branch of Lord & Thomas, New York advertising agency. The new agency will be known as Spitzer, Mills and Bates Ltd., and will retain its offices at 790 Bay St., Toronto, and 3405 Addition Avenue, Montreal. G. Frank Mills is chairman and director of the new agency, Jack W. Spitzer is vice-chairman and director, and W. H. Reid is president and director. The trio held the same posts with Spitzer & Mills Ltd. Ted Bates, William H. Kearns, and James C. Douglass from the New York company are directors on the board of the merged agency, and Toronto lawyer J. L. Lewtas is also on the board as counsel for the company.

**CFCN-TV on-the-air**

CFCN-TV Calgary, Alta., became the first competitive station in Canada when it began televising on ch. 4 Sept. 9. It is the first station to go on the air since second stations were licensed for Canadian cities earlier this year. The other station in Calgary is CHCT-TV, also independently-owned. Calgary is the only Canadian city where two independent TV stations will compete. In all other cases one station is owned by the government's Canadian Broadcasting Corp.
Selectivity

KTVU offers an excellent choice of programs of all types... syndicated, local live, sports.

TIMES - KTVU offers the widest variety of time availabilities in all time classifications, including the prime evening hours.

AUDIENCE - KTVU offers an audience to match the selling message. Select from family group, adult or children viewing audiences.

PLANS - KTVU offers a complete choice of plan rates in all time classifications... minutes, twentys and ID's combine for prime rates.

DISCOUNTS - KTVU offers San Francisco's greatest choice of discounts, including the only 13 and 26 week discount schedules in prime time.

Contact: H.R. TELEVISION, INC.
KTVU Channel 2
San Francisco, Oakland
BBG to hear opinions of new network rules

Opinions regarding changes in Canadian network regulations proposed by the Board of Broadcast Governors will be heard during the public sessions of the BBG at Ottawa starting today (Sept. 26). The BBG has advised all Canadian broadcasting stations of its proposed network regulations and is prepared to hear briefs or verbal arguments regarding the proposals.

Changes in the regulations are designed to permit competitive networks to be operated, with a television network company to be licensed in the near future to compete with the network operated by the Canadian Broadcasting Corp. and its affiliated stations. Public hearings for the licensing of a second network company are to take place in November.

Under the proposed network regulations no Canadian network may have exclusive contracts to take programs only from one program supplier or non-Canadian network. Networks are limited to five years, after which renewals can be obtained. No transfer of shares in the network company can be made without the permission of the BBG. The network is responsible to the BBG for all program material carried by affiliated stations during network time. Stations can only be affiliated with one network and affiliation agreements between stations and networks are subject to approval by the BBG. Special permission from the BBG will be required for a station to carry a program from a network outside Canada if that program has been carried within one month by a Canadian network. Stations cannot identify themselves as part of a network except when broadcasting network programs.

GM's Canadian plans

The largest package purchase of programs on the Canadian Broadcasting Corp. television network was concluded Sept. 15 between CBC and General Motors of Canada Ltd., Oshawa, Ont. The 1960-61 package includes a 52-week live drama series General Motors Presents, 13 U.S. spectaculars, the Chevy Show imported from the United States, the World Series baseball games, and a French-language half-hour weekly show General Motors Vous Invite. Sponsorship of the World Series will be shared with Gillette of Canada Ltd., Toronto.

All but 13 of the dramas on General Motors Presents will be produced in Canada. The others will be produced elsewhere in the British Commonwealth. Agency for General Motors of Canada is MacLaren Adv. Ltd.

Abroad in brief

Monitor ■ McDonald Research Ltd., Toronto, is offering a monitor service to advertisers of all commercials on radio and television. This is the first time such a service has been made available in Canada. The service will start with monitoring full programs and commercials on stations in 10 major Canadian markets. Tapes will be kept for four weeks. Advertisers will be able to obtain tapes or hear auditions of commercials used on all stations in these markets, to ascertain what their competitors are doing by way of programming and commercials.

Toronto office ■ Norman, Craig & Kummel Inc., New York ad agency has opened an office at Toronto in a merger with a Canadian ad agency Henri, Burley & MacDonald Ltd. The New York agency has bought a minority interest in the Toronto firm and the new company is called Burley, Norman, Craig and Kummel Ltd. J.H. Burley is president and B. David Kaplan of the New York company is vice-president.

Exclusive station ■ Caribbean Broadcasting Co., St. Lucia Island, West Indies, has been granted an exclusive license by that country's government to open and operate a radio station there. The station's target date is Dec. 1. It will have a power of 20 kw on 840 kc and will use U.S. transmitting equipment. Michel Ferry, formerly editor in chief and special events manager of Radio-Luxembourg, Paris, will be president and general manager. Advertising, news and commentary will be broadcast in English, French and Spanish.

The station will operate 17 hours a day.

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FATES & FORTUNES

Henry I. Sherry joins Edward H. Weiss & Co., Chicago, as account executive on Mogen David wine account.


John Grau named manager of production and traffic departments in New York office. Marie Lotz named traffic supervisor, and Doris Oliver becomes account executive in Grant's Miami office.

M.J. (Jeff) Holmes Jr., formerly assistant, merchandising manager in charge of advertising and sales promotion at Richmond Div. of Rheem Manufacturing, joins J.M. Mathes Inc., N.Y., as media buyer.

Thomas L. Collins, formerly creative

Broadcast Advertising

Howard O. Anderson, formerly vp and account supervisor at Ted Bates, N.Y., to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as senior account executive on Carnation Milk account.

Gertrude Brooks, Paul Gioni, Otis Winegar and Stanley Baum, (1 to r, above), all copy supervisors at Dancer-Fitzgerald-Sample, N.Y., appointed vps. Miss Brooks was with Grey until Sept. 1958 when she joined DFS. Mr. Gioni started with agency as junior copywriter in Chicago office in 1946; Otis Winegar was vp, creative director of Knox- Reeves, Minneapolis, until Dec. 1959, and Mr. Baum started out in DFS mailroom in 1952, joining copy staff in 1955.
director at Schwab, Beatty & Porter, N.Y., joins Wunderman, Ricotta & Kline, that city, as copy chief.


Franklin S. Ferry, vp at Kastor Hilton Chesley Clifford & Atherton, N.Y., elected senior vp and director of supermarket merchandising.

Henry G. Millett and Robert L. Richards, account executives at Albert Frank-Guenter Law, N.Y., elected vps.

Thomas Brogan, manager of SCI, Detroit, (division of McCann-Erickson), appointed vp.


Bruce P. Andrews and John R. Coyne join Compton Adv., Chicago, as account executives. Mr. Andrews formerly had similar position with Kenyon & Eckhardt. Mr. Coyne was with Foote, Cone & Belding in creative and account capacities.

Alvin R. Kracht, former associate director in media of J.M. Mathes Inc., N.Y., appointed media director, effective Oct. 1, and elected vp. Mr. Kracht succeeds Douglas R. Hatha-way, who is retiring from active service this month. Other media department promotions include: Rudolph C. Wahlig, formerly assistant director, to associate director, and M.J. Holmes, media buyer, to assistant director. Mr. Kracht came to Mathes from Fuller & Smith & Ross five years ago.

Edward J. Whetter, art and advertising director for Detroit region of Montgomery Ward Co., named account executive in commercial products group of MacManus, John & Adams, Detroit.

Rena Nelson, Ralph M. Young, Richard W. Siebrasse, and Dwight S. Reynolds all join Campbell-Mithun, Chicago, as account executives.

Randy Grochoske, formerly of Young & Rubicam, Los Angeles, joins Guild, Bascom & Bonfigli, San Francisco, as tv art director.

Hank J. Williams, formerly marketing director at Cunningham & Walsh, joins Kenyon & Eckhardt, Boston, as account executive on H.P. Hood & Sons.

Morton S. Sorota, formerly secretary and comptroller at Sterling Adv., N.Y., joins Wunderman, Ricotta & Kline, that city, as comptroller and personnel manager.

Ken Benham, formerly free lance writer and advertising consultant, joins West-Pacific Adv., Seattle, Wash., as copy director. Previously he was account executive for Bozell & Jacobs, that city.

The Media


Boyd Lowlor appointed general manager of WAIT Chicago. He formerly served station as sales consultant on Community Club Awards campaign. Previously, he was account executive in rerun division of Ziv-TV Films and was general manager of WWCA Gary, Ind.

Mrs. Allan E. Charles, Robert Lurie and Lowell M. Clucas all elected to board of directors of KQED San Francisco, non-profit, community-owned facility. Mrs. Charles is trustee of Stanford U.; Mr. Lurie is vp of The Lurie Co.; Mr. Clucas is pr-dt of Crown Zellerbach Corp.

Ranny Daly, station manager of WAAA Winston-Salem, N.C., named vp of Laury Assoc. which owns station and WSRC Durham, N.C. He will retain his current responsibilities as station manager of WAAA.

James T. Aubrey Jr., president of CBS-TV, named chairman of Brand Names Week Planning Committee for 1961. He also becomes member of board of directors of foundation for 1960-61 term. As chairman of committee, Mr. Aubrey will organize and direct promotion of Brand Names Week, scheduled for May 4-14.

Thomas J. Hennessy III, vp in charge of sales for WJBF (TV) Augusta, Ga., appointed station manager. Previously he was operations manager and sales manager at WJBF and is veteran of 13 years in broadcasting.

Norman (Bud) Messner, sales manager of WCBG Chambersburg, Pa., promoted to president and general manager. Bill Sullivan, program director, becomes station manager.

Russ Roycroft, formerly of WGN Chicago, joins KPLR-TV St. Louis, as station manager.


Mort Hall, formerly director of WBBM Chicago's creative department, joins J. Walter Thompson, that city, in creative position. He had been with WBBM for 17 years.

William B. Peavey, senior account executive at Blair Tv, San Francisco, joins Young Tv, that city, as West Coast manager.

Richard Meeker appointed national sales representative for KNXT (TV) Los Angeles. Sylvia Wilder named sales traffic manager and Jack Van Volkenburg becomes sales service manager.

Pat Cranston, assistant professor in School of Communications at U. of Washington, elected president of new

Return of a veteran broadcaster

Frank E. Mullen, former vice president and general manager of NBC, has been named vice president of KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, and WGST Cypress Gardens, Fla.)

Mr. Mullen's new association was reported to the FCC by KSTP Inc., which has applied for a radio station in New York on 770 kc—the frequency now occupied by ABC's owned WABC New York. According to the KSTP letter to the commission, Mr. Mullen will be general manager of the New York station—if it is granted. (See story page 77)

The KSTP application for ABC's New York outlet was filed early this year (Broadcasting, Feb. 29) as one move in a long controversy between ABC and KOB Albuquerque over the rights to clear channel operation on 770 kc. The latest FCC order in the case, issued Sept. 3, 1958, instructed both WABC and KOB to install directional antennas to protect each other from interference.

Stanley Hubbard is president and a principal stockholder of KSTP Inc.

Mr. Mullen was with NBC from 1926 to 1948. Since leaving the network he has engaged in a number of enterprises related to broadcasting. From 1948 to 1951 he owned 10% of KMPC Los Angeles and from 1948 to 1949 he was president of WJR Detroit, WGR Cleveland and KMPC—all three of which were principally owned by the late G.A. (Dick) Richards. At the time Mr. Mullen joined the Richards operation, it was engaged in a license revocation procedure before the FCC. Later, the licenses were renewed. The stations all changed ownership after the death of Mr. Richards.

Mr. Mullen has been a consultant in Los Angeles since 1952. He also is president and 60% owner of Scenic Backgrounds Inc., Los Angeles, which builds scenery for movie and tv productions; president and 80% owner of Mullen-Buckley Uranium Corp. of Carson City, Nev., and of Mullen-Buckley Corp., Los Angeles, leasing and general business; and is a director of World Wide Information.

The KSTP Inc. letter to the FCC last week said Mr. Mullen would move to New York if the FCC granted the ABC facility to the Hubbard group.
Here's all you have to do to prove it. Feed that huge Nielsen circulation and those low rates into the computer. When the gears stop whirring, you'll find that WCKY delivers a cost-per-million that'll stagger you. AM Radio Sales has the facts to back it up—50,000 WATT WCKY IS SOME BUY IN CINCINNATI!
FILM does the "impossible!"
That's how it happens that you and millions of other viewers can see (and remember)—the lion strolling Wall Street.

Same with so many other commercials, some rich with optical effects ... others, live with animation! As a matter of fact, it's a film that makes both high-polish commercials and animation possible ... assures you of coverage and penetration world-over.

For more information, write Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N.Y.

Earl McDaniel, vacation disc jockey at KFWB Hollywood, named member of permanent staff.

John Harrington, formerly with KFBK Sacramento, named news director of KVIP-TV Redding, both California.

Leo Minton appointed news director of KULA Honolulu. He formerly was with news departments of KGMB and KGU, both that city.

Ray Minton, engineer at WBBM-TV Chicago and veteran CBS employee, granted leave of absence to serve Democratic Party as audio engineer at its national headquarters in Washington, D.C. He returns to station Nov. 8.

Norman H. Sloane appointed business manager of KABC-TV Los Angeles. He had been station's sales service manager.

Robert M. Light, Southern California Broadcasters Assn., elected radio media director of Advertising Assn. of the West.

Bill Friedkin, formerly producer, director and writer at WTTW (TV) Chicago, non-commercial station, joins WGN-TV, that city, as writer. Jim McGinn, formerly producer at DePaul U. and floor director at WGN-TV, to station's writing staff.

James J. Sieger named continuity supervisor for KDKA Pittsburgh.

James Riedy, founder and editor of Fm Guide magazine, to WSBC-FM Chicago as administrative assistant in charge of pr and assisting in planning and creation of programs.

Bob Fuller, formerly newsman with KTVH (TV) Little Rock, Ark., to KMTV (TV) Omaha, Neb., succeeding Floyd Kalber who joins NBC-TV Chicago.

Virginia Gale, women's personality on WGN Chicago, signs as hostess for daily feature film series on WGN-TV.

Ed Miller, formerly with WJFW New Orleans, and John Bradshaw and Roy McKee, formerly with WBBM Chicago, all join KOME Tulsa, Okla.

Jack Gregson named news director of WLW-TV Miami (new ch. 10 facility scheduled to go on air after Oct. 1). He formerly was announcer and special events commentator for various tv shows.

George Baumann joins news department of WBZ-TV Boston.

Jack Brooks, formerly news and program director at WCCC, to WPOP,
For the sixth successive year Lowell Thomas is on CBS Radio for General Motors. World traveler, explorer, lecturer, author, his first-hand knowledge of people and places gives his newscasts special color and authority. And his long-term association with a single company points up the cumulative advantage of sponsoring an outstanding personality year after year. In all radio Lowell Thomas—and his colleagues—are the kind of company you keep.

LOWELL THOMAS

only on CBS radio

both Hartford, Conn., as news director.

Jerry Grove, acting news director at WIBG Philadelphia, named news director.

John Babcock, formerly with KFWB Los Angeles, to news staff of KMPC, that city.

Dr. Edward C. Lambert appointed consultant on educational programming at KMOX St. Louis. Dr. Lambert is professor of journalism at U. of Missouri.

Warren (Bud) Williamson III appointed assistant general manager of WKBW-AM-TV Youngstown, Ohio. He had been pr director. Richard G. Newcomer succeeds Mr. Warren. Jack Harlent named to newly created post of sales promotion manager.

Bernie Mann, formerly with WAKE Atlanta, Ga., named sales manager of WTRY Albany-Schenectady-Troy, N.Y.

Donald P. Rupert, account executive at WRTJ Milwaukee, promoted to sales manager. He fills vacancy created by Parker Daggett who became general manager of KBOX Dallas. Both are Balaban Stations.

John R. Evans, appointed national sales manager of KMCS-FM Seattle, Wash. Previously, he was account executive at KIRO and KOMO, both that city.

DeWitt C. Mower, appointed sales manager of WKYR Keyser, W.Va. He formerly was western sales manager for MBS.

Joseph A. Reid, account executive at CBS Radio, appointed merchandising director at WCBS New York.

Donn E. Winther, appointed advertising and sales promotion director of WBZ-AM-FM-TV Boston, succeeding William B. Colvin who joins TVB. Mr. Winther had been advertising and promotion director of WFIL-AM-FM-TV Philadelphia (FATES & FORTUNES, Sept. 12). Donald W. O'Shea, WBZ-TV field sales coordinator, promoted to account executive. Lawrence E. Feeley succeeds Mr. O'Shea.

Jerry Clark, formerly account executive with WIEF-TV Evansville, Ind., to KWWL-TV Waterloo, Iowa, in similar capacity.


Tom Morris, formerly with WTIX New Orleans, to KOME Tulsa, Okla., as account executive.

Harry P. Sherinian Jr., assistant sales promotion director of KTPU (TV) San Francisco-Oakland, to similar post at KCBS San Francisco.

Phil Johnson appointed promotion manager for WWL-TV New Orleans. Formerly he was pr director at Fountainbleau Motor Hotel, that city, and reporter with New Orleans Item.

James Mergen, formerly with KYA San Francisco, to sales staff of KLAC Los Angeles as account executive.

Frank Howard, Edward Petry & Co., elected president of New England Assn. of Radio & Television Representatives. Other officers: William A. Creed, Foster & Creed, vp; John King, Peters, Griffin, Woodward, secretary-treasurer; and Bruce Patterson, Blair TV, and Bob Reardon, Weed & Co., both on board of directors.

Alex Dreier, newscaster at WNBQ (TV) and WMAQ Chicago, elected president of Academy of Television Arts & Sciences, that city, succeeding Irv Kupcinet.

Janet Byers, advertising and sales promotion manager of KYW Cleveland, on Oct. 3 joins Crowell-Collier Broadcasting (KFWB Los Angeles, KEWB San Francisco, KDWB Minneapolis-St. Paul) as advertising manager.

Franklin Rohner joins program development staff of CBS-TV, Hollywood, as program associate. He formerly was in talent and properties department.

Stan Lipp, formerly program director at WBNH New Bedford, Mass., to WJAR Providence, R.I., in similar capacity.

Richard O'Neill, announcer-personality at WCID-TV Danville, Ill., promoted to program manager.

Robert E. Parker, formerly farm director and promotion manager at WBAY-AM-TV Green Bay, Wis., to Aubrey, Finlay, Marley & Hodgson, Chicago, as member of farm staff. Allan C. Gordon, formerly account executive at Marsteller, Rickard, Gebhardt & Reed, that city, also joins AFW&M.
**New post**

Neville Miller, NAB president from 1938-1944 and communications attorney in the firm of Miller & Schroeder, was elected chairman of the District of Columbia Redevelopment Land Agency last week. As chairman, he will be responsible for carrying out Washington's urban renewal program.

Mr. Miller was mayor of Louisville, Ky., from 1933-1937. He served as assistant to the president of Princeton in 1938, and took up private law practice in 1945. He has also served as senior deputy chief of the Balkan Mission of the United Nations Relief & Rehabilitation Agency (UNRRA).

Mr. Miller was sworn in Sept. 12 as a member of RLA (Broadcasting, Sept. 19), which is a part-time activity.

John F. Sauer, formerly professional football player and coach, appointed sports director of WING Dayton, Ohio.

Ken Parker, formerly entertainment editor of San Gabriel (Calif.) Valley Tribune, joins KTLA (TV) Los Angeles as assistant publicity director.

Kenneth C. Philo, appointed art director of KYW-TV, Cleveland. He formerly was assistant art director at KMTV (TV) Omaha, Neb.

Robert Lawson, formerly with WHAS Louisville, Ky., to WCKY Cincinnati as staff announcer.

Ray Check and Dave Stewart join WHAY Hartford-New Britain, Conn., as air personalities. They formerly held similar positions at WNAB Bridgeport, Conn., and WBEC Pittsfield, Mass., respectively.

Bob Mesefee and Ed Harvey join WCAU Philadelphia as air personalities.

Ben Wills and Claude Abbott join WQTY Jacksonville, Fla., as air personalities.

**Programming**

Pieter E. van Beek elected president of Teco Inc., Chicago, succeeding S.I. Marks who resigned. Mr. Marks was re-elected treasurer. Teco is allied with Zenith Radio Corp. in Phonovision and has signed agreement with RKO General in proposed Phonovision test of WHCT (TV) Hartford, Conn.

Walter Bien, formerly head of production of tv commercials and industrial films at Warner Bros., has formed his own organization, SIB Productions, with headquarters at Paramount Pictures Studio, Hollywood, to produce commercials and industrial films in cooperation with Paramount.

Sidney A. Dimond becomes president of Creative Associates Inc., Boston, new tape specialty packaging firm.

Jim Loomis, formerly with Radio Press International, named client service supervisor and Dennis Oppenheim, formerly with WJHD, that city, named production coordinator.

Fred Watkins, formerly of KTHS Little Rock, joins United Artists Assoc., Dallas, as account executive. Frank LeBeau, UA-TV, also named to Dallas office of UAA, and Paul Weiss joins Chicago office. He formerly was with Columbia Pictures.

John B. Oettinger, formerly with Wilbur Street Productions, N.Y., joins editing staff of Elliot. Unger & Elliot, that city, division of Screen Gems.


William Kosh, formerly editor of T.V. Graphics, joins Producing Artists, N.Y., as executive editor.

Valentine Davies, first vp of Academy of Motion Picture Arts & Sciences, has become president, succeeding the late B.B. Kahane, who died Sept. 18.

Wendell R. Corey, second vp, automatically stepped up into first vice presidency. New second vp will be elected by board at future meeting.

Tim Parker, AP Texas bureau executive, named chief of Charlotte, N.C., bureau, succeeding Paul Hansell, appointed chief of Miami bureau. He succeeds Noland Norgaard, named chief of Denver bureau, as Sanyk Trimble, former Denver head, becomes bureau executive in Dallas.


Herbert Coleman, motion picture and tv producer, forms own company in Hollywood and will deal strictly in movies. He has been producer of Checkmate, new CBS-TV series and before that was with Alfred Hitchcock.

Harold D. Cohen, formerly artists executive and packaging agent at Ashley-Steiner, N.Y., and director of business affairs at ABC, opens own office for representation and management of commercials.
literary, theatrical, tv and motion picture producers and talent.

**Jack H. Harris,** signs with CBS-TV Network to develop new hour-long series for early 1961, which will utilize "Harriscopix," Mr. Harris' copyrighted system of unusual theatrical effects.

**Earle B. Harris,** formerly production manager of NBC Opera Theatre, joins International Telemeter Co., N.Y., as production manager.

**Carl H. Goldstein,** with Screen Gems syndication sales staff, appointed SG's sales representative in San Juan, Puerto Rico.

**Frederic Kaplan,** formerly in tv-radio-motion picture department of New York U., to Lionel Rogosin Productions, N.Y.

**Fred Stover,** assistant art director at ABC-TV, promoted to art director for scenic services department.

**Carlos Franco,** formerly chairman of broadcasting committee of American Assn. of Advertising Agencies, appointed director of national sales for Community Club Awards, N.Y.

**Equipment & Eng’ring**

**Julius D. Winer,** vp and director of Capehart Corp., Richmond Hill, N.Y.,

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**MAGNIPHASE**

**LINE PROTECTION SYSTEM**

MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults. MAGNIPHASE — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air. write for full details today

Continental Electromatics Manufacturing Company
4512 S. Buckner Blvd., Dallas 27, Texas
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

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**Nunn in NASA post**

Appointment of Robert G. Nunn Jr. to work on communication satellite non-military policies was announced last week by Dr. T. Keith Glennan, administrator of the National Aeronautics & Space Administration. Mr. Nunn was named as special assistant to Dr. Glennan. Mr. Nunn will handle matters that include coordination of NASA communications activities with government agencies, with industry and with other countries. Among these are such items as frequency assignments, availability of launch vehicles and facilities and international agreements. New assistant served four years in Army during World War II and was in private law practice for eight years in Washington and in Terre Haute. He joined office of general counsel of Air Force in 1954 and became NASA assistant general counsel in 1958.

**Leon H. King** appointed to newly created position of assistant to vp of Jansky & Bailey, Washington, D.C., division of Atlantic Research Corp. He has been with firm for three years.

**Herbert H. Rosen,** formerly assistant director for educational programs for National Aeronautics and Space Administration, appointed corporate director of pr for Hoffman Electronics, Los Angeles.

**John C. Cahalan** appointed manager of merchandising and sales promotion for radio receiver department of General Electric Co.

**Donald R. Carlson** named EMCOR Ingersoll Products Div. sales manager. Company is subsidiary of Borg-Warner Corp., Elgin, Ill. **Edward P. La Kafe** appointed chief engineer.

**William R. Luebke** appointed senior scientist in research division of Eitel-McCullough, San Carlos, Calif., manufacturer of electron power tubes. Dr. **Richard Lagerstrom** named senior research scientist and **George Caryotakis** appointed senior project engineer.

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**International**

**Alan Mills** appointed vp and general manager of new Toronto operation of Bonded TV Film Service (Canada) Ltd. He formerly was president of TV Editorial Services Ltd., that city, and before that was film producer in Toronto office of McCann-Erickson Ltd.

**Harvey C. Freeman,** manager of CFCH North Bay, Ont., will also manage CKGN-TV North Bay, recently acquired by the Thomson interests. which own CFCH.

**Louise de Brin,** formerly with Mac-
one double-track railroad (built by private enterprise) can carry the freight traffic of 20 four-lane highways (built with your tax money).
Louis Applebaum, music director of annual Music Festival at Stratford, Ont., named music consultant of Canadian Broadcasting Corp. for English-language network.

Allied Fields

Dr. Arthur Kirsch, supervisor of research and quality controls at American Research Bureau, Beltsville, Md., promoted to research manager.

Dole Remington, formerly NBC-TV Monitor correspondent, joins Broadcaster’s Aids, N.Y., radio, tv publicity service of Public Relations Aids Inc., as executive director.

Armand Ouellette joins staff of marketing and social research division of The Psychological Corp., N.Y., research firm dealing with human behavior.

Dr. Alfred C. Horsch joins Institute for Motivational Research, Croton-on-Hudson, N.Y., as staff specialist in marketing methods.

Deaths

James Duncan Webb, 51, president of C.J. LaRoche & Co., N.Y., died Sept. 15 following short illness. He joined agency in 1951 as executive vp after serving with Young & Rubicam, that city, as vp and account supervisor.

Harry H. Lockhart, 36, disc jockey for WWSW-AM-FM Pittsburgh, died Sept. 19 following heart surgery. He had been with station since 1951.

FLYING FOR ‘BLUE ANGELS’

Stations go to sky to promote new tv show

“See Blue Angels on ch. 7” was the airborne advice of WABC-TV New York over the Labor Day weekend. The message, which was sky typed in white smoke 65 times and was visible over a 50-mile area, sparked the station’s promotional effort on behalf of the new Blue Angels series starting tonight on WABC-TV (Mon. 7-7:30 p.m.). The promotion of the series, which dramatizes the adventures of the U.S. Navy’s flight demonstration team, was one of many planned by stations across the country. California National Productions had sold Blue Angels in 104 markets as of last week. Other exploitations include Continental Oil Co.’s posting of 237 billboards to herald the dates and times of the series throughout the 68 markets where it sponsors the tv show; a public demonstration by the Blue Angels in the skies above Altoona, Pa., on Sept. 17, just prior to the series’ debut over WSBA-TV in that city, and an aerial personal appearance next month by the same group in Atlanta, Ga., as part of the dedication ceremonies for new naval reserve installations there, which will draw attention to the series premiere on WAGA-TV Atlanta. Grumman Aircraft Corp., manufacturers of the F11F-1 Tiger Jets used by the Blue Angels, also is lending fanfare support. A Navy training film, made by Grumman, with Robert Taylor narrating, is being made available to tv stations for special local promotions of the Blue Angels series.

International audience

Canadian audience of WICU-TV Erie, Pa., has grown so fast in recent months that the station brought its daily program Pappy and His Puppet Pals to Tillsonburg, Ont., to put on a paid performance at the Strand Theatre. In all, 1,275 children filled the theatre for two performances recently. Children came from nearby cities of London, St. Thomas, Simcoe, Port Burwell and other points to see the show. The Tillsonburg Canadian Legion and the local Boy Scouts association made presentations to the show’s producers for their aid in Tillsonburg civic events. A return show is scheduled for late in October.

Funeral march = WLEU Erie, Pa., commemorated the one year death of rock ‘n’ roll music on the station with a reenactment of the original funeral march to the public dock where 7,000 ‘n’ roll records had been tossed to a watery grave the previous year. Among the hundreds witnessing the ceremonies were gospel singer Mahalia Jackson (see photo) and WLEU announcer Frank Davis. Miss Jackson, holding records retrieved by area skin divers, said they were “all warped—just like rock ‘n’ roll.” WLEU broadcast the proceedings at 1:35 p.m., identical time of the original ceremonies the year before.

CCS invades Chicago

Community Club Services Inc. launched its merchandising awards plan campaign in Chicago Sept. 7, with support from Mayor Richard J. Daley in the form of a proclamation of “Community Clubs Day.” Approximately 3,000 women representing over 500 civic and other organizations attended mass meetings to hear details of the plan, being conducted in cooperation with WATT, MBS
Get the TV Tape System with a “Matched” Line of Program Production Equipment

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

Broadcast and Television Equipment • Camden, New Jersey

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

WHY NOT LET AN "OLD HAND" ASSEMBLE YOUR TV TAPE PRODUCTION PACKAGE?

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

The Most Trusted Name in Electronics

© RADIO CORPORATION OF AMERICA
Back-to-school drive
Disturbed by the fact that only 11% of Toronto students finish grade 13, CHUM there launched a crusade to get youngsters to return to school and stay in school. The station wrote back-to-school messages and sent them to movie studios, recording companies, networks, etc., with the request that stars record the messages and return them to CHUM. Among the many responding were James Mason, Pat Boone, Sam Levenson and Gordon MacRae. Sports stars recorded the spots as did entertainers visiting Toronto. The request became part of the station’s interviews.

What’s in a name?
In an attempt to inject interest and excitement in station break announcements, WNTA-TV New York, starting this week will spotlight New York Metropolitan area residents with unusual names in the station break periods. For example, Rosemary Love of Manhattan and Charles Kiss Jr. of Jackson Heights, L.I., will be filmed together and say in unison: “it’s all love and kisses on ch. 13.” Ronald P. Barnum of Brooklyn and George Bailey of Manhattan will tell viewers that “The greatest shows on earth are on channel 13.” Others to appear will be Carl F. Kennedy of Manhattan and David A. Nixon Jr. of the Bronx; John B. Morning of Manhattan, Dennis Noonan of the Bronx and Ralph A. Knight of Manhattan. Other teams will bear the names of Romeo and Juliet, Napoleon and Josephine, Fine and Dandy, Scotch and Soda and Red, White and Blue.

SIMPLE-RELIABLE REMOTE CONTROL

Studio Control Unit

Continental’s dependable Transmitter Remote Control offers simplified logging with single meter; all-relay pushbutton control of one or two transmitters. It may be operated over a single phone line, and is ideally suited for directional stations. Write for details today.

Transmitter Control Unit

Continental Electronic Manufacturing Company
4212 S. Buckner Blvd.
Dallas 27, Texas EV 1-1135

Simple Diary of Long-Temco Electronics, Inc.

Media coexistence
In a show of civic pride and peaceful coexistence, all media in Rockford, Ill., got together to impress representatives of Chicago’s top advertising agencies of the potential in the Rockford market. In addition to two daily newspapers, WRJL, WROK, WRRR, WREX-TV and WTVO (TV) all pitched in to arrange a day where the admen would be entertained and would become acquainted with the community. Two months were spent in preparing a brochure which described the city’s financial structure, its facilities and other information useful to advertisers and agencies. A chartered plane flew in 50 admen from Chicago, who were greeted by city officials and taken on a guided tour of the city by members of the stations and the press. Luncheon and a dinner were arranged and golf, swimming and bowling activities were organized in the afternoon.

Drumbeats
KSON goes chicken = KSON San Diego, Calif., went chicken in a recent promotion campaign. Results: lots of laughs and lots of money. The two week stunt took root at a luncheon (chicken of course) with Hank Guzik, KSON station manager, Dick Meads, former KSON sales manager and partner of Knoth Meads Adv., that city, and Kick Knoth, partner in Knoth Meads Adv. Here’s what happened: During all station breaks, clucking chickens, fowl weather reports and chicken time checks came across the air waves. In addition, the station sent to all clients and agencies boxed chicken lunches proclaiming that KSON’s rates were chicken feed. And as an anti-climax, the station called listeners every 15 minutes and offered a free chicken—if he or she happened to be tuned in to KSON. Station officials described the stunt as successful from all aspects, noting a single complaint
One of a series of salutes to successful radio and TV stations across the nation... and to the Northwest Schools graduates who have contributed to their success.

**KpON**

The Mighty 1580

ANDERSON, CALIFORNIA

Music for Moderns on Color Radio for Northern California

KPON went on the air November 7, 1959, to serve the tri-city area of Redding, Red Bluff and Anderson, California. KPON programs a modern format featuring smooth popular music and old standard tunes tastefully mixed with their "Nifty Fifty" top tunes. KPON has enjoyed tremendous audience acceptance in this rapidly growing Northern California area. KPON continuously keeps on top of the expanding market with news, audience participation shows, special features and broad public service to the area.

Northwest graduates receive plaudits from KPON management:

"TOM RADER handles production and the air staff. Since all commercials aired on KPON are produced and put on tape to assure accuracy and professional sound, Tom’s job is a big one. His Northwest training has been a real asset."

"MAX SUKO represents Northwest in the KPON sales department and he fills in on the air as needed. Max does a fine job in both fields and we are pleased to have him as a member of the staff."

"SAM BERNHARDT does an excellent job in servicing accounts and his copy sells merchandise. His ability has contributed much to the success of KPON and reflects the fine training he received at Northwest."

For further information on Northwest training and graduates available in your area, write, phone or wire

**NORTHWEST SCHOOLS**

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CAPital 6-4811

737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

BROADCASTING, September 26, 1960
—from the Turkey Growers Assn. who wanted to know the beef against turkeys.

Love that mother-in-law? • WNBC New York is conducting a “Do You Love Your Mother-In-Law?” contest on the all-night Johnny Andrews program (Mon.-Fri., 12:05-6 a.m.). Listeners are asked to write letters to the station but must reply to this question: do you love her enough to take her with you on a vacation? The writer of the winning letter will win a six-day cruise for two to Bermuda. Runner-up winner will receive three tickets to dinner and theater with you-guessed-it-along. The contest closes Sept. 30.

Ahoy! • WMAL-TV Washington set sail with a group of advertisers and agencymen from the Washington area on an afternoon’s tour of the Potomac to watch the finish of the President’s Cup Regatta. Nautical (liquid) refreshment was supplied on the S.S. WMAL-TV and a “shanghaied” dance band and tv personalities provided entertainment. Over 300 ad people made up the cruise list. They watched a bevy of beauties costumed to suggest the fall programs scheduled on the ABC-TV affiliate. This was the second year WMAL-TV chartered a Wilson Line boat for such festivities.

FOR THE RECORD

1960 COMMUNICATIONS ACT

Text of amendments passed by Congress

Here is the text of amendments to procedural provisions of the Communications Act signed by President Eisenhower Sept. 13. All that are part of Public Law 86-572. The same law contained changes in other sections of the act pertaining to sponsor identification and deceptive broadcasts. Those changes are reported in text beginning on page 68 of this issue.

AN ACT
To promote the public interest by amending the Communications Act of 1934, to provide a pre-grant procedure in case of certain applications; to impose limitations on payoffs between applicants; to require disclosure of payments made for the broadcasting of certain matter; to grant authority to impose forfeitures in the broadcast service; and to prohibit deceptive practices in contests of intellectual knowledge, skill, or chance; and for other purposes.

BE IT ENacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SHORT TITLE
Section 1. This Act may be cited as the “Communications Act Amendments, 1960”.

REPEAL OF PROVISION PERMITTING ACCEPTANCE OF HONORARIES
Sec. 2. The third sentence of subsection (b) of section 6 of the Communications Act of 1934 (47 U.S.C. 154(b)) is amended by striking out the following: “; but this shall not apply to the presentation of original publications or papers for which a reasonable honorarium or compensation may be accepted.”

SHORT-TERM GRANTS
Sec. 3. Subsection (d) of section 307 of the Communications Act of 1934 (47 U.S.C. 307) is amended by adding at the end thereof a new sentence as follows: “Consistently with the foregoing provisions of this subsection, the Commission may in the discretion of the Commission, from time to time, waive for the purpose of this subsection, the filing of a petition to permit the expiration of the temporary authorization of this subsection, the filing of a petition to permit the expiration of the temporary authorization of this subsection.”

PRE-GRANT PROCEDURE
Sec. 4. (a) Section 309 of the Communications Act of 1934 (47 U.S.C. 309) is amended to read as follows: “Sec. 309. (a) Subject to the provisions of this section, the Commission shall determine, in the case of each application filed with it to which section 308 applies, whether the public interest, convenience, and necessity will be served by the granting of such application, and, if the Commission, upon examination of such application and upon consideration of such other matters as the Commission may officially notice, shall find that public interest, convenience, and necessity would be served by the granting thereof, it shall serve notice on the applicant.”

(D) aeronautical advisory stations,
(F) aeronautical fixed stations, and
(G) such other stations or classes of stations, not in the broadcasting or common carrier services, as the Commission shall by rule prescribe, shall be granted by the Commission earlier than thirty days from the date of public notice by the Commission of the acceptance for filing of such application or of any substantial amendment thereof.

(c) Subsection (b) of this section shall not apply:
(1) to any minor amendment of an application which amendment is applicable, or
(2) to any application for—
(A) a minor change in the facilities of an authorized station;
(B) consent to an involuntary assignment or transfer under section 316(b) or to an assignment or transfer which does not involve a substantial change in the ownership or control,
(C) a license under section 316(c) or, providing application for such license, any special or temporary authorization to permit the expiration of a temporary authorization to facilitate completion of authorized construction or to provide substantially the same service as would be authorized by such license,
(D) extension of time to complete construction of authorized stations,
(E) an authorization of facilities for retransmission by a public or private organization.

(F) authorizations pursuant to section 326(b) where the programs to be transmitted are events not of a continuing nature,

(G) a special temporary authorization for nonbroadcast purposes, applications for which are to be received at thirty days where no application for regular operation shall be entertained pending the filing of an application for such regular operation,

(I) an application under any of the provisions of section 308(a).

Sec. 3. If the Commission finds on the basis of the application, the pleadings filed, or other matters which it may officially notice that there are no substantial and material questions of fact and that a grant of the application will not be inconsistent with section (a), it shall make the grant, deny the petition, and issue a concise statement of

DEAN TORNBERG
& COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
Murray Hill 7-4242

WEST COAST
800 Westlake Ave., Suite
Pacific Grove, California
Rte. 247-7475

WASHINGTON, D.C.
1625 Eye Street, N.W.
District 7-8531

BROADCASTING, September 26, 1960
the reasons for denying the petition, which statement shall dispose of all substantial issues raised by the petition. If a substantial and material question of fact is presented or if the Commission for any reason is unable to dispose of the application, the application shall be held incomplete and such application shall not be acted upon.

Section 308 (c) of the Communications Act of 1934, as amended by subsection (a) of section 331 of such Act, shall not apply to any petition for temporary authorization for a station in the broadcasting service, the applicant for which shall be served with a copy of such petition in accordance with subsection (b) of section 308.

The Commission is authorized to adopt reasonable regulations to prevent a station from operating in a manner which may be prejudicial to the public interest, convenience, or necessity.

Section 310 (c) of the Communications Act of 1934, as amended by subsection (a) of section 331 of such Act, shall not apply to any petition for temporary authorization for a station in the broadcasting service, the applicant for which shall be served with a copy of such petition in accordance with subsection (b) of section 308.

The Commission is authorized to adopt reasonable regulations to prevent a station from operating in a manner which may be prejudicial to the public interest, convenience, or necessity.

Section 310 (c) of the Communications Act of 1934, as amended by subsection (a) of section 331 of such Act, shall not apply to any petition for temporary authorization for a station in the broadcasting service, the applicant for which shall be served with a copy of such petition in accordance with subsection (b) of section 308.

The Commission is authorized to adopt reasonable regulations to prevent a station from operating in a manner which may be prejudicial to the public interest, convenience, or necessity.

Section 310 (c) of the Communications Act of 1934, as amended by subsection (a) of section 331 of such Act, shall not apply to any petition for temporary authorization for a station in the broadcasting service, the applicant for which shall be served with a copy of such petition in accordance with subsection (b) of section 308.

The Commission is authorized to adopt reasonable regulations to prevent a station from operating in a manner which may be prejudicial to the public interest, convenience, or necessity.
public interest, convenience, or necessity only if the amount or value of such pay- 
ment, as determined by the Commission, is not in excess of the aggregate amount 
determined by the Commission to have been legitimate and prudent and to 
be expended by such applicant in connection with preparing, filing, and/or the 
last vacating the granting of his application.

(4) For the purposes of this subsection an application shall be deemed to be "pend- 
ing" before the Commission from the time such application is filed with the Com- 
mission until an order of the Commission granting or denying it is no longer subject 
to rehearing by the Commission or to re- 
view by any court or agency, if the following subsections have not been invoked:

(b) Section 313 of such Act (47 U.S.C. 313) is amended—

(1) by inserting after the word "Laws" in the heading of such section the follow- 
ing: "; refusal of licenses and permits in certain cases"; and

(2) by inserting "(a)" after "Sec. 313," and adding at the end of such section the following subsection:

"(b) The Commission is hereby directed to 

revocation certificate for the con- 
struction of a station to any person (or to 
any person directly or indirectly controlled 
by such person) whose license has been 
revoked by a court under this section." 

REVOCATION AND CEASE AND 
DESIST ORDERS

Sec. 6. Subsections (a) and (b) of section 
313 of the Communications Act of 
1934 (47 U.S.C. 313) are amended to read as follows: 

"ADMINISTRATIVE SANCTIONS 

"Sec. 312. (a) The Commission may re- 
voke any station license or construction permit 

for the following reasons:

(1) for false statements knowingly made 
either in the application or in any statement of 
fact which may be required pursuant to such 
application;

(2) because of conditions coming to 
the attention of the Commission which would 

warrant it in refusing to grant a license or 
permit on an original application;

(3) for willful or repeated failure to 
operate substantially as set forth in the 
license in such an instance.

(4) for willful or repeated violation of, 
or willful or repeated failure to observe 
any provision of this Act or any rule or 
regulation of the Commission authorized by 
this Act or by a treaty ratified by the 
United States (49 U.S.C. 1324, 1343, or 
1464 of title 18 of the United States Code.

(b) There may be deemed to have failed to operate substantially as set forth in a 
license, (2) has violated or failed to ob- 
serve any of the provisions of this Act, 
or section 1304, 1343, or 1464 of title 18 of the 
United States Code, or has violated or failed to observe any rule or regulation of 
the Commission authorized by Act or by 
a treaty ratified by the United States, 
the Commission shall order such person 
to cease and desist from such action.

FORFEITURE PROVISIONS RELATING TO BROADCAST LICENSEES

Sec. 7. (a) Section 503 of the Communica- 
tions Act of 1934 (47 U.S.C. 503) is amended 
by striking out the center heading and 
inserting in lieu thereof "Forfeitures": (b) by 
inserting "(a)" after "Sec. 503," and 
adding by the end thereof the follow- 
ing subsection: (b)(1) Any licensee or 
permittee of a broadcast station who 

(A) willfully or repeatedly fails to 
operate such station substantially as set forth 
in his license or permit,

(B) violates (a) or (b) of this section 

is deemed to have failed to observe any of 
the provisions of this Act or any rule or regulation of the Commis- 
sion prescribed by the regulations set forth in section 504 of 
the Act or under authority of any treaty 
ratified by the United States; or

(C) fails to observe any final cease and 

desist order of the Commission.

(D) violates sections 311(c) or section 
500(a)(4) of this Act, or

(E) violates sections 1304, 1343, or 1464 
of title 18 of the United States Code, 
shall be subject to a forfeiture agreed 
sum not to exceed $1,000. Each day 
during which such violation occurs shall constitute a separate offense. Such 
forfeiture shall be in addition to any other penalty provided by this 
Act.

(2) No forfeiture liability under para- 
graph (1) of this subsection shall attach 
unless the apparent liability exceed $100.

(3) No forfeiture liability under para- 
graph (1) of this subsection shall attach 
for any violation occurring more than one year prior to the filing of the notice 
of apparent liability and in no event 
shall the forfeiture impose any fine, 
forfeitures, or omissions set forth in any notice of 
apparent liability exceed $500.

(b) Section 504(a) of the Communica- 
tions Act of 1934 (47 U.S.C. 504) is amended 
by inserting after "Provided," in the first 
sentence thereof the following: "That 
any suit for the recovery of a forfeiture im- 
poused pursuant to the provisions of this 
Act shall be a trial de novo: Provided 
"Further.

(c) Section 504(b) of such Act is amended 
by striking out "out" inserting in lieu thereof "sections 503(b) and 507".

Any suit for the recovery of a forfeiture imposed 
under this Act, that fact shall not be used, 
in any other proceeding before the Com- 
mission or any court of competent jurisdiction to whose 
respect to which such notice was issued, unless (1) the 

26, 1960

BROADCASTING, September 26, 1960

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the 
David Jarett Corp., you are assured of 
reliability and expert service backed by our 
37 years of reputable brokerage.

150 MONTAGUE STREET 
BROOKLYN 1, N.Y. 
Ulster 2-5600

100 [FOR THE RECORD]
Continental's Type 314D
1 KW AM TRANSMITTER
SIMPLIFIED TUNING

Easily and positively tuned from front of cabinet with external tuning and loading controls. No additional tuning or output power. Terminal strips in transmitter for connection of remote control unit.

For details and competitive pricing, write for our complete catalog.

Continental Electronics Manufacturing Company
4212 South Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-TECO ELECTRONICS, INC.

Among Major Southern TV Markets...

BRISTOL

JOHNSON CITY

KINGSPORT

is served

"on a platter"

A Tri-City Sales Complex...Hub of a 37-county TV market encompassing:

- Population—1,257,100
- Income—$2,099,690
- Sales—$805,594

SRDS Consumer Market Data, July '60

WCYB-TV Offers

Twice as many average quarter-hour " Thomases reached", 59% more net week night circulation (ARB, 3/60) than the other competing station.

NBC

WCYB-TV

Channel 5

Bristol, Va.-Tenn.

Represented by: Headley-Read
PROMINENT BROADCASTERS Choose Stainless TOWERS

Lee Ruwitch, Exec. Vice President and General Manager

WTVJ CHANNEL 4 MIAMI, FLA.

Jack Shay, Vice President in charge of Operations

And here are their reasons:

* Stainless EXPERIENCE in design and fabrication of towers
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

United Press International news produces!
Hearing Cases

By report and order, commission finalized the rule of network radio in computing the proposed station's channel. The commission is now instituting rulemaking to realign channel assignments. Regulations for am and fm stations are under review.


By report and order, commission finalized the license for July 23 and amended its order on "idle" uhf tv permits. Ann. Sept. 21.

By memorandum and order, commission denied the petition for reconsideration of the station KMYR (ch. 34) Los Angeles, Calif. In its decision, commission held that, on July 23, and amended its order on "idle" uhf tv permits. Ann. Sept. 21.

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for modern TV lighting control...

LUMITRON C-J-R ELECTRONIC DIMMER

There is none finer! Today's most advanced, most reliable power amplifier is the all-electronic C-J-R Dimmer by LUMITRON... the first name in theatrical lighting since 1892. Employing the solid-state silicon controlled rectifier, the C-J-R is a dramatic step forward in the Art of Lighting... an advancement you should not overlook.

Whether supplied with the completely automatic LUMITRON Auto-Punch infinite preset system by multi-scene manual preset system, you can depend on the C-J-R to outperform any other.

FEATURES...
- Small size—4" W x 8" H x 16" D. Light weight—under 10 pounds.
- No warm-up, no cooling, no tube replacement, no maintenance required.
- Only milliamps of signal current required. Uniform output of all loads.
- All capacities available up to 12 kW.
- No noise output...
- No need for telephone-type wiring for remote operation...
- Modular plug-in design for future expansion.

Whatever your TV lighting needs... consult LUMITRON today, WRITE FOR INFORMATION.

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WITH 1) Good Practices
   2) Good Care
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For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
23 W. Taylor, Chicago, Ill., 36 W. 42nd St., New York, N.Y., 120 S. Broadway, New York, N.Y.

104 (FOR THE RECORD)

BROADCASTING, September 26, 1960

of commission's July 14 decision in Miami ch. 10 proceeding, Ann. Sept. 21.


- WHKX Canton, Ohio—is being advised that application for renewal of license involves a proceeding on the basis of complaints by Northern Ohio Tele-

- Radio Millington Inc., Millington, Tenn.—Designated for hearing pending application for new am station to operate on 1580 kc.

- Radio Hanover, Hanover, N.H.—Granted application to increase daytime power on 1400 kc from 250 w to 1 kw, continued 250 w night operation, engineering condition. Ann. Sept. 21.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

- Granted motion by Martinsville Bestg. Corp. (KXIN) to extend time for exceptions to order of initial decision in proceeding on am applications for new station to operate at Del. and Bell Bestg. Co. (WVON) South Hill and Patrick Henry Bestg. Corp. (WHHE) Martinsville, both Virginia. Action Sept. 9.


- Granted petition by Broadcast Bureau and extended to Sept. 23 time to respond to petition for consolidation and for clarification of hearing order of Aug. 25 by Gervais TV Inc. Salem, Ore., to ch. 3 proceeding. Action Sept. 12.


- Granted petition by Broadcast Bureau and extended to Sept. 23 time to respond to joint petition by Broadcast Bureau, Inc. and New York City Bestg. Corp. and Broadcasting Bureau, Inc. and compared Yellowstone Bestg. Corp. (WSGW) Sagamore, Mich., and extended for period of seven (7) days (pending dates of commission's action on petition to render record, to file exceptions in proceeding on Booth's am application. Action Sept. 12.


- Granted petition by Greater Princeton Bestg. Corp. (WHIP) to extend time to Oct. 15 to reply to petition by Broadcast Bureau for enlargement of its application in proceeding in Gila's application for new station at Cochilla, KCLF Clifton, KCLU Salvad, KVNC Winslow, NIZW Globe and KXFB Garnett, all Arizona, Action Sept. 15.


- Granted petition to delay granting application of Valley Telecasting Co. in proceeding on new ch. 7 proceeding. Action Sept. 16.

- Granted petition by Radio Station KDOL and KDOL-FM to delay granting of new station for new ch. 22 proceeding. Action Sept. 15.

- Granted petition by Broadcast Bureau and extended to Sept. 27 time to file exceptions to order of initial decision in proceeding on am applications for new station in North Dakota Bestg. Inc. Beltrum, N.D., and Rev. Haldane, James Duff, Selkirk, Action Sept. 15.

- Granted petition by Broadcast Bureau and extended to Sept. 26 time to file exceptions to order of initial decision in proceeding on am applications for new station to operate at Del. and Bell Bestg. Co. (WVON) South Hill and Patrick Henry Bestg. Corp. (WHHE) Martinsville, both Virginia. Action Sept. 9.
By Chief Hearing Examiner

James D. Cunningham


By Hearing Examiner Thomas B. Donahue

On joint petition of Inter-Cities Bestg. Co. and Peoples Corp., and with consent of Broadcast Bureau and am applications of W.F. Frier (WBHF, Carterville, Ill.) and of Frier Broadcasting Co. (WIFE, Cape Girardeau, Mo.), scheduled for leave to amend his application on dates prior to Oct. 4, for proceeding in accordance with developments and requests for leave to file additional exhibits. Action Oct. 13.

On joint petition of Inter-Cities Bestg. Co. and Peoples Corp., and with consent of Broadcast Bureau and am applications of W.F. Frier (WBHF, Carterville, Ill.) and of Frier Broadcasting Co. (WIFE, Cape Girardeau, Mo.), in proceeding on Inter-Cities' am application for new station in Livingston, Tex., Sept. 21.

By Hearing Examiner Basil P. Cooper

Granted joint motion by applicants and postponed from Sept. 12 to Oct. 20, for ex parte hearing to determine whether Sept. 18, for notification of applications, and Oct. 7 to Nov. 18, for notification of witnesses desired for cross-examination; and continued Oct. 19 hearing for determination of whether to permit alt BHF on an application of A.S. Riviere, Barnsville and of Broadcast Bureau and am application of J.J. Whaley, Valdese, N.C., Action Sept. 12.

By Hearing Examiner Charles J. Frederick

Granted petition by WNEB Inc., Worchester, Mass., for leave to amend its application to show change in ownership from WNEB Inc. to WNEB Inc. of Rhode Island, Pa., with consent of Broadcast Bureau and am applications of Eastern Broadcasting Co., Inc., and of WNEB Inc., N.Y., Action Sept. 12.

By Hearing Examiner Millard F. French

In accordance with developments at Sept. 18 prehearing conference scheduled further prehearing conference for Sept. 17, 1 p.m., Sept. 29 and postponed Sept. 29 hearing to date to be subsequently determined in proceeding on am applications of Southeastern Broadcasting Co., Inc., and Washington Bestg. Co. (WSNT) Sandusky, Ohio, Action Sept. 16.

By Hearing Examiner Waithier W. Guenther

On own motion, scheduled prehearing conference for 2:00 p.m., Sept. 28, in Wilmington, Del., 12 p.m. proceeding, Action Sept. 13.

By Chief Hearing Examiner

By Chief Hearing Examiner David I. Kraushaar

Granted petition by Broadcast Bureau extended from Sept. 9 to Sept. 15 time for filing proposed findings of fact and conclusions and from Sept. 23 to Sept. 29 for hearing on applications in proceeding on application of Suburban Bests, Elizabeth, N.J., Action Sept. 16.

By order formalized agreements reached at Sept. 9 prehearing conference and continued Aug. 16, scheduled second prehearing conference for Nov. 7; all exhibits in support of direct cases in-chief of applicants to be exchanged no later than Oct. 12, and rebuttal engineering exhibits to be exchanged by Nov. 17, with copy of each such exhibit supplied to hearing examiner, and incorporated by reference transcript of prehearing conference in proceeding on am application of Hennessey Bestg. Assoc., Minneapolis, Minn., Action Sept. 9.

By Hearing Examiner Isadore A. Honig

Issued memorandum of rulings formalizing ruling made in Sept. 7 formal conference. Granted motion by intervenors to extent of allowing them until Oct. 13 time for filing reply briefs on reopening of record for purpose of introduction of further evidence that if made, held prehearing conference for Oct. 18 to hear oral argument on such motions to be filed by intervenors; denied motion by intervenors for reopening of record; granted motion by Federal Aviation Agency for indefinite deferral of dates heretofore scheduled for filing evidence on record; record proposed findings and conclusions and replies and postponed times heretofore scheduled for filing of such documents until other dates to be set by further order of hearing examiner in proceeding on tv application of M&M Bestg. Co., for mod. of cp of station K-12-AM in Marinette, Wis., Action Sept. 20.

By Hearing Examiner Annie Neal

Continued Sept. 13 hearing for Oct. 10 and scheduled additional prehearing conference for 3:00 p.m., Sept. 15 in Medford, Ore., 12 p.m. proceeding, Action Sept. 9.


By Hearing Examiner H. Gifford Irion


By Hearing Examiner Jay A. Kyle

On own motion, closed transcript of record, cancelled Oct. 18 hearing and scheduled Oct. 3 time for filing proposed findings of fact, and conclusions and Oct. 13 for replies in proceeding on applications of Zephyr Bestg. Corp., Zephyrhills and Myron A. Beck (WBHT, Sanford, both Florida, Action Sept. 16.

By Hearing Examiner Forrest L. McClintock


Granted motion by South Florida Bestg. Corp. ex parte, for transcript of hearing in manner and to extent proposed in said motion in Perrine-South Miami, Fla., tv 7 p.m. proceeding, Action Sept. 3.

By Hearing Examiner Herbert Sherman


By Hearing Examiner Fred E. Sanders


By Hearing Examiner Herbert Sharfman

Granted petition by South Florida Bestg. Corp. to exchange of engineerings exhibits and 307(b) data in proceeding on application of Western and Suburban Bestg. Corp., for mod. of cp of station K-12-AM in Marinette, Wis., Action Sept. 20.

School days

It's back to school for 80 law-
yers and engineers who specialize in communications. That many persons signed up for the 24-week course broadcast by Capital Radio Engineering Institute, Washington, D.C., under the sponsorship of the Federal Communications Bar Assn. (BROAD-
CASTING, Aug. 29), with the first session last Wednesday night. Among those enrolling were 25 FCC staff employees, almost 20 employees of Washington consulting engineer firms which are members of the Assn. of Federal Communications Consulting Engineers, and others from before the FCC—including Frank U. Fletcher, president of the sponsoring FCBA.

Continental's TYPE 314D

1 KW AM TRANSMITTER

FIELD-PROVEN SCREEN MODULATION

No modulation transformer. Meets FCC-regulations on spurious radiation. Over-size blower fits entire tube com-
part ment. Maximum accessibility with front and rear doors; vertical chassis; write for details and competitive pricing

Continental

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MANUFACTURING COMPANY

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SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

6:41 a.m.

VALUABLE NEW MINUTE IN RADIO

Now, every KBIG minute is new... and more valuable! The big reason: 3 talented personalities who are add-
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dio selling. That's Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). KBIG never sounded better... and your advertising never had a better sales opportunity.

KBIG

JOHN POOLE BROADCASTING COMPANY, INC.

6540 Sunset Blvd., Los Angeles 28, Calif.

NATIONAL REPRESENTATIVE: Weed-Brown Radio Corp.
This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2½" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remote s. You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. LD-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

**SUMMARY OF COMMERCIAL BROADCASTING**

**Compiled by Broadcasting Sept. 21**

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**OPERATING TELEVISION STATIONS**

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**COMMERCIAL STATION BOXSCORE**

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**BROADCAST ACTIONS**

**by Broadcast Bureau**

- Commission granted 29 applications for STAs to operate vhf tv repeater stations, pursuant to its July 27 report and order. That order established existing repeater stations which were constructed before July 7, 1960, to operate by Oct. 31 for temporary authorization to continue that operation pending their compliance with requirements for new low-power vhf translators. Interim authorizations will permit such operation until Oct. 31, 1961. However, on or before Feb. 1, 1961, persons responsible for such existing repeaters must apply for new low-power vhf translators and for construction of new station to meet translator rules. Such temporary authorizations are made possible by recent amendment to sec. 319 of Communications Act which empowers commission to license such repeater stations which were constructed on or before July 7, 1960 without prior authorization from commission.

- STA granted Sept. 14
  - Ch. Three Boosters, ch. 11, Fort Benton, Mont. (repeating programs of KRTV, ch. 7, Great Falls; KBBF-TV, ch. 5, Great Falls; Koma TV Club, ch. 7, Loma, Mont.; KRTV, ch. 9, Great Falls, Mont.; Plateau ValleyTv Assn., ch. 10, Plateau Valley, Me, S.; Grand Junction); Ridgway Community TV, Assn., ch. 3, Ridgway, Colo. (KREX, ch. 5, Grand Junction); Scramble Lions Club, ch. 10, Scramble, N.D. (KFPF, ch. 5, Bismarck); B&J TV Service, ch. 10, Tecopa, area Calif. (KCLJ-TV, Henderson, Nev.); Rattlesnake Free TV, ch. 7, Mizima, Mont. (KXLF-TV, ch. 4, Butte); Town of Holyoke, ch. 18, Holyoke, Colo. (KNOF, ch. 2, North Platte, Neb.).

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cp to change ERP to vis. 316 kw. aur. 158 kw.
KFAR Fairbanks, Alaska.—Granted cp to install new trans.
WLWD New Orleans, La.—Granted cp to install new trans.
KTPS (TV) Tacoma, Wash.—Granted mod. of ERP to 309 kw. aur. 89.1 kw.
KERO (FM) Houston, Tex.—Granted mod. of cp, to change type ant. and make changes in ant. system; and extension of completion date to Oct. 30.

Actions of September 13
WOR (FM) Terre Haute, Ind.—Granted cp to install new type trans.
KFVS-TAPE Cape Girardeau, Mo.—Granted mod. of cp to operate trans. by remote control. 10 kw alternate aur. and driver. to modify ant. ERP vis. 328 kw. aur. 14 kw.
WFLC-FM Plattsburg, Mo.—Granted cp to change type trans. and make changes in ant. system.

Actions of September 14
KBLR Goodland, Kans.—Granted involuntary assignment of license to Max A. Potocki, trustee in bankruptcy.
KBLR-TV Goodland, Kans.—Granted involuntary assignment of license to Max Joseph, trustee in bankruptcy.
WAJC (FM) Indianapolis, Ind.—Granted cp to increase ERP to 38 kw, change trans. and make changes in location, install new type trans. and type ant. and make changes in system.
Evening Star Bestg., Co., Washington, D.C.—Granted cp to change type. WJTM (TV) Elizabethtown, Ky.—Granted cp to change type ant. sys- tem: ERP vis. 144 kw, ant. 1600 ft.
WBBK New Richmond, Wis.—Granted mod. of cp to change type trans.
KRFK Los Angeles, Calif.—Granted cp to change type trans. and recommendation of mod. of cp to operate trans. by remote control.
WFCW Sparta, Wis.—Granted mod. of cp to change type trans.
KELE Phoenix, Ariz.—Granted authority for period of 90 days to remain silent.

Following stations were granted extension of completion dates as shown:

Actions of September 13
KOFY San Mateo, Calif.—Granted as- signment of license to Intercontinental Radio Inc.; without prejudice to whatever action the commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.
WBZ Boston, Mass.—Granted license cover- ing installation of aux. trans. at studio location; without prejudice to whatever action the commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.
WKFY-FM Cleveland, Ohio.—Granted li- cense covering increase in ERP and ant. height, without prejudice to whatever action the commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.
KZPF (FM) Cortez, Colo.—Granted extension of completion date to March 13, 1961.
WDAP-FM Kansas City, Mo.—Granted ex- tension of completion date to Jan. 27, 1961.
WBBS (FM) Crawfordsville, Ind.—Granted authority to Oct. 15 to broadcast only one day per week (Sundays).

Action of September 9
KJAM Madison, S.D.—Granted authority to sign-off Sundays 7 a.m. and sign-off 6 a.m., for period ending Sept. 30, Beginning Oct. 1 to sign-off 7 a.m. however, sign-off must be in accordance hours specified on station.

Actions of September 12
KDLA DeRidder, La.—Granted license covering new type trans.
KOLO Reno, Nev.—Granted license cov- ering change of DA-ND to DA-N to ERP vis. 30 kw, ant. 144 kw, new antenna.
KFOE DeForest, Wis.—Granted license cov- ering installation of new aux. trans.
WKDF Farmington, N.Y.—Granted license coverage for tv station; without remote control permitted.
KFPO Waco, Tex.—Granted license covering installation of new aux. trans.
WBKA Pittsfield, Mass.—Granted licenses covering change ant. new trans. in location. make changes in ant. system and installation new trans. remote control permitted. Trans. Granted move of old trans. to main trans. to location as aux. trans. Granted cp to Blue Water Bestg. Co. (WBTW) to make changes in ant. system (increase height); condition.

Granted DeForest, Wis.—Granted license to (CAND-FM) Ohio extension of completion date to Nov. 20.

PETITIONS FOR RULEMAKING
Delta College, Bay County; WSWM-FM East Lansing, Mich.—Request allocation of ch. 10 to Bay City, Mich., by making following proposed changes:

Add Delete
Midland, Mich. 20 25
Bay City, Mich. 194 25

Adler Electronic Inc., New Rochelle, N.Y.—Requests amendment of subparts I and J of rules so as to permit tv transmission in 110-2200 mc common carrier band by mak- ing following changes: (1) in paragraph 21.345 (E) eliminate sentence ”Television transmission in this band is not authorized” (2) in paragraph 21.350(E)—Change table as set forth to provide 5 mc authorized band- width instead of 5 mc authorized bandwidth for frequency band 110-2200 mc. (3) in section 21.804(D)—add 2110-2200 mc to table with footnote ”Limited to 5 mc bandwidth”, (4) in section 21.804(D)—add to table above frequency band 2110-2200 mc with authorized bandwidth of 8 mc. Denied by order adopted Sept. 7, 1960, and released Sept. 12, 1960. Ann. Sept. 16.

Radio-Electronics-TV Manufacturers Assn.—Petition for mod. of commission’s prac- tice with respect to, by including all types of tv trans. which were in use prior to June 30, 1955, on commission’s ”Radio Equipment List, Part A. TV Broadcast Equipment”. Denied by memorandum opin- ion that petition was not timely submitted and re- leased Sept. 13, 1960. Ann. Sept. 16.

Staff Instructions

License Renewals
Following stations were granted renewal of license: WAKC Blauvelt, N.Y.; WAGV Havre de Grace, Md.; WBLU Salem, Va.; WBMF Baltimore, Md.; WCFY Clifton Forge, Va.; WERD Fisher, Va.; WER-A War-

Maximum accessibility with front and rear doors. RF Components are completely shielded in aluminum enclosure. Built-in phantom antenna and transmission line RF filter. write for details and competitive pricing

Continental Electronics MANUFACTURING COMPANY 4212 South Bucker Blvd. Dallas, Texas SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

A Quality Collection of the Best Equipment for Broadcasters...

The new 236 page Gates Catalog is a handy reference manual of all broadcast and communications equipment that is available from Gates.

Free for the asking, let it assist you in your new equipment planning.
You're looking at an AM transmitter that has less down-time than any other. It's a Collins transmitter, and its reliability was proven by a survey of 1,024 stations. Remember: Collins transmitters are pre-tested on your frequency. They're another example of Collins broadcast superiority — acclaimed throughout the world.
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<tr>
<th>Name</th>
<th>Address</th>
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<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington, D.C. Federal 3-5800</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash., D. C. Telephone District 7-1200</td>
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<td>PAUL GODLEY CO.</td>
<td>Upper Montclair, N. J. Pilgrim 4-5000 Laboratories, Great Neck, N. J. Member AFCCE</td>
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<td>GEORGE C DAVIS</td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D.C. Member AFCCE</td>
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<td>RUSSELL P. MAY</td>
<td>711 14th St., N.W. Sheraton Bldg. Washington 5, D.C. Republic 7-3984 Member AFCCE</td>
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<td>GUY C. HUTCHESON</td>
<td>P. O. Box 22 CBastview 4-8711 1100 W. Abreu ARLINGTON, TEXAS</td>
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<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS Associates George M. Stimson, Robert A. Jones 19 E. Quincy St., Hillsboro 7-5601 Riverside, Ill. (A Chicago suburb)</td>
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<td>SILLMAN, MOFFET &amp; ROHRER</td>
<td>1400 G St., N.W. Republic 7-6446 Washington 5, D.C. Member AFCCE</td>
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<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5520</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>8401 Cherry St. Hillard 4-7010 KANSAS CITY, MISSOURI</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Tel: Jackson 4-2386 P. O. Box 82 Member AFCCE</td>
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<td>J. G. ROUNTREE</td>
<td>CONSULTING ENGINEER P.O. Box 9044 Austin 17, Texas Oxnard 2-3073</td>
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<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 223 S. Jasmine St. DIelette 3-5502 Denver 22, Colorado</td>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Haskins Street Lufkin, Texas Neptune 4-5824 Neptune 4-5558</td>
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<td>M. R. KARIG &amp; ASSOCIATES</td>
<td>BROADCAST CONSULTANTS Engineering Applications Management Programming Sales P. O. Box 248 Saratoga Springs, N. Y. Saratoga Springs 4300</td>
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<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Wabash 2643</td>
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<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers 1710 H St., N.W. Republic 7-3247 WASHINGTON 6, D.C. Member AFCCE</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D.C. Member AFCCE</td>
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<td>LYNNE C. SMEBY</td>
<td>CONSULTING ENGINEER AM-FM-TV 7615 LYNN DRIVE WASHINGTON 15, D.C. Oliver 2-6320</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS Fleetwood 7-8447 Member AFCCE</td>
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<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS Radio-Television Communications-Electronics 1610 Eye St., N. W. Washington, D.C. Executive 3-1236 Executive 3-5881 Member AFCCE</td>
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<td>JULES COHEN</td>
<td>Consulting Electronic Engineer 617 Albee Bldg. Executive 3-4416 1426 G St., N.W. Washington 5, D.C. Member AFCCE</td>
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<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers 2000 P St., N.W. Washington 6, D.C. Columbia 3-4466 Member AFCCE</td>
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<td>NUGENT SHARP</td>
<td>Consulting Radio Engineer 809-11 Warner Building Washington 4, D.C. District 7-4443</td>
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<td>JOHN H. BATTISON AND ASSOCIATES</td>
<td>Consulting Engineers Specializing in AM power increases—FM-TV 209A LaSalle Building 1028 Connecticut Ave., N.W. Washington 4, D.C. RE-7-0428</td>
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**Service Directory**

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<tr>
<td>PRECISION FREQUENCY MEASUREMENTS</td>
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<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>103 S. Market St., Lees Summit, N.C. Phone Kansas City, Lacedsa 4-5777</td>
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<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 465 Concord Ave., Cambridge, Mass. Phone TEanbridge 6-2810</td>
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<td>M. R. KARIG &amp; ASSOCIATES</td>
<td>BROADCAST CONSULTANTS Engineering Applications Management Programming Sales P. O. Box 248 Saratoga Springs, N. Y. Saratoga Springs 4300</td>
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**SPOT YOUR FIRM’S NAME HERE**

To Be Seen by 85,000 Readers—among them, the decision-makers in the broadcast station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.

*ARR Continuing Readership Study*
Classified Advertisements

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum + HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No blind box number—BROADCASTING.

Applications: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Radio

Help Wanted—Management

Manager for successful operation in single station market. Extent of own enterprise present manager being promoted. Send details and references. Box 982B, BROADCASTING.

Ohio single station market daytimer needs station manager experienced in full operation. Should have sales background. Box 278C, BROADCASTING.

Working manager wanted midnight daytimer. Small market. Good money. Help station. Should have sales background. Box 278C, BROADCASTING.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential. Excellent earning possibilities. Send resume. Box 278C, BROADCASTING.

Sales


Opportunity for announcer who wishes to step into full management-announcer position in station with top market. No board work. Write Box 197C, BROADCASTING.

Salesman with experience and ideas wanted for top station in market Florida east coast. Write Box 199C, BROADCASTING.

SalesmanANNOUNCER—extending southern California am—fm station needs nfm announcer, with first class radio, telephone license. $250 per month plus 20% all sales. Send resume. P.O. Box 210C, BROADCASTING.

PACIFIC NORTHWEST—extending into self-contained market. 1 proven salesman, management potential. Manager-announcer. Box 215C, BROADCASTING.

South Florida calls. Before winter strikes, make the move you’ve dreamed about. Full-time single station market is seeking an announcer—man with at least 2 years experience. Good opportunity for you to work up in one owner chain. Box 290C, BROADCASTING.

Salesmen. Newly purchased 5000 watt station in top 50 New England market seeks two aggressive local salesmen, one of whom could become sales manager. Start at $5500 plus weekly bonuses against 20% commission. This opportunity may never arise again. Replies held in confidence. Box 300C, BROADCASTING.

Have immediate opening for experienced salesman in progressive single station west Texas market. Contact Clint Formby, XPA, Hereford, Texas.

Salesman—assistant manager wanted immediate background and opportunity. KWP, Boonville, Missouri.

WJSO 5kw #1 Pulse needs top salesman. $350 plus 17½% to 25% commission. Replies confidential. P.O. Box 146, Johnson City, Tenn.

Outstanding salesman wanted for Palm Beach quality station WQXT-AM-FM, with potential for sales and station management. Sales background and ability a must. This could be your finest opportunity to date. Please contact Art Rivers at the West Palm Beach Park Avenue, West Palm Beach, Florida. September 29 thru October 6, for appointment and interview.

RADIOS

Help Wanted—(Cont’d)

Sales

Top-rated station—Jackson, Miss. See our ad under management. P.O. Box 197C, Jackson, Miss.

Top grade professional time salesman wanted for Texas radio chain. Security and company benefits. No drifters or drinkers. Family man preferred. Give full details in letter to Box 866, Dallas.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

ANNOUNCERS

Salesman for dynamic 5 kw in metropolitan market of 300,000. Excellent earning potential. Send resume to Jay Elson, P.O. Box 501, Fort Worth, Texas.

Representative wanted in your territory. From your desk you can earn a substantial additional income. Send complete background and photo first letter. P.O. Box 197C, Jackson, Miss.

ANNOUNCERS

Step up! Punch and push personality for top-rated, 24-hour daytimer in booming eastern market. 33 hour week. Start $105.00. First phone preferred, will consider all others. Send tape, picture, detail. Personnel manager, KIWW, Columbus, Ohio.

Announcer with first phone. We need and are prepared to pay for experienced man, with mature broadcasting background. Position offers first class facilities. Write for details. Box 197C, BROADCASTING.

SALSALES

Salesman...experienced...must know announcing. Copy, and good radio. 1 station market. Pennsylvania. Box 197C, BROADCASTING.


Program director and swinging dj. Top 40, high Pulse rated, N.E. metre market. Immediate opening—salary, plus benefits. Send full references. Box 256C, BROADCASTING.

Immediate opening: Experienced, mature announcer wanted to join our staff. Part of our Pleasant Sound. Stable middle market. Good salary, benefits. We are an equal opportunity雇主. Send tape, photo. Box 256C, BROADCASTING.

WANTED, combo men for midwest single station market. Box 298C, BROADCASTING.

Swinging dj ready to move up to pd number one format station. midwest. Chance for tv, too. Send short, excellent tape and picture. Box 298C, BROADCASTING.

South Florida. Fast paced, format radio, who is willing to work and follow instructions to own personal style. Family man only. Box 301C, BROADCASTING.

Ohio, Indiana. Kentucky area city of 300,000 offers extremely pleasant smaller city living plus access to metropolitan area. Immediate opening for announcer capable of interesting record shows and knowledge- able news. Adult music backed by strong local news policy featuring ground and air mobile units, monitor radios, and miniature recorders. Brand new studios. Present staff mature, market oriented. Valued radio pro. Send tape, photo, and job history first letter to Box 279C, BROADCASTING.

Newsman major group station in top eastern market. Needs top notch man urgently. Compile, edit and read news. Start immediately. Send resume and photo. Send resume immediately. No tape returned. Box 298C, BROADCASTING.

ANNOUNCERS

AM fm adult music station has opening for announcer—advertising. Good license, top salary. $500 month plus commission. Send tape, picture, resume and salary requirements to Program Director, KGFW, Kearney, Nebraska.

Experienced staff announcer—dj. Tight production for adult music station. Opening October Ist. Send tape, picture, resume and salary requirements to Program Director, WCOJ, Ashland, Ohio.

Announcer with first phone ticket. Salary based on ability. E. H. Whitehead, KTLU, Rust, Texas.

Daytimer. Tape, photo. KVVW, Showlow, Arizona.

Capable announcer wanted immediately for progressive station. KWRT, Boonville, Missouri.

Announcer. Must be experienced for well established small market station near Phila- delphia. General staff and board work in good music and news operation. Good salary with profit sharing plan. WCOJ, Coates- ville, Indiana.

Two announcers needed immediately. Starting salary range from $60 to $85 weekly depending on ability and whether you are qualified for morning or afternoon shift. Opportunity for advancement at this station or other company stations, which is interested in expanding. Send resume including references and complete experience in first correspondence to William Wynn, Program Director, WUSN, Wus LV, Wallingville, N.Y.

Announcer—salesman combination. Three hours daily plus guarantee on commissions. Box 500C, BROADCASTING.

Contact Nick Robinson, WRESS, Holyoke, Massachusetts.

Two home base of 3-station modern radio chain needs top flight newsmen strong on commercials who can double as swingers. Excellent opportunity. Large market. Good salary. Send resume, references and photo. Box 500C, BROADCASTING.

24 hour Florida station needs experienced announcer for morning show. Send resume. WRTL, Bradenton, Florida.

WUSN-TV-Charlotte, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videocassette with resume and recent photograph to Ed K. Webb.

For deejays original enough to create their own material. The Daylight Humor-Ology Kit tells you what humor is and how to write your own. Special low cost rate—20% off. AirHumor-Ology, P.O. Box 1, Elkhart, Indiana.

ANNOUNCERS

Many immediate job openings for good announcers throughout the S.E. for news and background. Excellent Placement. 458 Peachtree Arcade, Atlanta, Ga.

Technical

Chief Engineer. Responsible, adult midwesterner step up to successful small city daytimer away from metropolitan frenzy. Maintain equipment and staff. Earnings and benefits good—do some engineering. Take your place in community. Real opportunity, per- sonal attention. S pc expected. Answer guaranteed. Box 297C, BROADCASTING.
Chief engineer to take complete charge. State salary expected. Resume of experience. RGFW, Kearney, Nebraska.

Experienced first class licensed technician for 5 years operation and maintenance of a station. Must be good at making repairs and have experience for advancement. Applicants must have car and personal residence within 30 miles of station. Telephone, wire or write. Mr. Charles Murn, WURO, Albany, New York.

Young—"First" engineer, as chief, immediately. Must have full responsibility—call required. Prior subject to phone. Phone Mr. E.R. Enng, WTOR, Torrington, Connecticut.

Chief engineer or combo chief and announcer. Salary open. WVOX, Liberty, New York.

Production-Programming, Others

Local newcomer—gather and announce 250 full-time southeast New York state. Box 7683A, BROADCASTING.

Program director for well-established classical music station in the Pacific west. Must be able to program around an ethnic personel, supervising classical music selection, working with station's commercial staff, and offering fully professional advice to program policy and station promotion. Please submit resume and you can furnish proof of classical music broadcasting experience, and where you have been. Box 289C, BROADCASTING.

Experienced, qualified station manager seeks challenging opportunity. Write Box 161C, BROADCASTING.

Honest, aggressive young medium market manager wants to settle in exclusive mid-states and small market. Box 51C, BROADCASTING.

Let's discuss mutually satisfactory management association to fulfill your stations potential. Hard working, 15 years experience, all phases. Turned chain's small competitive market station into profitable monthly operation as leading sales producer. Now executive unusual copy, production commercials, station promotion, programming ideas. Desire better position for permanency. Box 190C, BROADCASTING.

I'm employed—manager/sales, profitable operation. I'd like change to station where gross and earning potential is larger. Personnel knowledgeable, accredited reputation experience back of me. Present employer writes. Box 288C, BROADCASTING.

Capable manager-engineer wants to lease station in southeast with option to buy. Consider past experience. Fully man in mid-thirties. Excellent references, 9-year management-engineering experience. Write Box 288C, BROADCASTING.

Tiger for sale. If you are hunting for a manager with more money for you on sound basics and top radio operation. Write or wire Box 308C, BROADCASTING.

Dynamic producer, now employed as manager desires change. Know Florida markets and southern sympathies. Radio management or tv-sales. Box 290C, BROADCASTING.

Make your station swing with my ideas and imagination. If you need new management and new objectives write or wire Box 309C, BROADCASTING.


Sick station? I don't believe it. For fresh ideas and an approach based on objective experience write Box 310C, BROADCASTING.

New sound of radio. Experience and aggressive sales program plus positive thinking can put your station into profit. Box 311C, BROADCASTING.

What's your favorite color? Want a manager who loves black but hates red? (Ledger ink. this is key.) Presently employed as manager of station soon to be sold. Experienced in administration, sales, and air work. Option to invest preferred. Size of market unimportant. Box 318C, BROADCASTING.

Sales

3 years experience major market radio, selling, servicing, copywriting, radio-television. Desperately seeks to build future in radio, or television. Box 200C, BROADCASTING.

See "Professional Sales Representative" under television-sales.

Announcers

DJ, strong news, commercials, steady, relocate anywhere. Seeking challenge.Box 988B, BROADCASTING.

Nuegro dj, sales-minded, serious, audience appeal, versatility, go anywhere. Box 989B, BROADCASTING.

Gal dj, negro, board, sales, travel. Available immediately. Box 989B, BROADCASTING.

Experienced to break into major market after 6 years in the field. Excellent references, tell the story. Box 135C, BROADCASTING.

Announcers, pd, sports-play-by-play, 3 years experience, 26, family, college graduate, fine speaking character and tons of energy, employed. Box 211C, BROADCASTING.

Experienced, employed combo, seeks Minneapolis-Wisconsin station. $500 minimum. Desires combination of the sportscaster and the weatherman. The mature approach! Presently employed at 50,000 watt operation in top northeastern market. With present employer knowledge, wish to relocate. Familiar with sports as pd, dj and newscaster. Excellent references, married. If you're looking for a smooth, positive touch in your daytime or evening programming, look no further. Salary open. Box 221C, BROADCASTING.

Attention small markets! DJ, 23, single, female, no experience, absolute fantasy potential—prefer top 40, but will consider all offers. Box 229C, BROADCASTING.

Young man looking for start in radio or tv, graduate of SUNY-T. No lack experience. Prefer New England area. Box 222C, BROADCASTING.

Announcer, two years experience, bright sound prove yourself. Same here as in last 2. Box 236C, BROADCASTING.

College grad, single, 24, experienced future management position. Great ad-libber. Box 254C, BROADCASTING.

What do you need to take the lead? Creative record show, fresh approach to news, audacious high school openings. Sales with the price cutters, attentive listeners, at ticket. Box 269C, BROADCASTING. You can have them all in one package in exchange for "program director with a voice" position 10 years experience. A.B. degree. Box 265C, BROADCASTING.

Announcer, mature, Authoritative news. Smooth dj, top markets only. Box 272C, BROADCASTING.

Announcer-newscaster seeks New England position, 21, years plus experience. Box 273C, BROADCASTING.

Announcing school graduate, 23, strong on commercials and news. Reliable, ambitious, sincere. Locate anywhere for promising opportunity. Liberal Arts masters degree. Tap available. Box 274C, BROADCASTING.

"E Pluribus Unum" If you need a bright young midwestern man, I'm that "One" $850.00 minimum. Box 278C, BROADCASTING.

Canadian, nine years experience, sports, play-by-play, extremely versatile, married with family. Send replies to Box 281C, BROADCASTING.

Play-by-play outstanding sportscaster. Proven over the air. Currently one of the east's major markets. Five years experience, record ratings, major university affiliation. Consider only top positions. Box 285C, BROADCASTING.

Announcer, disc Jockey, lively, sound, fast board experience, not a floater. Box 283C, BROADCASTING.

Announcer, salesmen, experienced, married, veteran, tight format. Wants to settle. Box 284C, BROADCASTING.

Stop here if you're looking for a reliable young (36) versatile airman with 11½ years experience. Will locate anywhere. Strong on news and dj. Box 286C, BROADCASTING.

Situations! Slow-paced stations, light experience, ticket, no maintenance. Box 286C, BROADCASTING.

Negro-disc Jockey looking for work, could do news, commercials and work our own board. Box 291C, BROADCASTING.

Need sales and listenerhip? Try me. Voices and gimmicks guaranteed to give you both. Successful, well compensated. Box 295C, BROADCASTING.

DJ: 4 years experience, Vet, single, 25. Two years college. Like to settle in the Pacific northwest. Tape, photo, resume on request. Box 293C, BROADCASTING.

Attention west Texas! 1st phone dj, Avali-able in 4 weeks. Box 303C, BROADCASTING.

Need sales and listenerhip? Try me. Voices and gimmicks guaranteed to give you both. Successful, well compensated. Box 295C, BROADCASTING.

DJ: 4 years experience, Vet, single, 25. Two years college. Like to settle in the Pacific northwest. Tape, photo, resume on request. Box 293C, BROADCASTING.

Attention west Texas! 1st phone dj, Avali-able in 4 weeks. Box 303C, BROADCASTING.
Situation Wanted—(Cont’d)

Announcers

Yeung fellow, willing to work and learn. Little experience plus broadcasting. Box 307C, BROADCASTING.

Eloquent announcer—Experienced all phases radio: production, newscasting, available for interview and audition. Write Box 316C, BROADCASTING or call Brooklyn, New York, DE 6-0539.

Wake up smiling! *(At higher ratings)* leaving present position. In New York City—radio background too! Two man morning radio show—never aired here and ready to go anywhere. Vets, any medium,prefer. Medium market but all inquiries answered. Box 317C, BROADCASTING.

Formal sounding news announcer, college, 7 yrs. experience. Very married, desires immediate radio or tv opening. Write Box 283C, BROADCASTING.

DJ-announcer, 5 yrs experience: Tight production—presently employed. All formats, 20, single, will travel. Trick voices. Box 332C, BROADCASTING.

Announcer/sales—Top experience in small and medium markets. Good air personality, can keep accounts active. Want to join progressive organization. Offering security, longevity, creativity. Plus chance to move up. Mail to: M.A., 123 Anytown, Anystate, 810 Anyave. Also tape, complete brochure sent in receipt of your letter. West—5 yrs. preferred, due to wife’s present health. Box 337C, BROADCASTING.

Seeking Integrated operation, balance programs, writing in搞笑 manner "paradise". All first letter, 11 yrs radio. 
Minimum $300. Settle permanently. Family, vet, 30, 1040 Riverside Avenue, Defiance, Ohio. Phone 2-2701.


Announcer. 26, married, draft exempt, 2 yrs experience board year. Have had emphasis on comedy music. Presently employed. June Draper, 2693, Valley Road, Pulaski, Va.


Detroit announcer 15 yrs experience wants relocation in medium to large market. Network caliber. Strong on radio news (some tv) also good music. Top references. Call or write Dick French, WJBK, TR 2-7450 or PR 2-9383.


YOU AIN'T HEERED NUTTIN’ YET!

He’s one of America’s most exciting D/J’s
He’s top rated in one of top 3 markets
He’s unbeatable at play-by-play . . . in all sports . . . both live and re-created
He’s an alert hard worker with unlimited ideas
He’s got the best references and security in present position but is seeking a new challenge.

HE IS AVAILABLE!

Box 332C, BROADCASTING

Situations Wanted—(Cont’d)

Announcers

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 180 West 73rd Street, New York City.

Technical

First phone, three years experience control room engineer, no announcing available immediately. Box 191C, BROADCASTING.

Engineer experienced construction, maintenance a.m. f.m. Presently Chief 5 kw d.a. desires more similar position. Several small stations. Have test equipment experience. Box 305C, BROADCASTING.

Chief engineer, 5 kw, fair announcer, family man. Wants permanent position, definite hour. Relocate south, I work for money. Box 315C, BROADCASTING.

Chief engineer, experience construction, maintenance. Remote control, d.a. experience to 5 kw. Prefer medium to large station operation. References, Box 320C, BROADCASTING.

Young married man with first phone desires position in newspapering, with station located somewhere in south, VA 1-755, Kang. City, Missouri. Box 321C, BROADCASTING.

Chief engineer, construction maintenance, remote control. D.A. experience up to 5 kw. Prefer medium to large station operation. References, Box 326C, BROADCASTING.


Production-Programming, Others

Former public and station relation executive, 18 yrs experience in broadcasting with station located somewhere in south, VA 1-755, Kansas City, Missouri. Box 321C, BROADCASTING.

Chief engineer, construction maintenance, remote control, d.a. experience to 5 kw. Prefer medium to large station operation. References, Box 326C, BROADCASTING.


WANTED—Program-Programming, Others

Need knowledgeable young Pro? Good market? Million-market assistant ready! Box 277C, BROADCASTING.

Newscaster: presently employed at large production station, writing, editing, airing own copy. Married: mature. Will meet all offers. Box 300C, BROADCASTING.


Well qualified in all phases of radio and tv production. Excellent announcer, 8 years station , 2 yrs agency experience. Degree preferred. Have career position in or near Charlotte, N.C. Box 335C, BROADCASTING.


15 year radio man desires to relocate as program manager, experience with engineering in medium market. Past 213 personality and staff in newspapering. Call or write Dick French, WJBR, Detroit, TR 3-7400 or PR 2-9383.

TELEVISION

Help Wanted—Management

Manager for large television station in Latin America. Must have top-notch executive ability and experience in television administration, sales and programming. Family man preferred. With references to withstand closest scrutiny. This is an excellent position with good salary and unlimited potential for the right person. Applicant must be fluent in Spanish. If you believe you possess the qualifications, please put reply in Spanish immediately. All applications and resumes will be kept confidential. Write Box 298C, BROADCASTING.

Sales

Hungry salesman wanted. We want a man hungry for fame as well as fortune. If you long for a territory of untapped potential, with challenge that will pay off for the right man, send your resume to us. Eastern network vtr station with lots of savvy and plenty to talk about, needs one more top man. Have a position for you. You must be without a doubt devoid of imagination and creative ability, stay away! Box 298C, BROADCASTING.

Announcers

Announcer, capable of good news delivery, able to handle live vtr’s. Will consider young man with potential in production and news anchoring. Box 202C, BROADCASTING.

WUSB-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K, WUSB.

Technical

Wanted, transmitter engineer to operate at hill tv transmitter location. Living quarters, food allowance, good salary. Should be familiar with 5 and 7 kw watt systems. Write Jim Brady, KIFI-TV, Idaho Falls, Idaho.

Television transmitter operator for KMV1-TV, Walluik, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Transmitter supervisor for PT 2SBH. Applicant should be very strong on transmitter maintenance, Gvt. man. Contact Jim Lockert, Chief Engineer, KMVI-TV, Lawton, Ok.

First phone with vtr experience to install, maintain 3 Ampex vtr’s. Contact Bill Fall, 1409, WABAA Purdue University, Lafayette, Indiana.

Experienced studio technician with technical training, 1st class required. Salary $5,000-$7,000. Chief Engineer, KMVI-TV, 1765 East Museum Drive, Chicago 37.
Help Wanted—(Cont'd)

Production-Programming, Others

Art director: Experienced in tv and photography, creative, send resumes and sample of art work to: Ronald Boyles, KHOL-TV, Grand Rapids, Michigan.

TELEVISION

Situations Wanted—Management

Sales manager, small market NBC affiliated station, looking to larger market in sales or management capacity. Box 322C, BROADCASTING.

Experienced tv sales manager. Hard worker as sales, confirms. Presently employed looking for new opportunity with greater potential than present market affords. Box 323C, BROADCASTING.

Sales

Professional sales representative—Highly successful and experienced in advertising and sales. Desires to associate with top quality tv production company. Box 325C, BROADCASTING.

Announcers

Broadcasting thirteen years, five exclusively television. News, all phases, my specialty. If yours is a larger “market,” if you’re interested help, by mail, send resume, send reports, let me give you full details. Box 328C, BROADCASTING.

Technical

Studio engineer, 7 years experience in studio, transmitter operation and maintenance, wants permanent position. Prefer southwest. Box 329C, BROADCASTING.

First phone, tv background, available immediately, alert young married veteran. Box 330C, BROADCASTING.

1st phone, 4½ years electronics, 1½ years radio, 8 months tv, former am chief. Desires tv studio, transmitter. Prefer west coast. 6024 S. Grand, Spokane, Wash. M-4-1086.

Transmitter engineer: 10 years experience, 3 radio, 7 tv, Prefer east coast. Available October 1st. Inwood and Finch, 428 Wash-ington St., Monroe, Michigan.

Production-Programming, Others

Five years experience, film director, producer-director, writer, others. Prefer Atlanta orman plus others. Box 184C, BROADCASTING.

TV newsmen, college graduate, with six years reporting, writing and filming experience. Looking for news position with security. Box 332C, BROADCASTING.

TV newsmen heading 2-man department at large southern station seeks new challenge as news director or staff member. Experienced legman, photographer, film editor, script writer, interviewer, and newscaster. Contact Bob Wesley, Apt. 700-L, Longview Road, Knoxville, Tennessee. 8-3211 or 8-8101.

For Sale

Equipment

FM antenna, transmission line, Magnecord, mikes, jack strips, etc. Write Box 250C, BROADCASTING.

FCC legal General Radio am modulation monitor $150; Progrator limitor $150; two WE 638A cardiod mikes $30 each, all in good condition. Works. $250. FOB, COD. Box 275C, BROADCASTING.

10,000 watt GE—FM transmitter on air now. Top condition. Will go to higher wattage. Box 278C, BROADCASTING.

Schafer automatic program equipment. Used less than one year. Manufacturer’s guarantee 4 years. $1,500.00. Call Olean, N.Y. 2-0181.

FOR SALE

Equipment—(Cont'd)

RCA 66-A modulation monitor top cond. Panel holder, mikes, 6MA P1 $250.00. Freight prepaid, KNET, Palestine, Texas.

Complete DuMont flying spot scanner system. Consisting of 2 DuMont 16 mm projectors, 2 pedals, 2 video amps, 2 power supplies and remote panel. Excellent condition. F.O.B. $1000.00 contact E. Newton Wray, KTBS-TV, Oklahoma City, Okla.

Gates remote—Model RDC-10 like new, with monitors and associated parts—$600.00 cash. Mr. Martini, Carena St., 2A-2411, Birmingham, Alabama.

1 30-foot custom-built completely equipped broadcast or studio trailer. Equipment includes draperies, 2 two-ton air conditioners, Western Electric console, outdoor speakers. Currently operating daily. Sell price $5,500.00. Direct inquiries to Am- bent Design, Wm. H. Seiden, 1510 Box 2601, Jack- son, Miss. FL 4-4066.

Gates 1 kw fm transmitter with dual channel multiplex, new exciter. $3,500.00. CB-11 turntables with 1000 records, cabinets $100 ea.; Petron tape machine re- cently $1100; A & B side 600; D-4665. Box 400S, Terra Haute, Ind.

Niker 16mm processing equipment $140.00; Pan-Cinor 1-2-8 20-40mm lens with case $125.00; Pan-Cinor 1-2-10, 30/60mm, synchronizer $750.00; Pro-Junior tripod with panhead $100.00. All items used but in excellent condition. Roman Ann Arbor, 1538 North 12th St., Quinn, Illinois.

Will buy or trade used tape and disc recording equipment—Ampek, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton, Studio, 100 Pennsylvania, Tuckahoe, N.Y.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors, Closed circuit and broad- cast gear. Lab. manufacturer, etc.してください。Box 333C, BROADCASTING.

Western Electric fm transmitter WE 506 B 10 kw requires only 10 watt exciter to put on the air. High quality. Immediately to make space for new trans- mitter. L.E. & G. Radio, Box 7, Norfolk, Georgia, or call DRAKE 8-8808.

TV Video monitors. 8 Me., metal cabinets starting at $159.00, 30 different models $8 thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Giant 60 inch Hollywood searchlights for use at grand openings, movie premiers and of great radii of tv or radio accounts. Complete units with 15.6 kw generator, 5000 ft. of cable. Contact Gordon Latham, 7 Pile, Box 326 Arlington Heights, Ill., Holiday 7-3500.

WANTED TO BUY

Stations

Wanted: Construction permit in northeast, am or fm. Send complete information. Replies confidential. E. Box 282C, BROADCASTING.

Michigan station or construction permit. Top business references. Conte, Hudson White & Company, P.O. Box 9-356, Grand Rapids, Michigan.

WANTED TO BUY

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

FM kilowatt transmitter, monitor, microphone, line, etc. R.C.J.Z., 2609 Telegraph, Berkeley, California.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern Florida. We need complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Holly- wood, California, Tri-1-1967.

INSTRUCTIONS

FCC first phone license preparation by correspondence. Associate classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure, Grantham School of Electronics, 3123 Gilham Road Kansas City, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables and studio. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 33, Texas.

Since 1946. The original course for FCC 1st class license, 5 to 6 months. Reservations required. Enrolling now for classes starting May 1, 1960. Booklet available. For information, reservations and registrations write: William C. Griswold, Manager, Elkins Engineering School, 1150 West Olive Ave., Buena Park, California.

Be prepared. First phone in 8 weeks. Guaranteed instruction, Elkins Radio, License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher, G.I. approved. Request brochure Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays! "-Deejay Manual"—a complete gaggle containing bits, ad libs, gimmicks, letters, doubles, etc. $5.00—ShowBiz Comedy Service (Dept. DJ-3), 65 Park-way Ct., Brooklyn 33, New York.

OUTSTANDING

Help Wanted—Sales

Salesman, Commercial & Broadcast Equipment. Must be able to travel. WRITE BOX 275C, BROADCASTING.

CONTINUITY WRITER

Immediate opening for continuity writer capable of assuming full re-ponsibility. Rush resume qualifications and requirements to Dale Muddy, WING, Dayton, 2, Ohio.

GET ANOTHER JOB?

Soleseman—Announcers—Engineers Combination—Copy—Program Director. GET A MIDWEST JOB

Write NOW for free radio-TV application WALKER EMPLOYMENT SERVICE

33 So. 7th St. Mpls. 2, Minn.

Box 276C, BROADCASTING.

Employment Service
RADIO
Situations Wanted—Management

MANAGING DIRECTOR
Of a group of AM stations in major and medium markets desires to make a change in association. Have proven record of establishing top ratings and income. EXPERIENCED in AM and TV management control plus actual station management — Format and good music programming — Labor negotiating and policies — Overall financial matters — Evaluating markets and stations. Would be interested in either group management or single station operation, AM or TV or combination. Your reply held confidential.
Box 314C, BROADCASTING

RADIO MANAGER
Available
13 years top exec. positions with two of largest multiple operators — large competitive metropolitan markets. Excellent industry references. Replies Confidential.
Box 324C BROADCASTING

Announcers

ART ROBERTS
TOP rated D.J. in major market, turns sights on Programming.

with Knowledge
K nowledge

I can have your station dominant in its market.
Coli—Frontier 9311
Write—5390 Lakeshore Road
Hamburg, N.Y.

TELEVISION
Situations Wanted—Announcers

ATTENTION:
EAST & MIDWEST TV & RADIO-TV
Do you need a man currently in a major market? 12 years experience as personality, sports director (play-by-play), newsmen and P.D. TV spots in 2 of top 10 markets? 28, college, married, family? If so contact:
Box 302C, BROADCASTING

TELEVISION
Help Wanted—Technical

SALES ENGINEER MID-WEST
Major mid-west broadcasting equipment manufacturer has opening for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make, selling his career. Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:
Box 244C, BROADCASTING

Production—Programming, Others

EXECUTIVE PRODUCER
Major educational TV production center seeks experienced executive producer to create, plan and oversee educational TV network program production. Salary commensurate with capabilities. Permanent, full-time position. Send full background details.
Box 330C, BROADCASTING

FOR SALE
Equipment

WANTED TO BUY
Stations

ATTENTION:

5,000 WATT FULLTIMER
Located in large market area on Florida Gold Coast. Station billing around $15,000 a month at present, but has unlimited, undeveloped potential. Price $500,000 with 29 per cent down. If you are financially qualified and sincerely interested, write:
BOX 117C, BROADCASTING

1,000 WATT DAYTIMER
Located on Florida east coast, billing around $5,000 a month, with unlimited potential. Station owns studio, leases land for $1.00 per year. Price only $100,000 with $42,000 down. Write:
Box 118C, BROADCASTING

STATION FOR LEASE
Good metropolitan market $7,000.00 cash required—Good lease arrangement for experienced people.
Box 315C, BROADCASTING

BROADCASTING, September 26, 1960
FOR SALE

PACIFIC NORTHWEST FULLTIME

Only station in large county. Grossing $80,000 asking $100,000 including good real estate. Terms.

Box 333C, BROADCASTING.

PACIFIC COAST STATE

Fulltimer grossing $60,000 and showing good earnings. Absentee owner anxious for quick sale and will accept $70,000 with $20,000 down and balance over 10 years. Valuable real estate included.

Box 334C, BROADCASTING.

FOR SALE

STATIONS FOR SALE

To buy or sell a Radio-TV property:

PATT MCDONALD CO.
Box 9266, Austin 17, Texas. GL 3-8080

Or:

Jack Keste, 60 E. 42nd, N.Y. 17, N.Y., MU 2-4813

Dick Watts, Box 701 Sa., Houston, Texas, HU 6-7400

STATIONS FOR SALE

CALIFORNIA. (a) Exclusive, full time. $75,000 with 29% down. (b) Fine prosperous community. Daytime, $175,000 with 29% down.


ROCKY MOUNTAIN. Full time. Exclusive. Doing $50,000 per year. Asking $55,000 with 29% down.

NORTHWEST. Daytimer. Excellent frequency. Did $55,000 last year. Asking $68,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29% down.

TOP 100 MARKETS. Southwest, Day timer. Asking $120,000 with 29% down.

JACK L. STOLL & ASSOC.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar for
Dollar
you can't beat a classified ad for getting top-flight personnel

GUNZENDORFER
CALIFORNIA. Big market fulltimer. $250,000.00 terms.
NEVADA. $39,000 down. Full price $100,000.00
IDAHO. $27,500 down. Asking price $95,000.

WILT GUNZENDORFER
AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

VHF TELEVISION STATION

Western multi-station market. Long steady revenue growth. Now on the threshold of showing profit. Future revenue growth assured. Substantial loss carry forward. Boom market. Handsome facilities. Network. $142,000 cash for corporation free and clear including $250,000 fixed and $75,000 quick assets.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

TV and Radio Consultants Licensed Brokers

Continued from page 108


Applications Deleted from Public Notice of September 24, 1959:


Application Deleted From Public Notice of February 18, 1960:


Application Deleted from Public Notice of March 18, 1960:


Application Deleted from Public Notice of March 25, 1960:


Application Deleted from Public Notice of April 21, 1960:


Application Deleted from Public Notice of July 8, 1960:


Application Deleted from Public Notice of Aug. 2, 1960:


NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

730 kc

CDKM Dauphin, Man.—10 kw D, 3 kw N DA-N untl.

800 kc

CHAB Moose Jaw, Sask.—10 kw DA-N untl.

900 kc

CKCY Baudette, Minn.—10 kw D, 3 kw N DA-2 untl.

550 kc

CBBB Barrie, Ont.—10 kw D, 2.5 kw N DA-2 untl.

880 kc

CKNW New Westminster, B.C.—10 kw D, 5 kw N DA-1 untl.

1350 kc

CGM Montreal, P.Q.—10 kw DA-1 untl.

1500 kc

CFLP London, Ont.—10 kw D, 5 kw N DA-2 untl.

2100 kc

CHSJ Saint John, N.B.—10 kw D, 5 kw N DA-2 untl.

1260 kc

CFRM Edmonton, Alta.—10 kw DA-N untl.

1320 kc

CJKE New Glasgow, N.S.—5 kw DA-N untl.

1340 kc

CJSL Weyburn, Sask.—1 kw D, 0.25 kw NR untl.

1330 kc

CBH Halifax, N.S.—0.10 kw ND untl.

1340 kc

CBH* Halifax, N.S.—0.10 kw ND untl.

FOR THE RECORD) 115
NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"What in the world will he get into next?"

(Facts about childhood's greatest enemy—accidents)

To a little boy or girl, everything in the world is interesting. But in finding out "the why of things," a great many youngsters are hurt or crippled or killed.

It's a mistaken belief, however, that young children are bound to have accidents—and that it's useless to try to prevent them. In fact, many studies have proved that most childhood accidents need never happen.

For example, consider the deadly threat of accidental poisoning. Each year several hundred thousand youngsters under the age of five swallow some kind of poison—and as many as 300 to 400 of these children die as a result.

These grim statistics could be drastically cut by observing the following simple precautions:

Store all drugs—especially flavored or brightly colored medicines—in a locked closet or cabinet.

Destroy all left-over medicines prescribed for temporary use. Don't throw them into a wastebasket where a child might find them.

Put all household products—disinfectants, insecticides, furniture polishes, bleaches, metal cleaners, lye, ammonia and acids—out of the reach and out of the sight of children. Replace covers or stoppers tightly.

Keep all potentially harmful substances in their original containers. Don't transfer them to unlabeled containers, particularly those meant to hold food or beverages.

Read all labels carefully, and follow warning directions to the letter—whether it's a label on a bottle of medicine or a container of paint solvent.

Find out if there's a Poison Control Center near you. These centers are ever ready to provide your physician with quick identification of poisonous ingredients and directions for emergency, life-saving treatment.

Metropolitan Life
INSURANCE COMPANY®
A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

THE LIGHT THAT NEVER FAILS
OUR RESPECTS TO . . .

Barton Arthur Cummings

"Thirty or forty years ago, Wall Street was the whipping boy. Today it's Madison Avenue."

This observation sums up the concern that Barton A. Cummings, president of Compton Adv., holds for "the disturbing 'image' about the advertising industry that is being built up and reinforced by the 'thought leaders' of the country."

In recent months Mr. Cummings' speaking engagements have centered upon the "unfairness" of many educators, religious leaders and political officials who constantly take pot shots at advertising.

Mr. Cummings, who has assumed a leading role in the American Assn. of Advertising Agencies' project to cope with this problem, acknowledges there are "no easy solutions," but hopes AAAA can devise "certain approaches that can help clear the air."

It is understandable that Bart Cummings would be a stalwart figure in a project to uphold the advertising business. He was born into an advertising family; his entire business career (except for a strange interlude when he slit the throats of beef cattle) has been in advertising, and, finally, he has reached the pinnacle of success in a comparatively short span of years.

Barton Arthur Cummings was born in Rockford, Ill., on Feb. 4, 1914. His father, Earl Cummings, was the founder and owner of a local advertising agency who was content to earn a modest living and spend his life among longtime friends and relatives in Rockford.

Too Small - But Rockford was not young Bart's oyster. His friends recall that he was "the leader" in school and community activities. He was the "take-charge guy," amiable but firm, with a no-nonsense approach to any activity he undertook. He was drawn to advertising because of his admiration for his father, but old friends say he was determined to make his mark on a canvas much broader than Rockford's.

Throughout high school and later at the U. of Illinois, Bart Cummings was the "golden boy." He was an all-American football player at Illinois, but also was president of his fraternity, Phi Delta Theta, and a member of two honor societies, Sachem and Ma Wa Da. He received his degree from Illinois in 1935 and worked several months for his father's agency as a copy writer.

But Mr. Cummings was scanning a wider horizon. He told his father he wanted to try his hand at advertising with a larger organization. He approached a family friend in Chicago, who was associated with Swift International, and was told that if he agreed to work for six months in Argentina at Swift's plant there "to learn the business from the bottom up," he would be transferred later into advertising and sales.

Bart Cummings liked the idea. He traveled to South America on a freighter, and went to work at Swift's—slitting the throats of beef cattle.

Deal's Off - When the six-month period ended, Mr. Cummings became disconcerted when a transfer to the advertising department did not materialize. He broached the subject to his superior but was told that he was scheduled to remain in the production department. He protested but was advised that the executive who made the promise to him had died.

Mr. Cummings returned shortly afterward to the United States and headed for New York. During this late fall of 1936, he started making the rounds of advertising agencies. He was accepted as an office boy-trainee at Benton & Bowles.

He progressed rapidly at B&B. He moved from office boy to traffic clerk to copy writer and in 1941 was appointed a copy supervisor.

Shortly after Pearl Harbor, he went to Washington to work with the Office of Price Administration and the Office of War Information, where he did considerable writing for economist Leon Henderson. It was during this period that Mr. Cummings' skill at administration was noticed.

He joined the Navy in the fall of 1943 as a junior grade lieutenant, attached to the amphibious forces of the Seventh Fleet in the Pacific. He was released as a lieutenant commander in the fall of 1945.

Moving Up - The tempo of his career quickened after the war. He joined Maxon Adv., New York, as an account executive on Ford in late 1943 and a year later was elected a vice president of the agency. In the fall of 1947, he moved over to Compton Adv. as an account executive on Procter & Gamble, and his upward climb continued.

"You knew almost from the start," a veteran Compton executive comments, "that Bart would end up as president of the agency. He seemed to take hold naturally and everybody took to him, liked him."

By 1952 he was a vice president and a director of the agency, participating in general administration and working with clients on products and services of a variety of advertisers. In January 1955, a month short of his 41st birthday, he was elected president of Compton.

Friends and colleagues agree there is no simple explanation for Mr. Cummings' success. But they point to such attributes as his physical vigor (he is 6 feet, 5 inches tall, trim and athletic), sustained drive and ambition, straightforward charm and native intelligence.

In speech and manner, Mr. Cummings is unpretentious and forthright. A long-time business colleague thinks Mr. Cummings' forte is "his terrific feeling for people, his understanding of their needs and wants."

There is no gainsaying that Mr. Cummings is the fair-haired boy who made good. A look at Compton's billing chart shows that business was at the $43 million level when Mr. Cummings assumed control in 1955. This year Compton's billing should be in the neighborhood of $90 million.

Mr. Cummings married the former Regina Pugh of Brooklyn in 1941. They make their home in Scarborough, N.Y., with their three children—Ann 19, Peter 17, and Susan 16. Mr. Cummings is active in the AAAA and enjoys hunting and fishing in the Adirondacks area in northern New York where he has a big log cabin.

Compton's Cummings
A bum steer didn't stop him
EDITORIALS

The task ahead

THE NAB's long search for a president appears to be near conclusion. Once the new man is selected, the directors and members can turn their attention to another project that is equally important and perhaps more difficult—a reappraisal of the NAB's structure, function and relationship to other organizations to which broadcasters subscribe.

The need for reappraisal has been evident for some time, but the death last March of Harold Fellows required that a higher priority be given to the task of choosing a successor. That job is almost done. Now more and more broadcasters are anxious to get to work on the policy problems.

Their anxiety is expressed in returns from a Broad- casting survey of television station managers' attitudes toward the Television Information Office, as reported elsewhere in this issue. The vast majority of respondents think that TIO is doing a good job and that its job is essential, but many also wonder whether it properly belongs to a separate organization like TIO or to the NAB.

It was many years ago that this publication first advocated consideration of a federation of trade associations and groups in radio and television. It is an idea that is even more attractive today.

The kind of federation we have in mind would not deprive any organization of its individual character, but it would create coordination for mutual efforts and eliminate the areas of duplication that now exist.

The mechanics of a federation would take some study to design, but the broad purpose can be outlined simply. There would be an umbrella organization—the National Federation of Broadcasters might be its name—that would have the job of representing all of radio and television before the public and the government. It would also have the job of coordinating the activities of specialized organizations when those activities were in or near the area of public or government relations.

In this arrangement the charters of the specialized organizations would have to be reworked. A Radio Advertising Bureau or a Television Bureau of Advertising would be given autonomy in its special field—selling—but would be required by its own charter to submit to the orders of the national federation if it chose to function in relations with the public or the government.

How many of the existing organizations in radio and television would be suited to participate in a federation? That would be for each of them to say, but RAB and TVB come immediately to mind. Perhaps others like the Station Representatives Assn. could logically be woven in.

It seems to us that the operations of TIO would become part of the expanded operations of the national federation by nature of the primary assignment of the federation itself, and we say this with no intention to underestimate the job that has been done by TIO's director, Louis Hausman, and the Television Information Committee which Clair McCollough heads. It is structure we are talking about, not personalities. Indeed it seems to us that the surest guarantee of retaining talents like those now associated with TIO is to give them a sensible framework in which to operate.

Airspace pincers

BROADCASTERS are threatened with an airspace pincers in the licensing process because of a jurisdictional controversy between the FCC and the new Federal Aviation Agency.

At issue is who controls the airspace used for radio and television broadcasting. Tall towers for tv antennas are needed for maximum coverage under FCC criteria. The FAA's interest is the determination of hazards to air commerce, and it has moved under extremely dubious if not nonexistent authority to assert its jurisdiction over heights and location of towers.

The problem existed even before the advent of tv. Since the 1952 final tv allocations, devised to provide at least one television service to all parts of the country, the controversy has worsened. But the FCC has had the final word until now.

On Oct. 10, by presidential order, the decade-old Air Coordinating Committee goes out of existence. The FAA then takes over. In advance of this, the FAA has issued proposed regulations challenging the old procedure. It proposes to assert final jurisdiction over tower locations and heights and to conduct separate proceedings, totally apart from those of the FCC governing issuance of permits. Beyond this, it proposes to establish a system of antenna farms for the entire country. Conceivably this could displace many existing antenna sites for radio as well as tv, without regard to coverage patterns, co-channel assignments and other criteria imbedded in existing FCC rules.

If there is one thing certain in communications legislation, it is that the FCC is the sole and final arbiter in allocations of broadcasting facilities. This embraces approval of transmitting equipment, power, frequency and antenna height and location. These are the components that determine efficient coverage for prescribed areas.

The FAA's jurisdictional claim over tower heights and sites is in contravention of the explicit terms of the Communications Act. Until now the Civil Aeronautics Authority, predecessor of the FAA, recognized this. In creating the FAA, Congress certainly did not intend to rescind the FCC's final authority over the allocations process. It therefore follows that the FAA has misinterpreted congressional intent.

Even under existing procedures, many stations have endured extreme hardships in seeking new locations for tall towers to enable them to improve service as the public interest requires. WHAS-TV Louisville, for example, has been trying for a half-dozen years to find a new site suitable to aviation authorities, but without success.

Dual or split jurisdiction would be untenable. The FCC should assert itself against FAA usurpation of its clear authority. If it fails in that, congressional or court action should be sought. The effort of government should be to simplify and expedite issuance of permits and not to complicate, hinder and delay.

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