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Reorganization of FCC may result from Landis study now in work ............... 96

COMPLETE INDEX PAGE 7

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COMPLETE INDEX PAGE 7

geomancy

WHAT DOES IT MEAN? HOW IS IT PRONOUNCED? DO YOU USE IT?

Seize the moment of excited curiosity — and consult KPRC-T.V.

FIGURES AND RATINGS YOU CAN DIVINE WITH TO YOUR HEART'S CONTENT, AND I.D.'S. C.B.'S., PARTICIPATIONS AND PROGRAM AVAILABILITIES TO SELL WITH!

"The expert’s T.V. station"

OFFICIALLY APPROVED AT MORE THAN 500 ADVERTISING AGENCIES

represented nationally by EDWARD PETRY AND COMPANY

Courtesy of Webster's New World Dictionary
AS ADVERTISED ON KVTV

MORE GOODS ARE SOLD ON KVTV FOR A VERY SIMPLE REASON . . . MORE SIOUX CITY PEOPLE WATCH KVTV THAN ANY OTHER STATION.

Statistics can be manipulated to say most anything you want them to say. And certainly, we have a whole rate card full of pertinent, and favorable statistics. But in the final analysis only one thing is important —did we move the goods? And this is where KVTV excels—in moving goods in the Sioux City market. And Sioux City is a potent market—over 3/4 million customers with over a billion dollars to spend. It's KVTV every time for Audience, Action and Sales. For complete information, see your Katz man.

*ARR Survey: March, 1960
ONE SHOT TAKES ALL THREE

Pick up three major markets and Grade A coverage to spare in Michigan's GOLDEN TRIANGLE. Strike it rich in an area with 46% of Michigan's population (outside Detroit)—nationally 26th in TV Households,* 11th in retail sales.** Let Venard, Rintoul & McConnell, Inc. give you the tally!

*Television Age 100 Top Markets 11/30/60
**SHROS Consumer Market Data

WILX TV SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS - Lansing / WPON - Pontiac
BUS OF THE FUTURE
Hydroair Vehicle, now being tested on land and water, rides on a self-generated cushion of air 5" above ground, has 32' x 24' passenger deck, is expected to move 100 miles per hour over water.

tomorrow’s selling is here today

in the LANCASTER / HARRISBURG / YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It’s your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.
CLOSED CIRCUIT

No deal

Exploratory offer of $30 million for ABC's owned and operated radio stations in six major markets was rejected by AB-PT board at its regular monthly meeting last week. Letter seeking reaction was received from Claire Stout, partner in Dow, Lohnes & Albertson, Washington law firm, and was understood to be in behalf of Westinghouse Broadcasting Co., Gene Autry-Bob Reynolds group (KOOL-AM-FM-TV Phoenix; KOLD-AM-TV Tucson; KMPC Los Angeles; KSFO San Francisco and KVI Seattle) and Loew's Theatres, which has contracted to sell its WMGM in New York for $10.9 million to Crowell-Collier.

It was learned, moreover, that another proposal, from an unidentified group, was for $39 million for ABC radio network plus o&os. Board majority, however, reiterated radio properties are not for sale. ABC's owned and operated radio stations are: WABC New York, KQV Pittsburgh; WLS Chicago; WXYZ Detroit; KABC Los Angeles and KGO San Francisco.

Interim talk

Will veteran FCC Commissioner T. A. M. Craven be called upon to take over interim chairmanship of FCC? That report received currency last week, particularly in light of study of independent agencies now under way at President-elect Kennedy's behest by attorney James M. Landis (story page 96). Mr. Landis, former head of SEC and CAB, based on his track record, is believed in favor of major reorganization of all independent agencies on ground that they're not effective.

Commissioner Craven, 67, is internationally known as top engineering executive. He's serving his second tour as FCC member (1937-1944; 1956-) and has been station executive as well as in private consulting engineering practice. Notion is that as Democrat he could take over chairmanship for six months or so, until FCC's future is determined. He's top-flight administrator and is highly regarded on Capitol Hill. Commissioner Craven plans to retire when his current term expires June 30, 1963. Commissioner Robert T. Bartley, 8-year veteran, is regarded as front-runner for regular chairmanship.

Looking for results

There's reawakening of advertiser interest in results obtained from media budgets, with signs that demand for consumer research will expand. Both Assn. of National Advertisers and Television Bureau of Advertising went into improved research techniques at their meetings last week, with ANA most concerned at moment over mounting cost of producing commercials and what many advertisers feel is exorbitant cost of talent and production.

WAVE rolls north

Interest in ownership expansion by George Norton station group has led it northward. To be announced tomorrow is acquisition of ch. 5 WFRV (TV) Green Bay, Wis. Price believed in excess of $1.5 million. NBC-affiliated Green Bay station, which went on air in 1955, is owned by Clayton Ewing and associates, who also own WIRM (TV) Iron Mountain, Mich. Norton ownership is based on WAVE-AM-TV Louisville. In 1956 WAVE bought ch. 14 WFIE-TV Evansville, Ind., paying $587,000.

Boring from within

Though they came to town for NBC meeting, number of television broadcasters found themselves exposed to ABC as well as NBC pitches while in New York last week. "Dual affiliates" carrying programs of both those networks discovered their hotel mailboxes had been stuffed—with promotion material based on ABC-TV's claims to superiority in ratings. ABC authorities cheerfully acknowledged they did it, explaining it seemed appropriate to update affiliates while they were in town for TVb meeting (which also was held in New York last week) and pointing out that this informational program was not limited to affiliates staying at NBC convention hotel. NBC authorities seemed to consider it a graceless move, to say the least.

Seats open

Irrespective of FCC chairmanship, new administration will be called upon to nominate Democrat to succeed recess appointee Charles H. King after first of year. Only name of substance thus far heard is Edgar G. Shelton Jr., 40, ABC vice president in Washington who, on leave, served as Lyndon B. Johnson aide in pre-convention and convention activity in Los Angeles and during campaign. Mr. Shelton is Austin native and lawyer. He served as director of U. S. National Security Training Commission (1952-57, during tenure of RCA Chairman David Sarnoff as its head.

Change in administration is likely to affect more than chairmanship and new Democratic commissionship at FCC. Number of top-rated staff positions now vacant or in hands of Republicans probably will go to deserving Democrats if past practices are pursued in Kennedy administration. Among positions probably up for Democratic grabs are: secretaryship, vacant since resignation of Michigan Republican Mary Jane Morris last March; general counselship, now occupied by John L. FitzGerald; associate general counselship, vacant since recent resignation of Edgar W. Holtz, chief, Broadcast Bureau, occupied by attorney Harold G. Cowill, as well as chiefs of other bureaus and offices at FCC. All are in top or near top salary brackets ($12,200-$16,500). Moreover, there's talk of consolidating housekeeping functions under secretaryship, which would be upgraded.

Ratings game

ABC-TV officials decided not to issue formal answer to blast let loose at them by NBC Chairman Robert Sarnoff (see page 89)—at least not immediately—but their undisguised attitude is "just look at the record." They cite earlier findings that they "manipulated" facts in claiming top program ratings for week when NBC and CBS were heavy with low-drawing political preemptions. If NBC wants to talk about non-political weeks, they say, then Trendex multi-network report for Nov. 5-15, after elections, puts ABC-TV's average evening rating at 17.3 against 16.0 for CBS-TV and 14.5 for NBC-TV—and also gives ABC-TV first place in 24 half-hours against 10 for NBC-TV.

Gun was jumped

Word two weeks ago that major U.S. manufacturer was on verge of demonstrating compatible color tv set at mass market price (CLOSED CIRCUIT, Nov. 14) turns out to be premature. It's true that manufacturer—specialist in chemical products and one of biggest U.S. firms—is working on new materials for color tv, but it's supplying them to another company engaged in set development. It may be some time before prototype set is produced.

Published every Monday. 33rd issue (Yearbook Number) published in September, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C. and additional offices.
What station do you first tune to for news of the Washington area?*

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

WWDC FIRST—by a big margin. When it comes to “hometown” news, nobody beats us in delivering it to the big metropolitan Washington audience. We deliver the sales big, too. Is your schedule ready?

WWDC

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
Again J. Walter Thompson is the No. 1 agency in broadcast billings. Radio-tv billings of $126 million took the agency to its third straight year of leadership, according to a BROADCASTING compilation. Young & Rubicam, McCann-Erickson and Ted Bates rank next in 1960 survey. See ...

50 BIGGEST BROADCAST AGENCIES ... 27

A major sponsor, Pittsburgh Plate Glass Co., has come up with a well-documented series of findings that demonstrate the power of tv to move merchandise. Westinghouse, Climalene and Purex have too. See ...

A TELEVISION SALES DOCUMENTARY ... 58

Mostly because of the higher cost of producing television commercials, the nation's major advertisers are starting to take a fresh look at their media budgets. Cost is a major topic at ANA convention. See ...

BIG SQUEEZE IN TV ADVERTISING ... 48

FCC is coming under the penetrating gaze of James M. Landis, former top federal official, who is conducting a study for President-designate Kennedy. He'll take up such matters as the ability of the commission to process cases—and he's been critical in the past. See ...

REORGANIZATION FOR FCC? ... 96

A summit shot at ABC-TV is delivered at NBC affiliates convention by Robert W. Sarnoff, NBC chairman, but he said nice things about CBS. He called ABC-TV a narrow-guage network. NBC-TV officials explain plans to upgrade network's programming. See ...

SARNOFF BURIES HATCHET—IN ABC ... 89

NBC Radio affiliates show most confidence in a decade as network officials say they are out of the financial woods and are talking in terms of expansion. See ...

NBC RADIO IS OPTIMISTIC ... 88

Broadcasters demonstrated outstanding fairness in the way they handled election returns and will be freed from Sec. 315 equal-time handicaps, according to a forecast by Clair R. McCollough at NAB fall conference in Washington. Editorializing right, however, may face a flight. See ...

HOW ROUGH THE ROAD AHEAD? ... 92

The importance of promotion in broadcast operation must be recognized, Broadcasters Promotion Assn. convention is told at New Orleans meeting. It may mean the difference between growing influence or more regulation. NBC board chairman, Robert W. Sarnoff, and Joseph Epstein Sr., of Fitzgerald Adv., are among key speakers. See ...

PROMOTION: KEY TO THE FUTURE ... 74

The option-time controversy is back in court again. KTTV (TV) Los Angeles ask U. S. court to set aside FCC order reducing network option time. The station still feels that option time should be abolished altogether. See ...

OPTION TIME GOES TO COURT ... 99

A year-long test of tv shows the medium really pays off, but it must be used consistently, Television Bureau of Advertising membership meeting is told. TV's importance as an advertising medium is stressed at New York session. See ...

TVB SEMINAR ON ADVERTISING ... 30

The feud between FCC and Federal Aviation Agency over granting of stations with high towers is simmering down. Now Elwood R. Quesada, FAA head, concedes FCC has final word though FAA hazard warnings must be heeded. See ...

FAA YIELDS ON TALL TOWERS ... 94
ONCE AGAIN ... JACK GOULD!

THE NEW YORK TIMES
NOV. 9, 1960

Ironically it was Station WTIC-TV in Hartford, Conn., which outdid all the fancy network computers. On the basis of returns collected with almost incredible speed, the combined staff of the station and The Hartford Courant predicted at 7:30 P. M. the victory of Kennedy in the state and reported that he would be a 10-to-1 favorite in the nation. By analyzing key precincts in the state, the staff also detected the major trends that were to appear later on a national basis.

Election nights g' it cannot be.

WTIC-TV 3 CBS Affiliate
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

BOTH SERVING SOUTHERN NEW ENGLAND FROM
HARTFORD, CONNECTICUT
Two AFTRA regions reject network offers

American Federation of Television & Radio Artists announced last Friday (Nov. 18) its eastern and western regional boards had voted unanimously to reject network's "final offer" (see story, page 85) and had authorized AFTRA's executive director and strategy committee of four local executives to call strike whenever they deemed it necessary.

Similar vote was slated by central board Friday night (Nov. 18) and it was foregone conclusion that similar action would be adopted there. AFTRA headquarters was preparing "fact sheet" Friday for distribution to press tomorrow (Nov. 18), indicating that decision to strike would be made tomorrow unless changing developments dictated switch in plans.

Action adopted by AFTRA also would include Screen Actors Guild, which conducted negotiations jointly with federation in area of "wild commercials."

Guild's strike would be against Film Producers Assn. of New York and member producers of tv film commercials. Networks, meanwhile, speeded up their preparations for substituting programming and personnel to fill void that would be created by walkout of union personnel.

Hagerty to join ABC

James C. Hagerty, White House news secretary, is definitely slated to succeed John Daly as ABC vice president in charge of news and public affairs after President Eisenhower leaves office Jan. 20. This move, anticipated in frequent speculation over past few months, appeared definitely set Friday although network officials continued to decline comment. It was understood Mr. Hagerty's title and executive responsibilities would be same as Mr. Daly's but that plans were to withhold announcement until time nearer Mr. Hagerty's departure from White House job in January (see stories pages 10, 87).

TvB income rising

Television Bureau of Advertising spending will go from about $820,000 this year to $1,042 million next year, TvB retiring treasurer Payson Hall reported Friday at New York session. He said income is expected to run about 6-5% ahead of spending and that TvB management had been asked to set aside at least 5% of dues revenues each year until backlog equivalent to about 40% of one year's dues had been built up. Current payroll is $500,000 and covers 44 persons. About one-fifth of Bureau's spending is for production of sales presentations, Mr. Hall said (early TvB story page 64).

Pepperidge farm bought by Campbell

Union of two sizable broadcast spenders was made known last week when Campbell Soup Co., Camden, N. J., announced it had acquired Pepperidge Farm, Norwalk, Conn., for $357,413 shares of Campbell common stock (closed at 77% on New York stock exchange on day deal was announced). W. B. Murphy, Campbell president, said Pepperidge would continue functioning much as now.

Campbell said Pepperidge sales were $32 million in last fiscal year, up from $25 million previous year, and profits last year were $1.1 million. Campbell sales were $516 million and profits $33.9 million.

Agency sources in New York said product lineup would be unaffected by move. BBDO handles heat processed Campbell soups; Leo Burnett tomato juice and frozen soups; Needham, Louis & Brooby pork and beans, and Tatham Laird Swanson products. Ogilvy, Benson & Mather has been Pepperidge agency since September 1955.

KYN0 Fresno sold

Sale of 30% of KYN0 Fresno, Calif., to General Manager Lester E. Chénault for $135,000 was filed with FCC Friday (Nov. 18) for approval. Mr. Chénault, who presently owns 20% of station, is purchasing additional interest from Amelia Schuler, who now owns 65 percent. Under proposed new partnership, Mr. Chénault will own 50% of KYN0; Miss Schuler, 35%, and Bert Williamson will retain 15% he now owns.

CBS radio adds sports

CBS Radio will schedule 10 new weekend sports broadcasts beginning Dec. 3. Under general title of Coleman on Sports with Jerry Coleman, former New York Yankee second-baseman as reporter and analyst, sportscasts will be heard in four time periods on Saturdays (11:05 a.m., and 12:05, 1:05 and 7:55 p.m. EST) and in six on Sundays (11:30 a.m., 12:05, 1:05, 6:05, 7:05 and 9:05 p.m.)

Shell oil switches budget to newspapers

Shell Oil is putting all its advertising in newspapers, company is announcing today (Nov. 21). Account, estimated currently to be worth $16 million, will be placed business through Ogilvy, Benson & Mather, N. Y., next month, when agency switch announced last summer becomes effective.

Shell tv for 1959 has been put at approximately $2.5 million, about on par with newspaper allocation, and radio billed perhaps million less. Most of tv money was in spot. All-newpaper policy becomes effective presumably at end of present contracts with other media, according to Shell spokesman.

Earlier last week company and agency announced abandonment of commission payment in favor of fee (see page 54).

H. Leslie Atlass dies

H. Leslie Atlass, pioneer broadcaster and onetime vice president in charge of CBS Central Division operations who retired last Jan. 1, died of cardiac condition in Miami Beach at 3:52 a.m. Friday. He was serving as general manager of WBBM-TV Chicago at time of his retirement; his death came 11 days short of his 66th birthday Nov. 29.

Mr. Atlass, with his brother Ralph, originated WBBM as amateur spark operation at Lincoln (Ill.) in 1911 and he was associated with station (affiliated with CBS in 1928 and purchased by network in 1933) through years, taking over management of WBBM-TV in 1953. He is credited with developing several executives and performers (Ben Bernie, Gene Autry, others) and originating direct church and dance band broadcasts. Survivors include his wife Harriet, his daughter Mrs. Don Dillion (Sis Atlass), two sons Frank (tv producer) and H. Leslie Jr., and his brother Ralph, vice president in charge of Westinghouse's WIND Chicago.

Booth heads bar group

Robert M. Booth Jr., Washington, has been nominated to be next president of Federal Communications Bar Assn. He is now 1st vice president.

Other nominees: Harold E. Mott, 1st vp; Donald C. Beeler, 2nd vp; James
Andrew F. H. Armstrong, who directed all creative departments at Leo Burnett Co., Chicago, until two years ago, joins Compton Adv., New York, as vp, creative director and member of agency's advertising plans board. Upon resigning from Burnett, Mr. Armstrong returned to college and received bachelor's and master's degrees from U. of Chicago. He had been with Burnett for 11 years, and earlier had been with J. Sterling Getchell Adv. and Dancer-Fitzgerald-Sample, New York, over period of 16 years.

William Dalton, president of Tyrex Inc. and American Rayon Institute, New York, appointed chief executive of National Community Television Assn., Washington, D. C., effective first week in January, 1961. He will be NCTA's first paid president. Mr. Dalton previously was president of American Society of Assn. Executives in 1959 and was 1956-57 president of Washington Trade Assn. Executives.

Jack Harris, KPRC-TV Houston, unanimously re-elected chairman of NBC-TV affiliates board of delegates at annual convention of affiliates in New York (see page 93). Edwin K. Wheeler, WWJ-TV Detroit, and Robert Ferguson, WTRF-TV Wheeling, W.Va., were re-elected vice chairmen; Louis Read, WDSU-TV New Orleans, was re-named secretary-treasurer, and Owen Saddler, KMTV (TV) Omaha, and Van Beuren DeVries, WGR-TV Buffalo, were named to affiliates board membership.

Hunt Stromberg Jr., director of program development at CBS-TV Hollywood, named vp, program development, that city. Mr. Stromberg joined network in June 1956 and has served as program executive on West Coast since then. Formerly, he was program director of KABC-TV Los Angeles and general manager of ABC's Western Regional Network.

Mike Shapiro, manager of WFAA-TV Dallas, appointed general manager of all broadcasting properties of A. H. Belo Corp., parent organization of Dallas Morning News. He succeeds late Alex Keese who died last August. Richard E. Drummy Jr., director of sales for WFAA-TV, becomes assistant station manager in addition to present responsibilities. Karl Lambertz becomes public affairs director for WFAA-AM-TV. Mr. Shapiro, who rejoined WFAA-TV in 1958 after having served as vp and managing director of KTUL-TV Tulsa, Okla., and assistant manager of KTDK-TV Lubbock, Tex., previously had been with WFAA-TV as local sales manager and commercial manager. Mr. Drummy was western sales manager for ABC-TV before joining WFAA-TV in 1958. Prior to that, he was head of Dallas tv sales office of Edward Petry & Co. from 1950-54.

For other personnel changes of the week see FATES & FORTUNES

Business briefly...

Chanel tv spots: Chanel Inc., N. Y., perfumes and toiletries, will start four-week pre-Christmas tv spot campaign next Friday (Nov. 26), using average of 12 to 15 20-second spots weekly in top 14 markets. Agency: Norman, Craig & Kummel, N. Y.

Quaker gets parade: Quaker Oats Co. (various products), Chicago, buys Tournament of Roses Parade telecast on ABC-TV Jan. 2 (approximately 8:30-10:45 a.m. PST) with Robert Cummings and Bess Myerson as co-hosts. Agency is Lynn Baker, N. Y.

Automotive series: Studebaker-Packard Corp., South Bend, Ind., through D'Arcy Adv., has budgeted $3 million for half-hour film, Miter Ed, on 109 stations in January. Show, produced by Filmways TV Productions, stars Alan Young and Connie Hines. Contract is for 26 weeks.
U.P.D. —

How could you do more?

A great, great job of reporting!

Bill Perry
Mgr.
Mr. Walter I. Kingsley, President
Independent Television Corporation
486 Madison Avenue
New York 22, New York

Dear Walt:

We want you to know how pleased The Curtis Publishing Company is with the current sales report on "Best of the Post." Independent Television Corporation is making wonderful progress in selling this series.

Your sales success justifies our faith that a series derived from some of the best material written for THE SATURDAY EVENING POST would have the confidence and receive the support of television broadcasters, sponsors and audiences all over the country.

ITC has proved beyond doubt the acceptability of dramatic half hour anthology programming when it has fine writing and quality production of the caliber of Best of the Post.

Sincerely yours,

Bob

Thank you, Mr. MacNeal...and our sincere sponsors who have all helped us to bring of the season”—the “BEST OF THE POST”
"BEST OF THE POST, a series of stories with a great deal of quality as to acting, writing and production...a film anthology based on fiction from The Saturday Evening Post, the collection appears to be several notches above the average television series."

—Fred Remington, Pittsburgh Press

"...an unusual amount of production value not often found in a half-hour film series..."

—Radio-TV Daily

"...made an evening in front of the television set worthwhile. Such excellence. Judging from the opener, BEST OF THE POST is one of the best."

—Barbara Tiritilli, Chicago American

"Whoever network executive snubbed this series will have a blushing face more vivid than the color in which the series is produced if subsequent episodes match the overall excellence of its initial anthology."

—Hollywood Reporter

"BEST OF THE POST" arrived Saturday evening on Channel 7 (WABC-TV) in an impressive fashion...indicating there's talent being used wisely in television despite many signs to the contrary...well written, directed and performed and, above all else, and quietly, it bore the mark of intelligent hands..."

—Jack O'Brian, New York Journal American

"expensive sets, costumes and technical work and splendid cast...befitting such writers as James Warner Bellah (who wrote and did teleplay for debut episode 'Command')." —Cecil Smith, Los Angeles Times

"Superbly played...chalk up another one for WGN-TV." —Chicago Tribune

"BEST OF THE POST" will be a formidable competitor in the syndication sweepstakes."

—Variety

"destined to be one of the highlights of the season..." —Hollywood Variety

thanks, too, to the stations and to television “one of the highlights
WSYR-TV PLUS!
WSYE-TV DOMINATES CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

DATEBOOK
A calendar of important meetings and events in the field of communications
*Indicates first or revised listing.

NOVEMBER

Nov. 22—Advisory Council's annual dinner, Hotel Plaza, New York. Nell Elliott, Procter & Gamble board chairman, will receive the council's 1500 public service award.

Nov. 22—Hollywood Ad Club luncheon at Hollywood Roosevelt Hotel, Jerome Guild, designer, will discuss "Importance of Packaging."

Nov. 22—Radio & Television Executives Society's time-buying and selling luncheon seminar. Matthew J. (Joe) Culligan, McCann Erickson, will moderate, and Art Durham, Fuller & Smith & Ross, and Rodney Erickson, Erickson Assn., will discuss whether or not network tv can have both quality and quantity. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 25-27—National Assn. of Television & Radio Farm Directors' annual meeting, Conrad Hilton Hotel, Chicago.


Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 28—Deadline for nominations for 8th annual Brotherhood Awards, sponsored by the National Conference of Christians & Jews. Competition's 12 categories in media include separate categories for radio programs and television programs. Further information and entries can be had from Media Awards Committee, NCCJ, 43 W. 57th St., New York 19, N. Y.

Nov. 29—Radio & Television Executives Society's time-buying and selling luncheon-seminar. Maury Long, Broadcasting magazine, will moderate, and Bill Quarman, WMT Cedar Rapids, and Bob Bordley, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 30—American Assn. of Advertising Agencies east central region annual meeting. Statler Hilton Hotel, Detroit.

Nov. 30-Dec. 1—Sigma Delta Chi national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet. convention sessions through}

NAB Fall Conferences

Nov. 21-22—Edgewater Beach, Chicago
Nov. 25-29—Biltmore Hotel, New York 
Advertising Federation of America 1961 Conventions
Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 8th district convention. Savoy Hotel, Des Moines, Iowa.

May 27-28—AFA 5th annual convention. Sheraton Park Hotel, Washington, D.C.
CAPITAL TYPES #6

CLOAK AND DAGGER

Operates out of hush-hush office. Address unknown except to drug store delivery boy.
Once had secret plans, but wife found out about it.
Lives in suburbs. Cuts own grass. Tries to appear like everyone else: listens to WTOP Radio, the important station in the 20-County Greater Washington area.

WTOP RADIO

Washington, D. C.
Represented by CBS Radio Spot Sales
Operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio Washington, D. C.
WTOP-TV Channel 9, Washington, D. C.
WJXT Channel 4, Jacksonville, Florida

Osborn
Permit us to

Requests! A quiet Sunday morning program on KCBS has stirred up more than 16,000 people in and around San Francisco. Enough to get them to send money. The show was “The Scotch Gardener” with Jim Kerr, sponsored by the Liquinox Company. An offer was made on the program to send listeners a small packet of seeds for 10¢. Letters and dimes poured in for months. The sponsor raised the price to 25¢ and the requests continued to pour in from 33 counties. That’s the way people respond to KCBS.

Eye-opener! “One Deadly Drink,” produced by WCAU in recognition of the 25th anniversary of Alcoholics Anonymous, produced an eye-opening response from listeners and critics alike. The N.Y. Times called it “powerful”; Variety, “intelligent and absorbing” and the N. Y. Daily News said it “proves that New York and Hollywood need not have a monopoly on important contributions to broadcasting.” Audiences, actively responsive to provocative programming, also respond actively to advertising on WCAU.

Sponsors! The response of sponsors to a program is not unimportant to a radio station (or to other advertisers). As “The Jack Sterling Show” celebrates its twelfth year on the air, it’s many, many happy returns for Eastern Air Lines and the Franklin Savings Bank who have been sponsors since the initial broadcast. And for Pall Mall Cigarettes and Breyer’s Ice Cream who have been members of the family for over 5 years. This long, happy relationship is typical of the way sponsors respond to WCBS.

Postcards! Sure, the customers always write... but what radio station gets 171,258 postcards in one week? And from 42 states? In St. Louis, it could only be KMOX. Every year KMOX holds an annual Radio Week during National Radio Month. This year listeners were asked to send in their names, addresses and occupations to be eligible for a daily drawing of 7 radios. They responded at the rate of more than 24,000 per day! The customers always buy, too. And with audience reaction like this, it’s no wonder that advertisers get swift, sizable results in response to KMOX.
Offer! It isn't a question of "weather" Chicago's Showmanship Station gets results; often it's a question of whether the sponsor can keep up with the demand. St. Paul Federal, now in its second year of garnering new accounts on WBBM, offered listeners a booklet, "Weather Whys." This offer, mentioned once a morning for five successive days, blew up a storm of requests running over 1,000 per day. Another clear indication that the sales weather in Chicago is always bright because listeners respond to the live, listenable showmanship programs on WBBM.

Newest! Brand-new on the Boston scene, "Listen!" a program on WEEI Radio from 3:00-6:00 P.M. daily featuring Paul Benzaquin. Do people really listen to "Listen"? Reprints of 6 well-known New England scenes by artist, Jack Frost, were offered to listeners at fifty cents a set. In the first couple of days over a thousand requests and fifty-cent pieces were received. Mail from the first program included such quotes as: "'Listen!' is what Boston radio needs today!" and "'Listen!' I'm going to ..." Around Boston, people act fast in response to WEEI.

Splendid! "This is a brief note of appreciation for the job that Mel Baldwin is doing for Super M vitamins. This agency has never experienced such splendid personal cooperation and such gratifying results. Mel has gone through our laboratory twice and has a thorough knowledge of the product. He even answers inquiries from listeners personally and most important—he has increased our sales. He is a credit to KNX." This letter from W. C. Beals Advertising, Inc. indicates that ad agencies as well as listeners respond to KNX.

Exciting Programming! That is the basic reason for the exceptional audience response to all seven of the CBS Owned Radio Stations. Only the C-O stations can offer listeners in their markets CBS Network Programming in addition to their successful local shows. Now these local programs have added DIMENSION. This series of fascinating, entertaining vignettes-in-sound, conversation pieces by the outstanding people of our time, is yet another reason why more people listen to C-O programming. When people actively listen, they are more likely to hear your advertising message and respond on...

WBBM...WEEI...KNX!...
Agency sales shows

**EDITOR:** Broadcasting's Oct. 10 cover-age (page 46) of Cunningham Walsh's part in the Automobile Manufacturers Assn. national auto show [how TV techniques aided C&W to package and present $250,000 industrial show, "Wheels of Freedom," that had 36 performances there] was clear, concise and right to the point.

We here at Cunningham & Walsh are most happy with the job you did and want you to know our feelings.

[Our] reprint of your article will get heavy client distribution.—**THOMAS DE HUFF**, Producer, Cunningham & Walsh, New York.

College radio: final word

**EDITOR:** In elaboration upon Robert S. Kieve's letter in OPEN MIKE (Nov. 7, page 20, "College radio not play"): There are well over 200 campus-limited stations now in operation. Most of them are listed on page B-94 of the 1960 Broadcasting Yearbook. These stations operate from 3 to 24 hours daily with staffs numbering from 10 to 100.

While these stations are 100% non-profit, virtually all carry national and campus advertising. They must meet most of the same programming, sales, promotion and engineering problems as every field broadcaster. Many boast more elaborate studio facilities than the average am licensee.

A possible measure of campus station performance is seen in the fact that a number of these organizations are owned and/or operators of commercial or educational fm stations, licensed by the commission, in addition to their wired am operations.

Because a majority of these stations are extra-curricular activities, not all campus radio's 2,000 alumni annually enter the broadcast industry, but those of its alumni who go into broadcasting have had invaluable practical experience.—**WILLIAM MALONE**, Engineering Mgr., Intercollegiate Broadcasting System, 31 Gray St., Cambridge, Mass.

### Susskind and Khrushchev

**EDITOR:** Jonathan Wallach's observation on the sad state of broadcasting journalism as it referred to the Susskind-Khrushchev interview (OPEN MIKE, Oct. 31, page 22), is somewhat misleading.

Does Mr. Wallach imply that Susskind is a member of the broadcasting journalist profession? If our recollection is correct, Mr. S. is recognized in broadcasting circles as one of the trade's leading producers of live programming. His reportorial qualities may be many but certainly not classed with the Brinkley-Huntley-Cronkite-Murrow school of journalism. Mr. S. also has a reputation of being one of television's more vocal critics. It would appear the job of tackling the wily and learned Mr. K. should have been left to more experienced newsman.—**H. J. Snelgrove**, Assistant General Manager, CKVR-TV Barrie, Ont.

**BROADCASTING**, November 21, 1960

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**DECEMBER**

Dec. 2—Arizona Broadcasters Assn. fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TVB president, and Kevin B. Sweeney, RAB president, are principal speakers.


Dec. 6—Radio & Television Executives Society's timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Peterson and Herman Land, Corinthia Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12-18 p.m.

Dec. 8—Comments due on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues.

**JANUARY 1961**


Jan. 21-22—Ninth annual Retail Advertising Conference, Palmer House, Chicago.

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**MIKE®**

With 5000 WATTS WILS leads Station B in power by 20-1, all of which makes WILS the very best buy to serve and sell the Lansing market's 313,000 residents. Recommended by Dr. Robert E. Birkeland, Michigan State University.
THE RAILTON SPECIAL
IS THE
PACESETTER
IN AUTOMOBILES
It hit an incredible speed of 415 miles per hour

wsai
IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI is the only radio station in Cincinnati offering a merchandising plan through supermarkets. Our exclusive tie-up with A&P stores offers you extra sales promotion... guaranteed in-store displays for your client's products. In Programming... In Popularity... In Productivity... WSAI is Cincinnati's PACESETTER radio station

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
THE CONSOLIDATED SUN RAY STATIONS WSAI-Cincinnati; WPEN-Philadelphia; WALT-Tampa

BROADCASTING, November 21, 1960
**A CHANNEL 5 QUIZ**

**TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ**

**Q—How can I get the most for my TV dollar in Eastern Michigan?**

**Q—Given three pills by a Doctor and told to take one every half-hour, how long would the pills last?**

**Q—Can WNEM-TV sell drugs?**

**Q—Is it legal in Michigan for a man to marry his widow’s sister?**

**Q—How many Bay View TV homes are served by WNEM-TV?**

---

**Broadcasting Publications Inc.**

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**Vice President**... Merlyn Bean

**Vice President**... Edwin H. James

**Secretary**... H. H. Taishoff

**Treasurer**... B. T. Taishoff

**Comptroller**... Irving C. Miller

**Ass’l Sec.-Treas.**... Lawrence B. Taishoff

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**THE BUSINESSWEEKLY OF TELEVISION AND RADIO**

Executive and publication headquarters: Broadcasting-Telecasting Elgg, 1725 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 3-1022.

**Editor and Publisher**... Sol Taishoff

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**Vice President and Managing Editor**... Edwin H. James

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**Bureaus**

**New York**: 444 Madison Ave., Zone 22, Plaza 8-8834.

**Editorial Director**... Rufus Cramer; Bureau News Manager: Donald V. West; Associate Editors: David W. Berlin, New York Feature Editor: Rocco Famiglietti; Assistant Editor: Jacqueline Eagle; Staff Writers: Richard Erickson, Diane Halbert.

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**Chicago**: 390 N. Michigan Ave., Zone 1, Central 6-4118.

**Midwest News Editor**... John Osborn; Midwest Sales Manager: Warren W. Middleton; Assistant: Barbara Kalar.


**Senior Editor**... Bruce Robertson; Western Sales Manager: Bill Merritt; Assistant: Virginia Stricker.

**Toronto**: 11 Burton Road, Zone 10, Hudson 9-2094. Correspondent: James Montagues.

---

**Broadcasting** Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasting—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter was acquired in 1933 and Telecast* in 1953. Broadcasting-Telecasting* was introduced in 1946.


Copyright 1960: Broadcasting Publications.
BEAMED TO BUYERS!

People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300* people and still growing) that brings sales (they spent $1,337,264,000* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.

*Sales Management, July 10, 1960
Equal rates for unequal audiences are unfair to advertisers

What is one of the most important facets of current rate structures which require the closest examination? I submit that the inequalities of charging equal rates for unequal audiences is the problem that needs primary consideration and begs for an early solution.

It has been said that timebuyers have the primary responsibility to make sure that clients' appropriations are invested wisely. But what about their clients' knowing what their dollars will buy prior to the placement of a schedule as they do now in print?

Complex Planning 
Specifically, here are the major problems that a client and advertising agency face if there is a decision to use the broadcasting media:

1. From a marketing standpoint, we must be able to tell our clients' field men what depth of exposure we will have in a market as local merchandising and promotion are carefully correlated to our planned advertising weight. If we cannot guarantee or at least approximately anticipate audience, how can we successfully coordinate a total sales effort?

2. There is a mushrooming trend in television—that adds further to an already complicated situation—where under certain rate circumstances announcements are offered with pre-emptible provisions. Thus at no time does the advertiser know where his message is being exposed nor is he able to determine his total audience.

3. Under the present rate card practices, an agency finds it very difficult to budget for its clients. A client requests certain weight in a market and we have to be able to tell him how much it will cost. Because of unpredictable cycles of available time caused by supply and demand, there is no way we can budget accurately for an upcoming campaign. Thus, for the client who desires to make spot radio and television provisions in his corporate budget, this is a most difficult chore.

Daily Fluctuations
Nearly every day we are asked to approve announcement schedules where the cost per thousand fluctuates over a range of as much as 300%. In the area of network television, here are a few current examples of varying costs: Disneyland delivers approximately 9.5 million homes for $22,000 per commercial minute. That's a $2.22 cost per thousand. Similarly, Maverick can deliver at a cost per thousand commercial minute of $2.22. Contrast these with the NBC bowling show of $5.60 and a public service program of $4.40.

Now I should like to pose this question: Is it wrong for an advertiser to expect equal audience for an equal expenditure? In advancing this objective, I believe two important goals would have to be achieved: First, programming responsibility would have to rest solely with network and station management; second, a universally accepted rating service would have to come into being. Assuming these were achieved, I envision that it would be possible to purchase time on a guaranteed cost per thousand basis with all advertisers assured of equal treatment.

The approach and mechanics in placing a schedule under such conditions might be seen in a hypothetical example. For this purpose I shall use a single market, but its application for network would be similar. An advertiser seeking, for example, a male audience, would determine the objectives of a campaign in terms of frequency and reach.

Example
Rate cards with rates expressed in terms of dollars per thousand would be studied for each station, together with audience data covering the total broadcast day. One or more stations would then be selected to carry the schedule on the same basis as print media are selected today. The station or stations which would offer the type of audience with the desired reach and frequency at the lowest cost would be given preference.

The advertiser in all probability will indicate a preference for certain time periods, but it will be the station that will exercise judgment as to when and where the spots are to run, much the same way as print ads are positioned. At the end of each month or schedule period, the station's proof of performance could consist of an affidavit plus the audience data supporting the charges.

In addition, I believe the following added advantages also will accrue to our industry:

1. Timebuyers should be able to devote more time to creative buying since they no longer will operate in a jungle atmosphere.

2. Time salesmen should enjoy some of the same advantages and thus greater emphasis could be placed on creative selling.

3. New vitality could be injected into programming since advertisers no longer would have to gamble.

4. The burden of costs of limited appeal programming would be spread. This, too, is vital if the broadcast media are to remain dynamic.

5. A greater appreciation of talent would be possible so that talent would be more fully utilized. This should give talent greater tenure and make the respective media more attractive to the best talent.

6. The use of television and radio would be expanded.

7. The problem of product conflict would be reduced.

8. Multiple spotting would be reduced.

At the Summit
One final word on the idea of a universal rating service: I should like to advance the thought of having a summit meeting with representatives from all major segments of our industry. This would include the American Assn. of Advertising Agencies, the Assn. of National Advertisers, the NAB and the Advertising Research Foundation. The purpose of such a summit would be to set standards that a rating service would employ and which then could be adopted by the entire industry.

Harvey Mann has been media director of H. W. Kastor & Sons, Chicago, since January 1955. Previously he was with Weiss & Geller, Foote, Cone & Belding and Dancer-Fitzgerald-Sample. Kastor merges with Wade Adv. there Dec. 1. Mr. Mann attended Northwestern U., is married, has four children. Residence: Morton Grove, Ill. He is active in scouting and Little League plus the Parent-Teachers Assn.

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AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people ... each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of beautiful music ... music for people of all ages ... music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make beautiful music together with WBAL-RADIO. Nationally represented by Daren F. McGavren Co., Inc. Associate with WBAL FM & TV WBAL-RADIO, BALTIMORE
THRU THE MAIL OR ON-THE-SPOT? Obviously, a national spot salesman learns more, much more about his markets by periodical on-the-spot visits to stations. We feel that this is the ONLY way that your Rep can possibly sell your station intelligently. McGavren men work at the station level in all phases of station operations...visiting local retailers...talking with wholesale distributors...visiting local industries and studying market data in detail. For more sales impact...ask the man who knows...Ask the McGavren Man!
WBAL-BALTIMORE represented nationally by...

DAREN F. McGAVREN CO., INC.
Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • SEATTLE • ST. LOUIS
Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of a bigger retail sales market than any other station.

WSJS television
Winston-Salem / Greensboro

PETERS, GRIFFIN, WOODWARD—REPS.
The 50 biggest broadcast agencies

THOMPSON LEADS A 1960 LIST THAT SHOWS TELEVISION BUILD-UP

J. Walter Thompson for the third straight year is No. 1 agency in broadcast billings in 1960. Its $126 million in radio and television is a new record for the agency and $20 million above its nearest rival.

The figures were disclosed in Broadcasting's ninth annual survey of the leading broadcast agencies.

Although JWT is holding firm as No. 1, a scrambling at the next level finds Young & Rubicam, McCann-Erickson and Ted Bates in a near draw. Y&R won second place by a narrow margin of $1 million. McCann-Erickson, second in 1959 with $105 million, this year faltered slightly to slip into a third place tie with Ted Bates at $105 million each.

The fifth agency in 1960 is BBDO with $91.5 million, a $3.5 million increase over its broadcast billings in 1959. Ranked next according to total broadcast billings are these agencies in 1960's top 10: Benton & Bowles, $80.5 million; Leo Burnett, $65.6 million; Dancer-Fitzgerald-Sample, $62.4 million; N. W. Ayer, $57.8 million; William Eady, $56.25 million.

Effects of TV = It is television that makes agencies big. Counting tv billings only, J. Walter Thompson was biggest in 1960 with $113 million. Ted Bates was next with $105 million in tv.

Others in the top 10 television agencies are Y&R, $96 million; McCann-Erickson, $89 million; Benton & Bowles, $78 million; BBDO, $75 million; Leo Burnett, $61.3 million; D-F-S, $53.8 million; Compton, $47.5 million; Eady, $45 million.

In radio the top 10 billing agencies were Ayer, $17 million; BBDO, $16.5 million; McCann-Erickson, $16 million; JWT, $13 million; Eady, $11.25 million; Y&R, $10 million; Cunningham & Walsh, $9 million; D-F-S, $8.6 million; Grey, $7.7 million, and Kenyon & Eckhardt and Erwin Wasey, Ruthrauff & Ryan tied at $7.3 million each.

Four agencies in the 1960 list of the top 50 in total broadcast billings failed to make the list in 1959. They are Kastor, Hilton, Chesley, Clifford & Atherton; Lawrence C. Gumbiner; Hicks & Greist, and Clinton E. Frank.

Not in the top 50 list this year but included in that company in 1959 were (with estimated 1960 broadcast billings in parentheses) Fletcher Richards, Calkins & Holden ($6 million); Honig-Cooper ($6 million); Gordon Best ($6.6 million), and Knox Reeves ($6.3 million).

Because of rising billings the "cut-off" level of the top 50 list rose in 1960. In the 1959 list the 50th agency billed $6 million. This year the 50th came in at $6.9 million.

Following are individual descriptions of the agencies (and their principal broadcast activities) in 1960's top 50 list:

J. Walter Thompson Co.: Combined tv-radio billing $126 million; $113 million in television ($89 million in network, $24 million in spot); $13 million in radio ($44 million in network, $9 million in spot); tv-radio share of overall billing: 50%.

Said one JWT executive this past week: "We are too busy handling business to total it up." This comment not only typifies the No. 1 radio-tv agency's attitude but its status as well.

Business is up as usual but there's uncertainty as to how much. Careful checking, for example, reveals that J. Walter Thompson's radio-tv business may have been overestimated for 1959. The volume in 1960 actually has jumped as much as 10% over 1959.

Though jwt's supremacy is seen in still another, or competitive, light. Where a McCann-Erickson was No. 2 with $108 million in broadcast billing in 1959, it's now a Y&R in the second spot with $106 million—the gap is $20 million wide.

The biggest agencies in these categories

<table>
<thead>
<tr>
<th>In...</th>
<th>Agency</th>
<th>Billings</th>
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<tbody>
<tr>
<td>Total broadcast billings</td>
<td>J. Walter Thompson</td>
<td>$126 million</td>
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<tr>
<td>Total television billings</td>
<td>J. Walter Thompson</td>
<td>$113 million</td>
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<tr>
<td>Radio network billings</td>
<td>J. Walter Thompson</td>
<td>$89 million</td>
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<tr>
<td>Radio spot billings</td>
<td>BBDO</td>
<td>$15 million</td>
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*The business weekly of television and radio*
Wagon Train on NBC-TV, with some special musical hours on CBS-TV; Perry Como for Kraft on NBC-TV; Lever Bros.' Candid Camera and Have Gun, Will Travel on CBS-TV; Eastman-Kodak's Ed Sullivan on CBS-TV and Ozzie & Harriet on ABC-TV; Quaker Oats' Tom Ewell Show on CBS-TV; RCA's Shirley Temple and Bonanza on NBC-TV; Scott Paper's Father Knows Best and Bringing Up Buddy on CBS-TV; Seven-Up's Guestward Ho on ABC-TV; Mentholatum's Dan Raven on NBC-TV; Schlitz Triple Crown Races on CBS-TV and Douglas Edwards & the News on that network. Several of last season's buys lasted through the summer, adding to the 1960 total bill.

U. S. Brewers Foundation again bought special hours on NBC-TV; Elgin put seasonal money into NBC-TV's Dave Garroway and Jack Paar shows and participated in specials by both stars; the return of Aluminium with Omnibus added two NBC hours to fall billing, Shell Oil bought pro football on CBS-TV. Eastman, Lever, Quaker, Chesbrough-Pond's, R. T. French and other Thompson clients also featured in impressive network schedules in daytime hours.

Standard Brands (Tender Leaf tea, Chase & Sanborn regular and instant coffee) moved considerable money into tv spot this year. Most of the tv network clients also were in spot. For example, Ford (Ford car and trucks, Falcon) and Ford Dealer associations, Schlitz and Seven-Up (handled via Chicago), Lever, Scott Paper, R. T. French, Chesbrough-Pond's, and other Thompson clients again featured in impressive network schedules in day-time hours.

Acquisitions for JWT included two new Lever products, Starlight shampoo and Mrs. Butterworth's syrup, and Quaker Oats' new Quota weight-control product. All three started with tv spot in the fall. On the attrition list: Phan-Craft early in the year; Boyle-Midway in the fall, and Shell Oil, effective in December.

Young & Rubicam: Combined tv-radio billing $106 million; $96 million in television ($70 million in network; $26 million in spot); $10 million in radio ($4 million in network, $6 million in spot); tv-radio share of overall billing: 50%.

Young & Rubicam's broadcast billing increased $3.5 million over a year's time. The agency reached a record $106 million in 1960, a growth that was sparked principally in television

**TOP 50 AGENCIES**

All dollar figures are millions

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Combined Broadcast Billing</th>
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<tbody>
<tr>
<td>1. J. Walter Thompson</td>
<td>$126</td>
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<tr>
<td>2. Young &amp; Rubicam</td>
<td>106</td>
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<tr>
<td>3. McCann-Erickson</td>
<td>105</td>
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<tr>
<td>4. Ted Bates</td>
<td>105</td>
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<td>5. BBDO</td>
<td>91.5</td>
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<td>6. Benton &amp; Bowles</td>
<td>80.5</td>
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<td>7. Lee Burnett</td>
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<td>8. Dancer-Fitzgerald-Sample</td>
<td>62.4</td>
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<td>9. N. W. Ayer</td>
<td>57.8</td>
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<td>10. William Esty</td>
<td>56.25</td>
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<td>11. Compton</td>
<td>50</td>
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<td>12. Kenyon &amp; Eckhardt</td>
<td>47.6</td>
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<td>13. Foote, Cone &amp; Belding</td>
<td>46</td>
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<td>14. Lerner &amp; Newell</td>
<td>38</td>
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<td>15. Cunningham &amp; Walsh</td>
<td>32</td>
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<tr>
<td>Sullivan, Staufer, Colwell &amp; Bayles</td>
<td>32</td>
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<tr>
<td>17. Campbell-Ewald</td>
<td>31.5</td>
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<td>18. D'Arcy</td>
<td>26.5</td>
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<td>19. Grey</td>
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<td>20. Needham, Louis &amp; Brorby</td>
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<td>21. Erwin Wasey, Ruthrauff &amp; Ryan</td>
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<td>22. Tatham-Laird</td>
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<td>23. Wade</td>
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<td>24. Gardner</td>
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<td>25. Maxon</td>
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<td>26. Ogilvy, Benson &amp; Mather</td>
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<td>27. Campbell-Mithun</td>
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<td>28. Doherty, Clifford, Steers &amp; Shenfield</td>
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<td>29. Norman, Craig &amp; Kummel</td>
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<td>31. Grant</td>
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<td>32. Fuller &amp; Smith &amp; Ross</td>
<td>13.7</td>
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<td>33. Doyle Dane Bernbach</td>
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<td>34. Keyes, Madden &amp; Jones</td>
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<td>35. Guild, Bascom &amp; Benfigli</td>
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<td>36. W. B. Doner</td>
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<td>37. D. P. Brother</td>
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<td>38. Geyer, Moray, Madden &amp; Ballard</td>
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<td>40. Donahue &amp; Coe</td>
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<td>41. Mogul, Williams &amp; Saylor</td>
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<td>42. Edward Weiss</td>
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<td>Kastor, Hilton, Chesley, Clifford &amp; Atherton</td>
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<td>44. North</td>
<td>8.37</td>
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<td>Reach, McClinton</td>
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<td>47. Clinton E. Frank</td>
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<td>Lawrence C. Gumbinner</td>
<td>7.5</td>
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<td>49. Hicks &amp; Greist</td>
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<td>50. Warwick &amp; Legler</td>
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NOTE: For top 50 rankings of former years see Broadcasting Yearbook.

28 (Broadcast Advertising)
#### AND THEIR 1960 RADIO-TV BILLINGS

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<td>15</td>
<td>40%</td>
<td>+ 3.5</td>
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<tr>
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<td>41.5</td>
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<td>70%</td>
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<tr>
<td>61.3</td>
<td>42.9</td>
<td>18.4</td>
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<td>59.1%</td>
<td>+ 7</td>
</tr>
<tr>
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<td>15.3</td>
<td>8.6</td>
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<td>6.2</td>
<td>65%</td>
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<tr>
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<td>17</td>
<td>3</td>
<td>14</td>
<td>40%</td>
<td>+ 6</td>
</tr>
<tr>
<td>45</td>
<td>38</td>
<td>7</td>
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<td>62%</td>
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<td>49%</td>
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<td>5.5</td>
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<td>None</td>
</tr>
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<td>30%</td>
<td>+ 1.5</td>
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<td>8</td>
<td>11.5</td>
<td>7</td>
<td>1</td>
<td>6</td>
<td>37%</td>
<td>+ 5.5</td>
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<td>5.3</td>
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<td>1.55</td>
<td>6.15</td>
<td>51%</td>
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<td>+ 7</td>
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<td>7.3</td>
<td>2.4</td>
<td>4.9</td>
<td>37%</td>
<td>+ 8.5</td>
</tr>
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<td>10</td>
<td>2</td>
<td>0.4</td>
<td>1.6</td>
<td>68%</td>
<td>+ 3.9</td>
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<td>19.8</td>
<td>13</td>
<td>6.8</td>
<td>1</td>
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<td>1</td>
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<td>7.5</td>
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<td>0.3</td>
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<td>58.5%</td>
<td>+ 2.4</td>
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<td>12.5</td>
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<td>6</td>
<td>4.5</td>
<td>...</td>
<td>4.5</td>
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<td>+ 1</td>
</tr>
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<td>14.8</td>
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<td>2.9</td>
<td>2</td>
<td>0.5</td>
<td>1.5</td>
<td>60%</td>
<td>+ 2.3</td>
</tr>
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<td>7.9</td>
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<td>1.5</td>
<td>47%</td>
<td>+ 2.1</td>
</tr>
<tr>
<td>14.5</td>
<td>14</td>
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<td>...</td>
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<td>82%</td>
<td>- 1.68</td>
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<td>2.7</td>
<td>0.4</td>
<td>2.3</td>
<td>25%</td>
<td>+ 0.1</td>
</tr>
<tr>
<td>11.1</td>
<td>10</td>
<td>1.1</td>
<td>2.6</td>
<td>1.4</td>
<td>1.2</td>
<td>28%</td>
<td>+ 2.7</td>
</tr>
<tr>
<td>12.5</td>
<td>8.5</td>
<td>4</td>
<td>0.9</td>
<td>0.1</td>
<td>0.8</td>
<td>32%</td>
<td>+ 3.7</td>
</tr>
<tr>
<td>10.5</td>
<td>4.5</td>
<td>6</td>
<td>1.5</td>
<td>0.25</td>
<td>1.25</td>
<td>50%</td>
<td>+ 2.1</td>
</tr>
<tr>
<td>10.2</td>
<td>7</td>
<td>3.2</td>
<td>1.6</td>
<td>...</td>
<td>1.6</td>
<td>78%</td>
<td>+ 1.2</td>
</tr>
<tr>
<td>7</td>
<td>4.5</td>
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<td>0.5</td>
<td>4</td>
<td>58%</td>
<td>- 0.2</td>
</tr>
<tr>
<td>8.5</td>
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<td>0.5</td>
<td>2.65</td>
<td>2</td>
<td>0.65</td>
<td>30%</td>
<td>+ 1.7</td>
</tr>
<tr>
<td>5.5</td>
<td>2.8</td>
<td>2.7</td>
<td>4.5</td>
<td>2</td>
<td>2.5</td>
<td>35%</td>
<td>+ 0.4</td>
</tr>
<tr>
<td>6.9</td>
<td>5.9</td>
<td>1</td>
<td>2.8</td>
<td>1.5</td>
<td>1.3</td>
<td>20%</td>
<td>+ 3.3</td>
</tr>
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</tr>
<tr>
<td>7.2</td>
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<td>2.2</td>
<td>...</td>
<td>2.2</td>
<td>48%</td>
<td>- 0.2</td>
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<td>0.85</td>
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<td>55%</td>
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<td>6.66</td>
<td>1.66</td>
<td>5</td>
<td>2.34</td>
<td>0.1</td>
<td>2.24</td>
<td>50%</td>
<td>*</td>
</tr>
<tr>
<td>8.25</td>
<td>5.8</td>
<td>2.45</td>
<td>0.12</td>
<td>...</td>
<td>0.12</td>
<td>55%</td>
<td>- 1.08</td>
</tr>
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<td>4.4</td>
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<td>3.1</td>
<td>3.6</td>
<td>1</td>
<td>2.6</td>
<td>55%</td>
<td>- 0.7</td>
</tr>
<tr>
<td>7.2</td>
<td>4</td>
<td>3.2</td>
<td>0.8</td>
<td>...</td>
<td>0.8</td>
<td>33.3%</td>
<td>+ 0.5</td>
</tr>
<tr>
<td>7.1</td>
<td>5.2</td>
<td>1.9</td>
<td>0.4</td>
<td>...</td>
<td>0.4</td>
<td>47.3%</td>
<td>*</td>
</tr>
<tr>
<td>6.5</td>
<td>5</td>
<td>1.5</td>
<td>1</td>
<td>0.25</td>
<td>0.75</td>
<td>40%</td>
<td>*</td>
</tr>
<tr>
<td>6.5</td>
<td>1.8</td>
<td>4.7</td>
<td>0.7</td>
<td>0.09</td>
<td>0.61</td>
<td>66%</td>
<td>*</td>
</tr>
<tr>
<td>4.8</td>
<td>1.3</td>
<td>3.5</td>
<td>2.1</td>
<td>0.1</td>
<td>2</td>
<td>30%</td>
<td>- 2</td>
</tr>
</tbody>
</table>

* Indicates agency was not listed in top 50 last year.
1960'S BIGGEST BROADCAST

and in both network and spot. The momentum upward carried Y & R to the No. 2 spot.

The agency nudged past Bates and McCann as the result chiefly of additional client activity in television. For years now, network tv has figured importantly to Y & R clients. This sampling in the current season is imposing:

ABC-TV—Such shows as Surfside Six (Johnson & Johnson has a half on alternate weeks), Donna Reed Show (J & J has alternate week), Hong Kong and Maverick (Kaiser having half-sponsorship in each), and participations by Bristol-Myers for Bufferin in Cheyenne, Naked City and Peter Gunn.

CBS-TV—Pete & Gladys (Goodyear Tire & Rubber has alternate weeks), Six Key. Plugging

Griffith-Pete Show, Naked City, Blue Peter (for alternate weeks), Donna Reed in Six Key and G.E. is alternating adverisers. There's GF participation in Ann Sothern Show and General Electric in GE Theatre. NBC-

AGENCIES continued

TV—Singer Sewing Machine has alternate weeks in Dante; Beech-Nut Life Savers has a third in Tall Man. Other shows: The Deputy (General Cigar has two-thirds) and The Rebel (P&G for Cheer alternates). Beech-Nut also participates in The Lone Westerner, The Shirley Temple Show, Outlaws, Thriller and Laramie.

Procter & Gamble, General Foods and Beech-Nut sponsor or participate in several daytime network programs. Other daytime users of network include Thomas J. Lipton, Johnson & Johnson and J. H. Filbert (margarine). Drake Bakeries, Bristol-Myers are active spot advertisers in programs adding to such spot stalwarts in tv as The Borden Co., General Foods, P & G, GE, Johnson & Johnson, General Cigar, Kaiser, National Sugar Refining Co. (first time user of spot tv this year), International Harvester and American Home Products.

American Airlines is in spot radio as are most of the same blue-chip clients mentioned above, while Metropolitan Life Insurance, Time Inc., General Cigar and American Airlines participate in network radio.

McCann-Erickson: Combined tv-radio billing $105 million; $89 million in television ($68 million in network, $21 million in spot); $16 million in radio ($4 million in network, $12 million in spot); tv-radio share of overall billing: 48%.

A slight pullback in network tv by Westinghouse Electric (despite its political coverage) and a temporary pull-out by Bulova Watch Co. this year cancelled out what tv increases of other McCann-Erickson clients.

The agency slipped $3 million in broadcast billing. Network placement wound up only $1 million behind the period of 1959 but radio billing came down some $2 million though network radio was up at the agency.

That the agencies are crowding the top level just behind the J. Walter Thompson bulge is evident in M-E's drop from No. 2 to a third place tie with network-booming Ted Bates, but only $1 million ahead of McCann, squeaked past and nestled in second position.

As one of the Big Four among radio tv agencies, McCann-Erickson is well fortified in billing from its blue-chips. Such advertisers as Bell & Howell (Churchill Memoirs and the Closeup series on ABC-TV), Colgate-Palmolive (Twilight Zone on CBS-TV), Derby Foods (ABC-TV's Maverick, Walt Disney Presents, Hong Kong, Naked City and Roaring 20's), Liggett & Myers (Chesterfields, Duke) (ABC-TV's The Untouchables, Adventures in Paradise and The Islanders) continue to contribute to the network and spot columns.

Still others: the long list of Nabisco participations (Wagon Trains on NBC-TV, Rawhide on CBS-TV and a group of daytime programs and syndicated shows), Corn Products' daytime serials, Borax strips, Nestle's continuing Roy Rogers syndicated show, Buick's Bob Hope specials and General Motors' participation in the World Series and in the Rose Bowl and Blue-Grey games. Under the M-E umbrella, Brunswick is associated with Jackpot Bowling on NBC-TV, Coca-Cola with Adventures of the Nelsons on ABC-TV, Helene Curtis with To Tell the Truth, Esso with Esso Reporter.

Westinghouse Electric moved into 1960 with a cutback Desilu Playhouse sponsorship on CBS-TV, convention coverage and election night returns CBS-TV but is idle from election day until after the end of this year when it picks up again with its new Nanette Fabray Show on NBC-TV. Bulowa, on the other hand, has been out of television entirely in 1960, this alone responsible for at least $5 million loss in broadcast billing handled by the agency.

Ted Bates & Co.: Combined tv-radio billing $105 million; $102 million in television ($55 million in network, $47 million in spot); $3 million in radio

Network television gross time billings

Source: TVB/LNA-BAR

<table>
<thead>
<tr>
<th>Month</th>
<th>September</th>
<th>October</th>
<th>Percent Change</th>
<th>November</th>
<th>December</th>
<th>Percent Change</th>
<th>December</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$13,260,010</td>
<td>$12,777,171</td>
<td>5,988,478</td>
<td>$5,577,373</td>
<td>3,977,607</td>
<td>$11,721,410</td>
<td>$7,178,265</td>
<td>$5,476,423</td>
</tr>
<tr>
<td>CBS</td>
<td>$23,477,356</td>
<td>$19,723,171</td>
<td>13,508,897</td>
<td>$9,500,310</td>
<td>6,253,321</td>
<td>$12,476,654</td>
<td>$8,500,123</td>
<td>$6,253,321</td>
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<tr>
<td>TOTAL</td>
<td>$36,737,366</td>
<td>$32,500,342</td>
<td>$19,097,365</td>
<td>$15,077,684</td>
<td>$12,224,928</td>
<td>$24,298,064</td>
<td>$13,978,388</td>
<td>$11,721,410</td>
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*June and August 1960 figures revised as of November 10, 1960

By day parts

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<tr>
<th>Day</th>
<th>September</th>
<th>October</th>
<th>Percent Change</th>
<th>November</th>
<th>December</th>
<th>Percent Change</th>
<th>December</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri.</td>
<td>$13,274,004</td>
<td>$13,407,548</td>
<td>1,279,544</td>
<td>$126,798,984</td>
<td>122,967,996</td>
<td>1,266,798</td>
<td>$126,798,984</td>
<td>122,967,996</td>
</tr>
<tr>
<td>Nighttime</td>
<td>$33,062,192</td>
<td>$35,348,928</td>
<td>2,286,735</td>
<td>$304,672,523</td>
<td>346,759,960</td>
<td>2,286,735</td>
<td>$304,672,523</td>
<td>346,759,960</td>
</tr>
</tbody>
</table>


30 (BROADCAST ADVERTISING)
WMAQ IS FIRST IN CHICAGO!

...reaching more homes per average quarter-hour each weekday, 6:00 a.m.-6:00 p.m., than any other Chicago station! The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers.

WMAQ-NBC Owned-670 in Chicago-Sold by NBC Spot Sales

SOURCE: CHI. NSI, AUG.-SEPT., 1960

BROADCASTING, November 21, 1960
1960'S BIGGEST BROADCAST AGENCIES continued

($0.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 79%.

For the second successive year Ted Bates & Co. increased its broadcast billings by at least $10 million. This year the rise put the agency in a third place tie with McCann-Erickson and just short of the No. 2 spot.

With network tv billings up $12 million over 1959, Ted Bates apparently is the leading purchaser of time on both ABC-TV and CBS-TV. Tv spot billing is running equal to last year's figure of $47 million, but there has been a drop this year of $1.5 million in network network billing and a $0.5 million decrease in radio spot, making radio's loss part of network tv's gain.

Whitehall Labs Div. of American Home Products, Colgate-Palmolive and Brown & Williamson comprise a formidable trio of network tv sponsors, which together have programs on all networks. Whitehall's ABC-TV programs include Surfside Six, Adventures in Paradise, Hawaiian Eye, Untouchables and 77 Sunset Strip. Colgate is concentrated at CBS-TV (Ed Sullivan, Perry Mason, My Sister Eileen and Rawhide). Brown & Williamson has partitioned ABC-TV's Surfside Six, Stagecoach West, Naked City and Make that Spare, in addition to Wanted — Dead or Alive and Checkmate, both on CBS-TV. Other major tv network and spot advertisers placing business through Bates are: Warner-Lambert, American Chiclet, Continental Baking, Carter Products, Standard Brands and Boyle-Midway.

BBDO: Combined tv-radio $91.5 million; $75 million in television ($45 million in network, $30 million in spot); $16.5 million in radio ($1.5 million in network, $15 million in spot); tv-radio share of overall billing: 40%.

As an agency on the receiving end of some large account shifts during the year, BBDO showed sudden signs of spark in 1960 the full billing effect of which ought to be felt next year. In 1959, the agency's radio-tv billing remained near constant but in 1960 the agency increased broadcast billing by some $5.5 million.

BBDO's account gains included Pepsi-Cola from Kenyon & Eckhardt and the substantial billing in Dodge cars and trucks, the former moving from Grant and the latter from Ross Roy. With these accounts came "side" benefits of regional bottlers as in the case of Pepsi and dealer funds with Dodge.

BBDO has yet to hit the pace in tv of a Ted Bates or a J. Walter Thompson but its client spending "depth" is seen in the breakdown of network to spot (only a little better than a four to three edge).

How frequency pays off for the television advertiser

On television it pays to keep hammering the message home. To back up this theory, NBC went back through old studies and pulled out figures to show that repeat exposures are not wasted effort.

Explained Thomas E. Coffin's research projects division in a bulletin, "Frequency . . . was one of the strengths which built radio into a major advertising force, the added impact of repeated impressions showing itself in increased effectiveness of the advertising." To document the principle in television, NBC had only to go to past studies where the sample was sorted according to viewing frequency.

These were the findings, based on varying samples in the individual studies:

Testing for identification of Texaco gasoline with the "tower of power" slogan, NBC found that occasional viewers did 62% better than non-viewers and frequent viewers did 139% better than non-viewers. A study in nighttime programming this year, "Advertising Impact With News and Public Affairs," showed the advantage is consistently higher for viewers most heavily exposed to the advertising.

The same principle holds for daytime, according to an extract on use of Pond's products from "Daytime Rendezvous With the Women Who Buy," NBC study of last year. This showed that 41% more frequent viewers used the cold cream than non-viewers, with occasional viewers showing a 14% higher use. Pond's dry skin cream users numbered 91% better among frequent viewers than non-viewers and 13% better among occasional viewers.

Other comparisons:

<table>
<thead>
<tr>
<th>Proctor Ironing Boards (Would consider buying)</th>
<th>% would consider</th>
<th>Advantage over non-viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-viewers</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Occasional viewers</td>
<td>26%</td>
<td>+ 63%</td>
</tr>
<tr>
<td>Frequent viewers</td>
<td>33%</td>
<td>+ 106%</td>
</tr>
</tbody>
</table>


Opinion of the 1960 Ford (Rating it "one of the best")

<table>
<thead>
<tr>
<th>Index Advantage (non-V. over non-</th>
<th>Advantage (non-V. over non-</th>
</tr>
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<tbody>
<tr>
<td>100) viewers</td>
<td>viewers)</td>
</tr>
<tr>
<td>Non-viewers</td>
<td>190</td>
</tr>
<tr>
<td>Light viewers</td>
<td>120 + 23%</td>
</tr>
<tr>
<td>Moderate viewers</td>
<td>229 + 129</td>
</tr>
<tr>
<td>Heavy viewers</td>
<td>257 + 157</td>
</tr>
</tbody>
</table>


Interest in Frigidaire products

(Percent exposed to advertising which increased interest in products)

<table>
<thead>
<tr>
<th>% reporting increased interest</th>
<th>Advantage increased over non-viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-viewers</td>
<td>27%</td>
</tr>
<tr>
<td>Occasional viewers</td>
<td>37 + 41%</td>
</tr>
<tr>
<td>Frequent viewers</td>
<td>52 + 93%</td>
</tr>
</tbody>
</table>


Buying the sponsored make of car

(Percent of each group buying)

<table>
<thead>
<tr>
<th>% buying</th>
<th>Advantage over non-viewers</th>
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<td>Non-viewers</td>
<td>12.2%</td>
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<tr>
<td>Total viewers</td>
<td>19.4 + 59%</td>
</tr>
<tr>
<td>Frequent viewers</td>
<td>21.9 + 80%</td>
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"Switchboard lit up like a Christmas Tree!"

The Chesapeake and Potomac Telephone Company of Maryland

320 St. Paul Place - Baltimore 2, Maryland - LExington 9-9000

October 14, 1960

Mr. Donald P. Campbell
Administrative Assistant
WMAR-TV
Baltimore & Charles Sts.
Baltimore 3, Maryland

Dear Don:

I don't know how many unsolicited testimonials you receive, but I doubt if you receive many from a public utility.

As Advertising Manager for The C&P Telephone Co. of Md., I never expected to be swamped with orders.

I am very pleased to send you this testimonial, a success story for WMAR, Sylvia Scott and our new Princess telephone.

As you know, we augmented our participation in your 7:10 PM Weather Show and our spot schedule by the purchase of 15 60-second live announcements on The Woman's Angle.

Last Thursday, I received a call from our switchboard Chief Operator. She had been frantically trying to cope for almost two hours with a "flood of calls" that "lit up her board like a Christmas tree." Knowing that the world series was on the television she had been completely unable to understand what had caused this unprecedented number of calls.

The answer? Women are calling, literally by the hundreds, to order a Princess telephone "like Sylvia Scott just had on The Woman's Angle."

This is the first time in the Maryland Company's history that a commercial or any advertisement has caused such an immediate and overwhelming response.

Of some interest, perhaps, is the fact that the orders came from all parts of the Baltimore Metropolitan Area, including every economic, social and ethnic division. Also of interest is the fact that the ratio of completions to orders is running extremely high, higher in fact than on normal, unsolicited orders.

It is hardly necessary to say that we are more than satisfied with our purchase and with Sylvia Scott. With the always strong support from George Rogers and our Weather Show, plus the rest of our mass media campaign, we have gotten the Princess off to a flying start in Maryland.

Sincerely,

J. G. Schiller
Advertising Supervisor

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION • BALTIMORE 3, MD.

Represented Nationally by THE KATT AGENCY, INC.

SYLVIA SCOTT
Hostess on Baltimore's Leading Homemakers' Program
"THE WOMAN'S ANGLE"
Mon. thru Fri. 1:00-1:30 P.M.
1960'S BIGGEST BROADCAST AGENCIES continued

YOU MISS

$80.5 million; $78 million in television ($41.5 million in network, $36.5 million in spot); $2.5 million in radio ($500,000 in network, $2 million in spot); tv-radio share of overall billing: 70%.

Benton & Bowles' radio and television billing primarily comes from four advertisers: Procter & Gamble, General Foods, Philip Morris (Parliament) and S. C. Johnson.

P & G's lineup includes full sponsorships and participations but all of its nighttime program activity via B & B falls into these shows: Cheyenne, Rebel, Rifleman, Tom Ewell, Peter Loves Mary, Real McCoys, Detectives, Law and Mr. Jones and Riverboat. General Foods' network top guns are personalities such as Danny Thomas, Andy Griffith and Ann Sothern, each starring in a situation comedy show, and adding to this are situation comedy Angel, western adventure Rawhide, deep sea Aquanauts and cartoon Bugs Bunny.

Parliament this season is busy helping to support Doug Edwards newscasts on CBS-TV, Rawhide and Perry Mason on the same network, while S. C. Johnson is in Garry Moore, Red Skelton, Angel, Zane Grey and Ann Sothern. Other network, aside from daytime billing, includes Schick's appearances in Witness and Face the Nation, and Pream's Mason and Norwich Pharmacal's Riverboat buys. The spot users follow the same pattern—led by high broadcast spending P & G, General Foods, Parliament and S. C. Johnson—as in network.

Instant Maxwell House Coffee (General Foods brand) only last week noted it's in the midst of its heaviest fall advertising in history reaching nearly four out of five U.S. families using network and spot, and reaching an estimated 40 million homes, a substantial increase over the advertiser's audience reach last year. Shulton's Desert Dri and a new product are handled by B & B and today (Nov. 21) picks up new Shulton hair coloring.

Leo Burnett Co.: Combined tv-radio billing $65.6 million; $61.3 million in television ($42.9 million in network, $18.4 million in spot); $4.3 million in radio ($0.5 million in network, $3.8 million in spot); tv-radio share of overall billing: 59.1%.

Up, up and up. That's the story again of the Burnett agency (now celebrating its 25th anniversary) which this year boosted its broadcast business nearly $7 million and its radio-tv share about 7%. Perhaps the only discernible difference in type of radio lay in spot tv and radio both were down a bit. During 1960 Burnett picked up Campbell Soup's Swanson line (about $2 million) Procter & Gamble's Canadian Camay line ($250,000) and the Sun-Kist accounts (worth nearly $1.5 million).

Name any of the blue chip network tv programs (evening and daytime) chances are that Burnett is represented among such clients as Allstate, Campbell, Chrysler Corp., Cracker Jack, Hoover, Kellogg, Kendall Co., Philip Morris, Pillsbury and P&G. Spot radio and/or tv clients were Brown Shoe Co., Campbell, Cracker Jack, Green Giant, Hoover, Kellogg, Motorola, Pitzer and Philip Morris. Others in selected key cities were Philip Morris, Santa Fe plus local accounts.

Among the agency's highlights: it inherited Philip Morris new Commander cigarette (networks and spot) and continued strong with Marlboro and Philip Morris; it retained the top rated children's parlays of Huckleberry Hound, Woody Woodpecker and Quick Draw McGraw with a new Yogi Bear series starting in January for Kellogg; it was responsible for An Evening With Fred Astaire on behalf of Chrysler; it bought such new entries as the Aquanauts, Dennis the Menace, Magic Land of Alakazam for Kellogg; Dobie Gillis and Route 66 for Philip Morris; Gillis and The Shirley Temple Show for Pillsbury and The Law and Mr. Jones and Tom Ewell Show for P&G, and it retained many of the old staples for its clients or brought them other existing properties.

Dancer-Fitzgerald-Sample: Combined tv-radio billing $62.4 million; $53.8 million in television (38.5 million in network, $15.3 million in spot); $8.6 million in radio ($2.4 million in network, $6.2 million in spot); tv-radio share of overall billing: 65%.

Bigger spending by DFS's established clients pushed the agency's broadcast billing up more than $4 million over 1959. As in previous years, the bulk of DFS's business stemmed from such advertisers as Liggett & Myers (L & M cigarettes), Sterling Drug, General Mills, American Chicle Co. and General Foods.

DFS's clients are substantial spenders in daytime programs on the television networks, but also are active in nighttime schedules. L & M, during the year, invested in such nighttime shows as Rebel, Hotel De Paree and the Garfield Touch. Sterling bought into Route 66 and Thriller. American Chicle Co. purchased portions of Hawaiian Eye and 77 Sunset Strip. General Mills participated in sponsorship of Plicka, Rocky, Rin Tin Tin, The Lone Ranger and Wyatt Earp. Fallstaff Brewing invested substantially in syndicated programs through the country. These advertisers
Lady Borden has Victor Borge on a spot... in fact, on several spots, because spots are good for sales. And Victor Borge's good for spots—especially Lady Borden Ice Cream Spots. It's another example of how the Spot Medium has gone big time. Successful advertisers like Borden's know the power of spots well placed... know the wonderful flexibility. Most likely you should be using the spot medium right now. Call your nearest H-R salesman. He's an expert on spot and will show you how spot will work for you.
also were active in spot radio and television.

N. W. Ayer & Son Inc.: Combined tv-radio billing $57.8 million; $40.8 million in television ($23.5 million in network, $17.3 million in spot); $17 million in radio ($3 million in network, $14 million in spot); tv-radio share of overall billings: 40%.

N. W. Ayer & Son added more automotive billings to those of Plymouth when Chrysler early in the year assigned Ayer the other two makes in its Plymouth-DeSoto-Valiant Div. These used seasonal spot. Plymouth this year continued to be a heavy tv network spender, with the old NBC-TV Steve Allen Show succeeded this fall by Garry Moore and The Garlund Touch on CBS-TV. The alternate-week Bell Telephone Hour tradition on NBC-TV is intact, with an occasional science or documentary special added to the bill. AT&T and affiliated telephone companies also use network radio, radio and tv spot (Illinois Bell is making local use of the tv documentary). Sealted retained NBC-TV's Bat Masterson on a 52-week basis, with Hills Bros. still on the western leg of that show. Sergeant's pet care products stepped up expenditures on several ABC-TV shows and the NBC-TV Jack Paar Show. Yardley bought ABC-TV coverage of Great Britain's royal wedding. Whitman's followed its 1959 tv debut on the CBS-TV Wizard of Oz with the same order for this December.

Ayer's long list of spot spenders includes United Air Lines; Atlantic Refining, tv weather sponsor in 40 markets and longtime radio-tv baseball sponsor; Armour, with considerable tv commitments; Corning, which moved from network to spot tv this year; Hamilton Watch, a seasonal radio customer; Howard Johnson restaurants and foods, a 52-week tv customer; Ohio Oil (Marathon); Steinway pianos, with year-round schedules in radio, and others. Johnson & Johnson's new Arrestin cough medicine made a fall entry with tv spot and participation in several network shows on day and night logs. Dapper spray starch was launched in Philadelphia last summer and is using tv spot as it widens its distribution south and westward. DuPont's new Lucite household paint began on tv in Philadelphia.

There were, in all, 38 Ayer clients in radio and 35 in tv this year.

William Esty Co.: Combined tv-radio billing $56.25 million; $45 million in television ($38 million in network, $7 million in spot); $11.25 million in radio ($2 million in network, $9.25 million in spot); tv-radio share of overall billing: 75%.

R. J. Reynolds Tobacco Co. historically accounts for a large part of William Esty billings, spending in all the broadcast media for the different brands. This fall much of the budget goes into 12 tv network shows. Union Carbide (Prestone, Eveready, other products) is in seven programs on the tv networks and also is a spot customer, both television and radio, as is Nescafe instant coffee, which also allocates some money to tv network announcements. Daytime network tv has been significant in budgets of Chesebrough Pond's Vaseline, Thomas Leeming's Ben-Gay and Pacquin Silk 'n Satin lotion. Ballantine beer uses regional tv spot and network. Sun Oil uses all the broadcast combinations. Esty's broadcast billings are higher this year compared with 1959 because of a revision in estimates, the figures compiled in past years having been too conservative. Aside from this revision, the billing level has been upped by increased network tv commitments in 1960. A new account, the Veep drink produced by the New York Coca-Cola bottler, relied on radio, and to a lesser extent tv, to build up a following.

Compton Adv.: Combined tv-radio billing: $30 million; $47.5 million in television ($23.5 million in network, $24 million in spot); $2.5 million in radio ($1 million in network, $1.5 million in spot); tv-radio share of overall billing: 62%.

Compton's radio-tv billing is estimated to be almost $6 million above the 1959 level, attributed largely to increased spending by Alberto-Culver and Procter & Gamble products. The large advertisers at Compton are P & G, Chesebrough-Pond's and Alberto-Culver, with P & G, of course, the major account.

In addition to a large number of daytime participations, P & G was active in sponsorship of such nighttime tv programs as Cheyenne, Wyatt Earp, Tom Ewell Show, Peter Loves Mary, The Real McCoys, The Detectives and The Rebel. Alberto-Culver bought into the Barbara Stanwyck Show and Dante. Chesebrough-Pond's was a substantial buyer of daytime network tv programs.

Spot business was placed for P & G, Chesebrough-Pond's, Frito-Lay's, El Producto cigars, R. T. French Co. (Sauces), Eversharp Pen Co., Quaker Oats, Shick Safety Razor, Sterling Drug and Sterling Brewers.

Kenyon & Eckhardt: Combined tv-radio billing $47.6 million; $40.3 million in television ($32.4 million in network, $7.9 million in spot); 7.3 million in radio ($1.3 million in network, $6 million in spot); tv-radio share of overall billing: 49%.

K&E's billing fortunes in the broad-
Fargo is the SPENDINGEST city in the U.S.A.

And WDAY gets the biggest audience in this 55-county area!

Sales Management's "Survey Of Buying Power" gives Fargo's Metropolitan County Area as No. 1 in the nation for retail sales per family!

Also — all the Pulse Area Surveys show that WDAY is the top station among 43 that compete for audience in our 55-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY since 1922! There just ain't no station anywhere else in the U. S. that does so much—for so many—for so little! Ask PGW!

PULSE AREA REPORT (55 COUNTIES)
MARCH 21-28, 1960
SHARE OF AUDIENCE—IN-HOME & OUT-OF-HOME

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</tr>
<tr>
<td>37 Others</td>
<td>38</td>
<td>34</td>
<td>32</td>
</tr>
</tbody>
</table>

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

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
DOMINANT SALES POWER FOR Albany-Thomasville-Tallahassee-Panama City and 82 South Georgia and Florida Counties!

WALB-TV delivers:
- 92.9% dominance of Albany metro audience (9 AM-Midnight, ARB March 1960)
- 60.5% dominance of Albany-Thomasville-Tallahassee metro audience (Monday thru Friday 6 AM-6 PM, Nielsen March 1960)
- 53% dominance of Albany-Thomasville-Tallahassee metro audience (Saturday thru Sunday 6 PM-Midnight, Nielsen March 1960)
- Albany is one of the 10 best business cities in the nation (Forbes, March 1960)
- Albany is Georgia's fastest growing city.

WJHG-TV located in fast growing Panama City... Single station market on the Florida Miracle Strip.
Retail sales per household average $6533 — considerably above the top ranked metro area of the United States

Ask today for availabilities and combination rate. (One rate card—local and national)

James H. Gray, President
Raymond E. Carow, Managing Director

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

SERVING A BILLION
VISION NETWORK

PROVIDES THE ONLY NBC PROGRAMMING BETWEEN ATLANTA AND THE GULF

Grade B Population: 928,534

TV Homes: 187,270

(1960 Census)

(ARB January 1960)

The Gray Television Network is bigger than Chattanooga, Tenn.; Columbia, S. C.; Augusta, Ga.; Peoria, Ill.

DOLLAR MARKET
1960’S BIGGEST BROADCAST AGENCIES

The agency network tv activity on behalf of clients was on an even keel but-ressed by such prime-time program advertisers as Max Factor (Shirley Temple on NBC-TV), Lincoln-Mercury (Alfred Hitchcock on NBC-TV), Lever (Checkmate and The Price is Right on CBS-TV and NBC-TV, respectively), Beecham Products (participations in ABC-TV’s Hong Kong, Hawaiian Eye, The Untouchables, The Roaring 20’s and 77 Sunset Strip), and Nabisco’s daytime Shari Lewis and Furry sponsorships on NBC-TV. Nabisco and Lever are heavy in daytime network shows, with Ford institutional bills through K&E on Leonard Bernstein’s concerts on CBS-TV (with Shell corporate sponsoring the young people concerts). Aside from spot billing by these advertisers there are also Max Factor, H. P. Hood & Sons and A. S. R. Products under the K&E umbrella.

Foote, Cone & Belding: Combined tv-radio $46 million. $41 million in television ($25.6 million in network, $15.4 million in spot); $5 million in radio ($700,000 in network, $4.3 million in spot); tv-radio share of overall billing: 49.5%.

Broadcasting climate at Foote, Cone & Belding is favorable. Total dollars are up $5.7 million, most of it coming from spot television. Network actually showed a $3 million-plus drop, while radio maintained a good level. The top FC&B broadcast users include Kimberly Clark (in Checkmate and Wanted—Dead or Alive on CBS-TV), Armour (Untouchables and Naked City participations on ABC-TV), Sunbeam (also Untouchables and Naked City), S. C. Johnson (Red Skelton, Comedy Spot and Garry Moore Show, all CBS-TV) and General Foods (American Bandstand).

FC&B’s showcase shows: Hallmark Hall of Fame (Hall Bros.) on NBC-TV and Our American Heritage series (EQUITABLE Life Assurance Society) on the same network. Spot advertisers include among others Armour (also in daytime network), Kimberly Clark, General Foods (also in daytime network), Sunkist Growers, Angostura-Wupperman, Savarin Coffee, Clairol, Staufer Foods, Lever, Halo, Hawaiian Pineapple, Paper-Mate, Purex, Trans-World Airlines, Zenith Radio and B. F. Goodrich.

Lennen & Newell: Combined tv-radio billing $38 million; $37.2 million in television ($23.4 million in network, $13.8 million in spot); $0.8 million in radio (all in spot); tv-radio share of overall billing: 44.1%.

L&N’s billing in the broadcast media dipped by almost $4 million, explained largely by a shift out of radio into the print media by several of the agency’s clients. Its radio business decreased by $3 million in 1960 compared with 1959.

L&N clients continued to place a substantial business in tv, particularly in network. Lorillard, on behalf of several of its brands, was sponsor of CBS-TV’s Hennesey, Aquanauts and Zane Grey Theater and NBC-TV’s Groucho Marx Show and Tab Hunter Show. For Colgate, L&N bought participations on various daytime network shows and for the American Gas Assn., the Barbara Stanwyck Show on NBC-TV.

Spot business was placed for Colgate, Lorillard, the Best Foods Div. of Corn Products Co., Armstrong Rubber Co. and the McCormick Co. (tea and spices).

Cunningham & Walsh: Combined tv-radio billing $32 million; $23 million in television ($12 million in network, $11 million in spot); $9 million in radio ($1.5 million in network, $7.5 million in spot); tv-radio share of overall billing: 50%.

It’s an about even split in network and spot television at Cunningham & Walsh, while tv and radio billings break out at a more than two to one ratio. The network tv comes principally from Texaco (52-week Huntley-Brinkley news show on NBC-TV, Captain Kangaroo on CBS-TV and in specials); American Cyanamid, Johns-Manville, Smith Corona and Watchmakers of Switzerland (all in Dave Garroway’s Today show on NBC-TV), and Boyle-Midway’s participations in American Home Products’ programs; American Machine & Foundry’s three-telecast sponsorship of Tomorrow, public information specials on CBS-TV; and Andrew Jergens’ participation in daytime network.

Spot tv users include Automobile Mfrs. Assn., American Cyanamid, Boyle-Midway, AMP, F. A. Folger, Jergens, with spot radio advertisers made up of American Cyanamid, Folger, Texaco and the AMA.

Sullivan, Stauffer, Colwell & Bayles: Combined tv-radio billing $32 million; $26.5 million in television ($20.3 million in network, $6.2 million in spot); $5.5 million in radio (all spot); tv-radio share of overall billing: 68%.

SSC&B gains most of its radio-tv billing strength through network tv activity. This season, for example, SSC&B clients are represented as follows: Lipton Tea (Jack Benny on CBS-TV, a special on network and also in network sponsorship on NBC-TV); Block Drug (This Is Your Life and Riverboat on NBC-TV and Jack Paar Show on that network);
A recognized leader ... and still forging ahead... Weed is pleased to announce representation of three of Canada's newest Major Market Television Stations...

CFCF-TV, MONTREAL, QUEBEC
CHAN-TV, VANCOUVER, BRITISH COLUMBIA
CJAY-TV, WINNIPEG, MANITOBA

Weed representing Canada's Finest Stations
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, BOSTON, ATLANTA, NEW ORLEANS, HOUSTON, DALLAS, DENVER, LOS ANGELES, SAN FRANCISCO, SEATTLE
Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one who starts the count rolling.

Who?
You.
The Dial Twister.
You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there... where we now have 7 of the 10 most popular shows and are first 4 nights and tied for a fifth. Not since 1957 has Net Y, and not since 1954 has Net Z, had so high a Share of Audience as ABC-TV has today.

You (along with millions of other Dial Twisters) have made ABC the network most people watch most of the time.

That pleasing result came from your computing of certain facts fed into you. Take such bold new facts as The Untouchables, 77 Sunset Strip, The Real McCoys, The Flinstones, My 3 Sons, Surf Slide 6, The Roaring 20's. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you were in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC fed you such responsible Service documentaries as those in the Bell & Howell Close-Up! series and Expedition. Etc. We confidently expect many more dials to be twisted our way as you start (next week) computing the intense significance and inspiring excitement of the forthcoming 26-part series, Winston Churchill: The Valiant Years. (Music background by Richard Rodgers.)

When you were in a mood to compute Sports facts, we fed (and will continue to feed) you the most Sports hours of any network: NCAA Football, American League Football, Fight of the Week, All Star Golf.

And in Specials: Remember how quickly you computed such extra-special Specials as The Bing Crosby Show, Maurice Chevalier's Invitation to Paris, Elvis Presley's return to our Frank Sinatra shores, Debbie Reynolds' TV debut.

*Source: Nielsen 24 Market TV report week ending November 6, 1960, vs. multi-network area reports for similar periods previous years. 6:30-11 PM Sun., 7:30-11 PM Mon.-Sat.

Sample Special coming up: David the Outlaw, two-part Biblical epic starring Jeff Chandler and Israel.

Obviously, no human computer can be told what to watch and compute in this land of 180 million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth in Client Acceptance to it. Against last year, ABC's billings are up 30% and give every evidence of continuing to out-pace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public... or whether you are a Dial Twister dialing in for Television's best... ABC-TV is now your first choice.

ABC TELEVISION
Whitehall (Sunday News Special, Have Gun Will Travel and To Tell The Truth, and the alternate week of Doug Edwards & The News, all CBS-TV); Noxzema (in Maverick, Adventures in Paradise and the daytime American Bandstand, all ABC-TV); Carter (in news and in football on CBS-TV, in Aquanauts on CBS-TV and Hawaiian Eye and Roaring Twenties on ABC-TV. The agency is involved in Have Gun Will Travel also for Lever Bros., in Wells Fargo and Thriller on NBC-TV for American Tobacco (Pall Mall). In addition, Lipton and Whitehall are in daytime shows. The radio-tv spot, advertisers include Lever, Vick Chemical, Pall Mall, Noxzema, Lipton, Whitehall, Carter, Sterling Drug (Calorid), S & H Green Stamps and Duffy Mott among others.

Campbell Ewald Co.: Combined tv-radio billing $31.5 million; $26 million in television ($20.5 in network, $5.5 million in spot); $5.5 million in radio ($3.5 million in network, $2 million in spot); tv-radio share of overall billing: 30%.

CE jumped its broadcast business a bit, but radio-tv share was down, with little variance in network and spot figures from last year. Chevrolet continued with the Dinah Shore Chevy Show and bought My Three Sons and Route 66 plus spot campaigns. Parent General Motors sponsored the Danny Kaye special, while GM's United Motor Service Div. underwrote Stage Coach West and The Islanders. Goebel Brewing Co., long active in sports (baseball, pro football) dropped out while GM's Delco-Remy Products was active in spot radio running as high as 30 markets. Firestone Tire and Rubber Co. continued with its Eyewitness to History series on CBS-TV.

D'Arcy Adv.: Combined tv-radio billing $26.5 million; $19.5 million in television ($8 million in network, $11.5 million in spot); $7 million in radio ($1 million in network, $6 million in spot); tv-radio share of overall billing: 37%.

D'Arcy's rising in billing this year was attributed largely to expansion of activities by old-line clients such as Anheuser-Busch, Studebaker-Packard, Colgate (Halo), Gerber Baby Foods and Standard Oil (Indiana). New clients, such as Breast O' Chicken Tuna and Lufthansa Airlines helped swell the spot radio-tv business.

A striking buy was Anheuser-Busch's purchase of the syndicated half-hour program, The Third Man, on a market-to-market basis throughout the country, said to represent an investment of almost $2 million. Other heavy investors were Gerber baby foods with sponsorship of various daytime tv programs; Colgate and Studebaker-Packard, which invested in various nighttime filmed
GRAND SLAM WINNER

1. Best Local News Coverage
2. Best Community Discussion Program
3. State-wide Advertiser's Award
4. Best Local Announcements
5. Best Local Musical Spool Production
6. Special Merit Citation from Governor Price Daniel

WACO

wins every award in her category

Yes, Radio Station WACO at Waco, Texas, won all five of the Awards offered to Broadcast outlets serving cities of more than 100,000 population by the Texas Association of Broadcasters. Then, to cap the climax, WACO was (for the fourth time!) awarded a Special Merit Citation from Texas’ Governor Price Daniel.

THE AWARD WINNING STATION
WACO is, traditionally, the Award Winning Station. Beginning in the thirties, WACO has been winning meaningful Awards, year after year. And now, the Grand Slam! In competition with all other Texas radio stations serving cities of more than 100,000. That’s really something!

BIGGEST AWARD OF ALL
The biggest Award of all is the Listener’s Award! This one comes from the People in WACO’s area of coverage. By the hour, by the day, by night, year after year. It is reflected in every “rating” (check ‘em) that measures audience share in the WACO area. And WACO tops every time, all the time.

Listeners love WACO.

WACO's BIGGEST YEAR IN WACO'S HISTORY
Award Winning at WACO goes hand in hand with business volume. This year, 1960, brings WACO its biggest volume of sales in its 38-year history. This means that WACO is right in the middle: People give it the audience; advertisers give it the business; everybody gives it Awards.

How about you? Got something to sell? Get on the Station (WACO) that gets to the people who buy. Make this your biggest year, too.

Lee Glasgow
WACO Co-Owner

It is more than poetic that the name Glasgow rhymes with WACO. Lee Glasgow is WACO. He owns it. Lee came with the Station fresh out of college (TCU) in 1935 as a time salesman. Now he is the co-owner of WACO with Wendell Mayes. He also owns KAND-Corsicana and WTAW-Bryan College Station. He has watched WACO grow. He has made it grow. He is one of those now rare individuals, a working owner. Comes to work early, stays late, works hard. Leans his people. Drives himself. Dedicated to broadcasting as a human service. Loves the City of Waco. Gives willing hands to every civic chore and challenge: industrially, culturally, financially. Glasgow has made WACO a first in every possible way: in Popularity, in Coverage, in the hearts and ears of the People. (WACO is even the first name in the phone book under “W”). Programming with Glasgow is a religion. He sleeps it, eats it, dreams it, plans it, and he makes it work. Not anything is left to chance on WACO. Glasgow surrounds himself with people who, likewise; share his dedication to perfection. Witness: Mary Holli-day, one of Glasgow’s beloved personalities, conducts a daily WACO featured program that has attained national recognition, and is now in its 25th year! Lee believes that People love People. That is the secret that unlocks the favor for WACO.

Lee Glasgow
WACO Co-Owner

CALL
JohE. Person Co.
New York, Chicago, Dallas
[collect] Plaza 2-6571, Waco

BROADCASTING, November 21, 1960
serials and Standard Oil Co. (Indiana) which sponsored the professional football games on CBS-TV. These advertisers also invested substantially in spot radio and tv, and other spot clients included Bigelow Carpets, Lenox China and Royal Crown Cola. Studebaker-Packard, in an unusual buy, sponsored 15 55-minute jazz programs on CBS Radio last summer.

Grey Adv.: Combined tv-radio billing $26.2 million; $18.5 million in television ($13.2 million in network, $5.3 million in spot; $7.7 million in radio ($1.55 million in network, $6.15 million in spot); tv-radio share of overall billing: 51.4%.

The acquisition of four accounts active in radio-tv helped boost Grey's broadcast billing by more than $4 million over the 1959 level. The accounts are Ivory Shampoo, Downy, Revlon and Tintex.

A heavy network tv buyer, Grey invested on ABC-TV, CBS-TV and NBC-TV for various clients. Block Drug Co. was on NBC-TV in 'This Is Your Life, River Boat and Dough Re Mi; General Electric Photo Lamp Dept. on ABC-TV's 'Leave It To Beaver'; Procter & Gamble (Lilt) on ABC-TV's 'Wyatt Earp and Rifleman' and specials on various networks for Revlon.


Needham, Louis & Brorby: Combined tv-radio billing $26.2 million; $22.6 million in television ($16.2 million in network, $6.4 million in spot); $3.6 million in radio ($0.2 million in network, $3.4 million in spot); tv-radio share of overall billing: 57.5%.

NL&B boosted its radio-tv billings about $7 million and its broadcast share over 6%, continuing heavy in both network and spot tv, while picking up such additional accounts as Mas Inc., Renault (radio-tv, which it originally had) and Rival Packing Co. (worth $1.25 million).

Leading network advertisers included S. C. Johnson & Son (wax products) with such programs as 'The Garry Moore Show, The Red Skelton Show, Zane Grey Theatre, Johnny Ringo and various daytime series (plus political convention and election coverage on NBC radio network) and Lever Bros. (various products) with several network credits. Kraft Foods Co., signing singer Perry Como to a new five-year pact, bought the 'Kraft Music Hall, Happy and Tate'.

Other clients and their properties: Campbell Soup Co. with 'The Donna Reed Show, Lassie and Thanksgiving Day Parade; State Farm Insurance Co., Game of Week and 'The Jack Benny Show; Massey-Ferguson, Jubilee and Today on the Farm, and others. Active spot radio and/or tv clients were Johnson, Lever, Kraft, Campbell Soup, Morton Salt, State Farm, Household Finance, Oklahoma Oil (regional, with newscasts), Monsanto (plastic division), International Minerals & Chemical Corp., Mars, Rival and local accounts.

Erwin Wasey, Ruthrauff & Ryan: Combined tv-radio billing $25.5 million; $18.2 million in television ($12 million in network, $6.2 million in spot); $7.3 million in radio ($2.4 million in network, $4.9 in spot), tv-radio share of overall billing: 37%.

EWR&R picked up more than $8 million in radio-tv billing in 1960, attributed by agency officials to expansion of activity in the broadcast media by...
old-line clients and to new local business handled through EWR&R branch offices.

Carnation Milk was the pace-setter in network tv billing with sponsorship of segments of Pete and Gladys, As the World Turns, Sugarfoot and The Untouchables. Other network tv billing came from Dutch Master cigars with Take A Good Look; Van Camp with House Party and Rawhide and Staley Mfg. on various daytime programs.

Spot billing came from such clients as KLM Airlines, General Electric, Campana Sales, Carnation and Thermo-Fax Corp.

Tatham-Laird Inc.: Combined tv-radio billing $24.15 million; $22.15 million in television (12.1 million in network, $10.05 in spot); $2 million in radio ($0.4 million in network, $1.6 million in spot); tv-radio share of overall billing: 68%.

A gain of nearly $4 million in broadcast billings was registered by T-L for its fiscal year ending early in 1961. The agency was involved in the transfer of at least half a dozen account switches, picking up American Home Products' Aero Shave ($4 million), Coopers (about $750,000), Mennen Co. (old and new products worth nearly $1 million) and a new Bauer & Black product and losing E. J. Brach & Sons ($700,000), Campbell Soup Co.'s Swanson line (about $2 million), Toni Co.'s From permanent and White Rain shampoo (nearly $2 million), and Parker Pen Co. ($3 million, but not effective until March 1, 1961).

High on the network and spot tv list were Procter & Gamble (various products), Whitehall Pharmacal and Boyle Midway Div. of American Home Products, Formfit Co., Libby, McNeill & Libby, General Mills, Toni, Wander, Parker Pen, Paxton & Gallagher for Butter Nut coffee and the Campbell Swanson line. The P & G line included Mr. Clean and American Family products. With such major accounts involved, the list of network shows is virtually endless.

Wade Adv. Inc.: Combined tv-radio billing $20.8 million; $19.8 million in television ($13 million in network, $6.8 million in spot); $1 million in radio (all in spot); tv-radio share of overall billing: 80%.

The loss of the estimated $8 million Alberto-Culver hair dressing account to Compton didn't prove as serious to Wade as was anticipated, partly because of increased activity by Miles Labs and its other clients. While the agency reported overall billings of $28.1 million as of Sept. 30 (double the US$8 million already billed), a closer estimate would be that Wade's overall billings will run about $25.1 million by year's end. This also would reflect a portion of the $5 million in accounts inherited in the merger with H. W. Kastor & Sons, Chicago, and the newly-acquired Toni Deep Magic business (about $1 million).

(Note: projected to year's end, Culver is expected to spend about $12-13 million in 1960, with Compton assuming the account last Sept. 1.)

Miles alone reportedly boosted its advertising $2-$3 million this year, running over $20 million now and putting the additional monies in broadcast media. Miles dropped The Rifleman and Man From Blackhawk for Stage Coach West, also adding The Flintstones and shifting from Wednesday to the Saturday Night Fights, all on ABC-TV. It bankrolled 11 daytime shows on NBC-TV, bought local participations on 147 kid shows in 100 markets for its Chock vitamin candy and was active in spot tv in 100 markets, plus participations on the Jack Paar Show for Alka-Seltzer. Before it left the Wade shop, Culver was highly active in tv, using several network properties and spot tv (BROAD-
The big squeeze in tv advertising

ANA CONCERNED OVER PROSPECTS OF INCREASED PRODUCTION COSTS

Television advertisers are starting to resist the mounting cost of producing their commercial messages. The nation's most important advertiser group, Assn. of National Advertisers, showed deep concern over the problem last week at its national convention in Hot Springs, Va.

The interest of ANA members in rising costs poses a new threat to tv: Advertisers will be driven out of television into older media unless ways are found to level off spiraling expenses.

ANA's special target last week was the anticipated jump in costs involved in the current labor dispute involving the American Federation of Television & Radio Artists and the Screen Actors Guild (see page 85).

The subject was discussed at a Nov. 14 panel session by Philip H. Cohen, radio-tv director of Sullivan, Stauffer, Colwell & Bayles.

Mr. Cohen and many other advertiser-agency officials took the position that television circulation is now leveling off, bringing resistance to higher costs. In the past the willingness to adjust tv budgets upward as circulation increased tended to minimize the impact of higher expenditures.

Many ANA members indicated they no longer have escavator provisions in their budgets to absorb rising television costs. The usual alternatives are reduce the size of tv campaigns or shift to other media.

The only escape from these alternatives lies in production efficiency and any economies that can be effected.

The Big Cost Squeeze * "There is no one at this meeting who is not concerned at the rising costs in television," Mr. Cohen said. "Time costs have increased. Talent costs have increased. Wages to technicians have increased."

"Smaller advertisers are being squeezed out of television or dare not even think of entering it. Larger advertisers are wondering even more strongly if their advertising dollars cannot do more for them in other media."

"I suggest therefore that we cannot simply consider the cost of producing tv commercials as a separate item. We must think of the tv commercial as one of the costs in television. To be specific, a tv commercial that costs from $6,000 to $8,000 may often have a million dollars in time and entertainment placed against its exposure."

Mr. Cohen offered a series of proposals to effect economies in producing

1960'S BIGGEST BROADCAST AGENCIES continued

CASTING, Oct. 19, 1959; et seq.)

There also was increased activity at Wade from its other accounts, including Dot Records, Unexcelled Chemical Corp., Zurich-American Insurance, Mohawk Petroleum, Wait-Cahill Co. and Demet's candy.

In the merger with Kastor which should bring its billings to around $28 million, Wade is expected to inherit International Milling Co., Campania Sales, Fannie May candies and other accounts, about $3 million in all.

In a comparison with last year's billings, Wade radio-tv business and broadcast share are slightly off, with the agency recouping most of the loss occasioned by losing A-C the last four months of 1960. More will be recouped when Kastor's $3 million business takes effect after Jan. 1.

Gardner Adv. Co.: Combined tv-radio billing $19.786 million; $16.28 million in television ($8.12 million in network, $8.16 million in spot); $3.506 million in radio ($2.391 million in network, $3.1 million in spot); tv-radio share of overall billing: 46.47%.

Gardner increased its radio-tv business a whopping $5.5 million, reflecting stepped up activity in television (and to a lesser degree in radio), though its broadcast share dropped about 7%. It gained six accounts (Alitalia, American Zinc, Clark Bros. chewing gum, Diamond National Corp., General Electric (Receiving Tube Div.) and International Shoe, while dropping Remington Rand (portable typewriters, Univac) and Chas. Gulden Inc.

Pet Milk co-sponsored The Red Skelton Show again and had Keystone Broadcasting System's Grand Ole Opry on about 185 stations and CBS-TV's Edge of Night, plus Negro and Spanish radio and other participation in about seven southern markets. Ralston-Purina dog chew was on Leave It to Beaver, Stage Coach West and Cheyenne plus syndicated series. Anheuser-Busch was active with Busch Bavarian beer on St. Louis Cardinals games over a radio network and KMOX-TV locally, on network Game of the Week, and on pro basketball and wrestling programs. Other spot radio and/or tv users were Monsanto Chemical Co. (which dropped Conquest), Procter & Gamble Duncan Hines mixes (plus network daytime shows), Great Atlantic & Pacific Tea Co., Great Labs and Southwestern Bell.

Maxon Inc.: Combined tv-radio billing $18.135 million; $15.035 million in television ($14.26 million in network, $10.775 million in spot); $3.1 million in radio ($310,000 in network, $2.79 million in spot); tv-radio share of overall billing: 85.4%.

Maxon's broadcast business rose little over $1 million (in the process tv spot dropped a bit), radio spot jumped considerably with no major account switches. Pittsburgh Plate Glass Co. dropped The Garry Moore Show after the 1959-60 season and picked up Laramie and Michael Shayne.

As usual Gillette Inc. was a prime mover with Cavalcade of Sports and the National Collegiate Athletic Assn. football schedule plus 52 weeks of disc jockey participations in about 125 markets. Gillette in Canada bought Perry Mason and National Velvet on the CBC.

Other active clients were Heinz Co. (participations in network daytime shows), General Electric (College Bowl Quiz), Pfeiffer Brewing Co. (three syndicated series) and its Jacob Schmidt Dist. (five syndicated shows) and D.W.G. Cigar Corp. (syndication shows), Clark candy (participations in kid programs), Chas. Hires (spot tv) and others.

Ogilvy, Benson & Mather Inc.: Combined tv-radio billing $17.2 million; $16 million in television ($8.5 million in network, $7.5 million in spot); $1.2 million in radio ($0.3 million in network, $0.9 million in spot); tv-radio share of overall billing: 58.5%.

Tv spot placements continued to build this year, led by activity of Lever Bros. (Good Luck, Dove, Lucky Whip Vim.), General Foods' Maxwell House coffee, Bristol-Myers (Ban, Count 4), Pepperidge Farms and Helena Rubenstein. Schweppe's stuck to its seasonal pattern in spot tv. The agency shared billings on several tv network shows aside for Bristol-Myers, General Foods and on the CBS-TV Armstrong Circle Theatre. Berkshire house bought tv network participations, a special and spot tv. Teley Tea has been and still is a radio stalwart. Standard Oil of New Jersey for the first six months of 1960 underwrote The Play of the Week on WNTA-TV New York and on an abbreviated schedule on WTOP-TV Washington, D. C., for a spectacular

BROADCASTING, November 21, 1960
two-market expenditure. Standard Oil corporate billings now have been replaced by product advertising for Shell Oil Co., which appointed the Ogilvy agency effective in December, bringing into the house an advertiser that has been a substantial tv spot customer. Another significant addition in 1960 was Bristol-Myers' new antacid, Count 4. Lever's Vim laundry detergent made a late summer debut with spot tv. Vick cold tablets left the agency early in the year.

Campbell-Mithun: Combined tv-radio billing $17 million; $12.5 million in television ($6.5 million in network; $6 million in spot); $4.5 million in radio (all in spot); tv-radio share of overall billing: 44%.

C-M moved up $1 million, striking a more even balance between network and spot tv and picking up the Wilson meat and sporting goods accounts (an aggregate of $2.3 million) and Pacific Gamble Robinson Co. ($300,000), plus L. P. Gas, North American Life & Casualty and others.

Among active clients were Theo. Hamm Brewing Co. (with Green Bay Packers and other CBS-TV pro football, NBC and CBS Game of the Week and Baltimore Orioles baseball); American Dairy Assn. (Dave Garroway Today show); Pillsbury Mills (CBS-TV daytime and NBC-TV daytime and nighttime properties); Gold Seal Co. (Wonderland on Ice); Malt-O-Meal Co. (Shirley Temple series); Top Value Stamps (Ringing Bros. Circus).

Spot advertisers included Hamm's, Gold Seal, Malt-O-Meal, Ballard Flour, Kroger Co., Top Value Stamps, Northwest Orient Airlines and Scudder Food Products.

Doherty, Clifford, Steers & Shenfield: Combined tv-radio billing $16.8 million; $14.8 million in television ($11.9 million in network, $2.9 million in spot); $2 million in radio ($0.5 million in network, $1.5 million in spot); tv-radio share of overall billing: 60%.

During 1960, DCS&S raised its broadcast billing by $2.3 million over 1959, resulting largely from the acquisition of five new accounts—Chunky Chocolate Corp., Jackson Brewing Co., Narragansett Brewing Co., George Wiedemann Brewing Co. and the Better Vision Institute Inc. DCS&S has a host of accounts that buy participations in network tv, led by Bristol-Myers Co. and including Standard-Triumph Motor Co., Northam Warren Corp., Eastman Chemical Products Inc., Better Vision Institute and Chunky Chocolate. Accounts that billed in network radio were Grove Labs. and Bristol-Myers. Spot business came from accounts already mentioned, plus Borden Foods Co., C. F. Mueller Co., Triumph Corp., Shulton Inc. and John Paton Inc. (honey).

Norman, Craig & Kummer: Combined tv-radio billing $16.7 million; $15.2 million in television ($7.3 million in network; $7.9 million in spot); $1.5 million in radio (all spot); tv-radio share of overall billing: 47%.

Increased television activity by various clients boosted NCK's billing by $2.1 million over 1959, and client investment in radio also rose slightly. Accounts that were active in network television included Speidel, Willys Motors, Colgate-Palmolive, Dow Chemical and Chesbrough-Pond's. Heavy spot tv advertisers included Colgate, Chanel, Chesbrough-Pond's, Dow, Hertz Rent-A-Car and Ruppert Brewery, which NC&K lost during the year but the loss of Chesbrough-Pond's, Hertz and Chanel.

Parkson Adv.: Combined tv-radio billing $14.8 million; $14.5 million in television ($14 million in network; $500,000 in spot); $300,000 in radio (all spot); tv-radio share of overall billing: 82%.

Parkson's client is J. B. Williams Co. (formerly Pharmaceuticals Inc.) which has switched its emphasis in network television from prime time periods to a flock of daytime shows in which it participates. It still is in two network programs this season—as a participant in Adventures in Paradise and as an alternate in Lawrence Welk—on ABC-TV. Its daytime shows include House Party, Morning Court, Video Village on CBS-TV; Queen for a Day, Who Do You Trust?, Beat the Clock, About Faces, and Day in Court, all ABC-TV. J. B. Williams sponsors a few syndicated shows in specific markets. Because of the change in buying, Parkson's billing is down nearly $2 million this year.

Grant Adv. Inc.: Combined tv-radio billing (domestic) $14.7 million; $12 million in television ($3.9 million in network, $8.1 million in spot); $2.7 mil-
1960'S BIGGEST BROADCAST AGENCIES continued

lion in radio ($0.4 million in network, $2.3 million in spot); tv-radio share of overall billing: 25%.

Reflecting a state of flux or transition year, Grant maintained its radio-tv billings (though not its share, down 8%) in a shuffle of accounts and mergers with other agencies. Overall, Grant claims to have offset the loss of the $17 million Dodge domestic account, the $2 million Electric Auto-Lite business and other accounts with about $16-17 million in new billings. Gained during the year were Universal Coffeematic (Landers, Frary & Clark), Penick & Ford (various products), Fiat automobiles and Monarch Wine Co.'s Manischewitz wine. It also lost Jos. Schlitz's Old Milwaukee beer to Gordon Best ($1.5 million and Chrysler's Dodge and DeSoto Canadian business (about $2.5 million).

Active airwise in the Grant shop were Dodge (with The Lawrence Welk Show and a sizable spot radio schedule for its Dart), Breast O'Chicken tuna (inherited in the merger with Robinson, Fenwick & Haynes but later lost to D'Arcy), Electric Auto-Lite (with participations on the Dave Garroway Today show but now gone to BBDO), Fiat (co-sponsored the heavyweight boxing fight on ABC Radio June 2), Comet Rice (spot radio, Nicholas of America (farm shows), Penick & Ford (chocolate and syrup products in spot), Swanson Cookie Co. (used Don McNeill and Dennis Day on ABC Radio), Dr. Pepper (Fydle Gorme on ABC Radio, plus heavy spot-radio-tv), Warren Petroleum Co. and KVP Sutherland Co. Other spot radio and/or tv users: Dip 'n' Dip Inc., Pacific Airlines, Alaska Airlines, Packard-Bell, Doric Co., Cain Products, Salte Sea Clam Chowder, Long Island Railroad, Washington Dairy State Products Commission, Loma Linda, Jiffy Products, Narragansett Racing, Guerlain, Excell Labs, and Blue Cross of Washington State.

Fuller & Smith & Ross Inc.: Combined radio and tv billing $13.7 million; $11.1 million in television ($10 million in network, $1.1 million in spot); $2.6 million in radio ($1.4 million in network, $1.2 million in spot); tv-radio share of overall billing: 28%.

FSR's total broadcast billing has risen $2.7 million since last year. The agency entered spot radio ($1.2 million; last year no billing) for 11 accounts, including Volkswagen Dealers, Peak anti-freeze, Hercules Powder Co., Pennzoil and Raytheon Co., among others. The agency used network television with Alcoa Presents on ABC-TV; Libbey-Owens-Ford, NCAA Football and Bourbon Street Beat on ABC-TV; Williamson-Dickie, PGA Golf Championships on CBS-TV, and Jubilee, U. S. A. on ABC-TV. Sterling Silver Guild participates in various daytime network tv shows. Coats & Clark uses network radio with Arthur Godfrey on CBS, while Alcoa participates on NBC radio's Monitor. Hercules Powder Co., Alcoa, Williamson-Dickie, and Volkswagen are some of FSR's spot tv accounts.

Doyle Dane Bernbach: Combined tv-radio billing $13.4 million; $12.5 million in television ($8.5 million in network, $4 million in spot); $0.9 million in radio ($0.1 million in network, $0.8 million in spot); tv-radio share of overall billing: 32%.

Paced by the tv activity of Polaroid and Philip Morris, DDB upped its air billing by almost $4 million in 1960 over 1959, reflecting the agency's growing investment in tv.

Polaroid was represented on NBC-TV's Jack Paar Show and the Today program and on CBS-TV's Person to Person and the Garry Moore Show. Philip Morris was advertised on Doug Edwards and the News, Dobie Gillis, Laramie, Trouble Shooters, Rawhide and Loretta Young.

DDB's spot billing resulted from business on behalf of Dreyfus & Co., Salada Shririff Horsey, Thom McAn Shoes, National Federation of Coffee Growers of Columbia, Philip Morris, American Export Lines, West End Brewing, Puritan Corp. and others.

Keyes, Madden & Jones: Combined tv-radio billing $12 million; $10.5 million in television ($4.5 million in network, $6 million in spot); $1.5 million in radio ($0.25 million in network, $1.25 million in spot); tv-radio share of overall billing: 50%.

KM&J increased its broadcast billing over $2 million with Brown & Williamson (for Raleigh cigarettes, Sir Walter Raleigh tobacco) accounting again for a major portion. Overall business increased to about $24 million. The agency gained the Earle Airways account (about $350,000) but its increased activity came largely from present clients.

The agency was active for Raleigh...
The Giant's "P. Q." (PRESTIGE QUOTIENT)

in GREENVILLE, SPARTANBURG and ASHEVILLE

The third "Great Debate" from 7:30 to 8:30 P.M. on October 13, 1960 was one of those rare occasions when all three stations serving Greenville, Spartanburg and Asheville carried the same program at the same time. WFBC-TV commissioned Western Union to measure the Giant's P. Q. by making a coincidental telephone survey in all three metro areas during the hour-long debate between Kennedy and Nixon. The ratings below were computed in the conventional manner from data supplied by Western Union on a total of 569 telephone calls.

**Here are the results of the special survey!**

<table>
<thead>
<tr>
<th>Station</th>
<th>Greenville Metro Rating</th>
<th>Spartanburg Metro Rating</th>
<th>Asheville Metro Rating</th>
<th>G-S-A Combination Ratings</th>
<th>G-S-A Combination Share of Audience</th>
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<tr>
<td>WFBC-TV</td>
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<td>8</td>
<td>3</td>
<td>3.2</td>
<td>4%</td>
</tr>
</tbody>
</table>

For complete details on this survey, and for rates and availabilities, contact the Station or our National Representatives.

Represented Nationally by AVERY-KNODEL, INC.
1960'S BIGGEST BROADCAST AGENCIES continued

on five network daytime shows, plus Bourbon Street Beat, Checkmate, The Texan, Stage Coach West and Naked City and such syndicated properties as Tombstone Territory plus other spot buys. (The daytimers ran out in late August). For Sir Walter Raleigh it moved with the ABC-TV fights from Wednesday to Saturday and bought Make Room for Daddy, The Monkees, Dan Raven, The Outlaws and others.

Other staples included Florists Telegraph Delivery Assn. (radio and TV), National Presto Industries, Revere Camera Co. (TV test schedules plus commitments on MBS this December for the Christmas rush), Congoleum Nairn, Dr. West's push button toothpaste and H. H. Hixson & Co. for its Fireside Egg coffee (in selected test TV markets including the East Coast and Midwest).

Guild, Bascom & Bonfigli: Combined tv-radio billing $11.8 million; $10.2 million in television ($7 million in network, $3.2 million in spot); $1.6 million in radio (all spots); tv-radio share of overall billing: 78%.

GB&B picked up $1.6 million in broadcast billing during the year, paced by theRalston Purina account which bought into High Road, Expedition and Leave It to Beaver. Other network TV advertisers were Carling beer with several Phil Silvers specials and the Jim Backus Show, and Skippy peanut butter with Riverboat and Dennis the Menace. Active spot advertisers under the GB&B banner included Skippy peanut butter, Carling, Ralston Purina, Mother's Cake & Cookies, Tidy House Products, Mary Ellen's Distributors (jams and jellies) and the Democratic National Committee, for which spot and some network business was placed.

W. B. Doner: Combined tv-radio billing $11.5 million; $7 million in television ($4.5 million in network, $2.5 million in spot); $4.5 million in radio ($0.5 million in network, $4 million in spot); tv-radio share of overall billing: 58%.

Doner's billing dipped slightly from the $11.7 figure achieved in 1959, off about $100,000 in both radio and TV. Timex continued to be the large source of broadcast business with specials placed on NBC-TV and ABC-TV. The agency investment in spot business was substantial, with National Brewing and Speedway Petroleum highly active in regional campaigns. Spot billing also was built up for campaigns on behalf of such clients as Hygrade Foods, the Detroit News, Wilkins Coffee, San Giorgio Foods and Wilkins Coffee.

D. P. Brother & Co.: Combined tv-radio billing $11.15 million; $8.5 million in television ($8 million in network, $0.5 million in spot); $2.65 million in radio ($2 million in network, $0.65 million in spot); tv-radio share of overall billing: 30%.

Brother's billings rose about $1.7 million thanks largely to Oldsmobile activity (two Bing Crosby specials plus the Singers golf tournament along with half of Michael Shayne and Hawaiian Eye, and the Lowell Thomas strip on CBS Radio. AC Spark Plug Div. was active with Naked City, Cheyenne and a stepped up spot radio budget. General Motors Guardian maintenance program was responsible for a spot campaign too.

Geyer, Morey, Madden & Ballard Inc.: Combined tv-radio billing $10 million; $5.5 million in television ($2.8 million in network, $2.7 million in spot); $4.5 million in radio ($2 million in network, $2.5 million in spot); tv-radio share of overall billing: 35%.

The year 1960 has been one of steady growth for Geyer. At least 12 new accounts were acquired, besides the advertising business of The Caples Co., which merges with GMM & B soon (BROADCASTING, Nov. 7). Among the major new accounts are B. I. Babbitt Inc. (household products, Charles An
tell Div., Andrule Labs Div.); Leh & Fink Products Corp. (Etiquet, Lysol, Medi-Quik); Irish International Airlines; Muzak Corp.; several Rambler dealer groups; Shanker Free Airport, and Programmatic radio network service. American Motors (Rambler cars) is heaviest tv-radio user at agency, having weekend news shows on NBC Radio's Monitor and heavy weekend tv spot schedules. Although no major network programs are sponsored by GMM & B clients, a number of them participate regularly in daytime network tv shows. Kelvinator Div. (clothes washers) of American Motors is a consistent spot tv user.

MacManus, John & Adams: Combined tv-radio billing $9.7 million; $6.9 million in television ($5.9 million in network, $1 million in spot); $2.8 million in radio ($1.5 million in network, $1.3 million in spot); tv-radio share of overall billing 20%.

MacManus, John & Adams' $3.3 million rise in broadcast billing over 1959 is broken down into a $3 million gain in network tv, a drop of $4 million in spot av, a $900,000 increase in network radio and a $100,000 decrease in radio spot.

Pontiac and Cadillac divisions of General Motors and Dow Chemical Co. (Dowgarde automotive lubricant, Saran Wrap) are the agency's major network and spot advertisers. The introduction nationally of Dowgarde this year is the single biggest reason for the agency's billing boost in network tv. Dow sponsors NBC-TV's Dow Hour of Great Mysteries and participates in other network shows. Pontiac bought a total of seven-long tv specials this year, including two Victor Borge programs, and also is alternate-week sponsor of Surfside Six on ABC-TV. Cadillac sponsors ABC Radio's John Daly news program.

Donahue & Coe: Combined radio-tv billing $9.6 million; $7.6 million in television ($4.2 million in network, $3.4 million in spot); $2 million in radio ($300,000 in network, $1.7 million in spot); tv-radio share of overall billing: 28%.

D & Co's broadcast billing rose $2.1 million over last year, despite the fact that the medium's share of the agency's total billing went down 2%. Bosco, predator of Best Foods Div., Corn Products Co. sponsors Dennis the Menace on NBC-TV, while E. R. Squibb Labs uses that network with People Are Funny. Burlington Hosiery participated on Lawrence Welk, Bourbon Street Beat, Roaring Twenties and Adventure in Paradise on ABC-TV; Person to Person on CBS-TV, and Dave Garaway's Today Show on NBC-TV. Scripto, new participant entry, has used Hong Kong and Will Disney Presents on ABC-TV; Person to Person on CBS-TV and Today

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television shows for each day of the week Nov. 10-16 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Thurs., Nov. 10</td>
<td>Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>30.0</td>
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<tr>
<td>Fri., Nov. 11</td>
<td>Sunset Strip (9 p.m.)</td>
<td>ABC-TV</td>
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<td>Sat., Nov. 12</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>27.3</td>
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<tr>
<td>Sun., Nov. 13</td>
<td>What's My Line (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>26.6</td>
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<tr>
<td>Mon., Nov. 14</td>
<td>Danny Thomas (9 p.m.)</td>
<td>NBC-TV</td>
<td>22.9</td>
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<tr>
<td>Tue., Nov. 15</td>
<td>The Big Beat (9 p.m.)</td>
<td>NBC-TV</td>
<td>20.9</td>
</tr>
<tr>
<td>Wed., Nov. 16</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>27.2</td>
</tr>
</tbody>
</table>

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52 (Broadcast Advertising) BROADCASTING, November 21, 1960
The people of Toledo proved what we've been saying all along...Mel-O-Toons are enthusiastically welcomed by parents and teachers...as well as children up to 14 and 15. We'll show you the mail to back it up.

Here's what happened: Two of these new cartoons were shown in a fifteen-minute on-the-air audition over WSPD-TV. Viewers were asked to send in their opinions, with no prizes or incentives of any kind. In less than a week, over 400 replies arrived. All except five individuals were wildly enthusiastic. School principals said, "Excellent!" Parents said, "The kind of children's program we've been waiting for." Children said, "All of us loved them." One mother asked us "in the name of the next generation" please to keep up the standards set by Mel-O-Toons.

These delightful cartoons, based on the most popular children's records, can win the same response from your community. Integrated into one of your children's shows, they'll give your programming longer life, and the strong local support that's so vital today.

Call or write for full details.

FROM

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 267 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2090
DALLAS 5511 Bryan St., RI 7-8553
LOS ANGELES 400 S. Beverly Drive, CR 6-5856
1960's BIGGEST BROADCAST

on NBC-TV. Six film companies, including Columbia Pictures, MGM and Allied Artists, use both spot radio and spot tv in their campaigns. Also in the spot field are Tri-Nut Margerine, Bailey Supreme Coffee, Corn Products Co., E. R. Squibb and the New York Herald Tribune, among others. Columbia Pictures, Corn Products, and Dr. Scholl's Foot Products use various shows in network radio.

Mogul, Williams & Saylor: Combined tv-radio billing $9.4 million; $7.2 million in television ($2.6 million in network, $4.6 million in spot); $2.2 million in radio (all spot); tv-radio share of overall billing: 48%.

Mogul's broadcast billing declined by $0.2 million, reflected in its lower tv billing as compared with last year, and is attributed in large part to the loss of its portion of the Revlon account. Esquire shoe polish was a leading advertiser with its sponsorship of CBS-TV's Witness and Face The Nation and with substantial investments in spot radio and tv. The agency's only other network tv advertiser was the Adam Hat Co., which bought participations on NBC-TV's Jack Paar Show. Accounts that were active in spot radio and/or tv included Rayco, Lite Diet bread, National Shoes, Howard Clothes, Bonomo's Turkish Taffy, and Ronzoni macaroni.

Edward H. Weiss & Co.: Combined tv-radio billing $9 million; $8.15 million in television ($7.2 million in network, $0.95 million in spot); $0.85 million in radio ($0.75 million in network, $0.10 million in spot); tv-radio share of overall billing: 55%.

Weiss jumped its broadcast business $1.5 million and its broadcast share from previous 40%, partly through its series of Purex specials on NBC-TV. It bought Project 20 with Bob Hope, Not So Long Ago, Call Me Back with Art Carney and more recently NBC News' coverage of the presidential inauguration Jan. 20; for Mogen David Wine, it bought network nighttime participations and the two-part Sacco Vanzetti series; for Helene Curtis, tv daytime shows and nighttime participations for Little Crow Milling, Captain Kangaroo on CBS-TV.

Also highly active during year was Midas Inc. (mufflers) which allocated 85%-90% of its estimated $5 million budget to air media (BROADCASTING, June 6). The International Parts Corp. Division sponsored Laramie, Law of the Plainsman and People Are Funny plus a Jack Paar special earlier this year, and later such special events as The Derby The National Open Golf Tournament on NBC-TV. Midas also was active in spot tv (in about 35 markets) and on NBC Radio's News on the Hour for 10 weeks during the summer months.

Weiss gained Orange Crush and Wishbone dressing, Thomas J. Lipton Division accounts. The agency also increased its New York and Los Angeles office staffs.

Kastor Hilton Chesley Clifford & Atherton Inc: Combined radio-tv billing $9 million; $6.66 million in television ($1.66 million in network, $5 million in spot); $2.34 million in radio ($0.1 million in network, $2.24 million in spot); tv-radio share of overall billing: 50%.

Kastor Hilton joins the top 50 agencies for the first time this year, with $9 million broadcast billing. It has 10 clients in spot tv, including Thayer Lab Div., Revlon; Snow Crop; Regimen; Smith Bros., and Tintair. ManTan, Tan-Perfect, and Drug Research Co. are in network tv: the first two on ABC-TV (John Daly and the News and The Dick Clark Show, respectively), and the latter on NBC-TV (Dave Garroway Today Show). Smith Bros., Grand Union, Seabrook Farms, and Soliax use spot radio, while Sofskin hand cream and Carter's Colonaid buy network radio (Don McNeill's Breakfast Club on ABC and Gabriel Heater on Mutual, respectively.)

North Adv. Inc.: Combined tv-radio billing $8.375 million; $8.25 million in television ($5.8 million in network, $2.45 million in spot); $0.125 million in radio (all spot); tv-radio share of overall billing 55%.

North's combined tv-radio billings dipped about $1 million and its broadcast about 8% during the past year, reflecting a similar $1 million decrease in overall business. Numerically, though, the agency gained more accounts than it lost.

North was active in broadcast, primarily for Toni Co., on ABC-TV's American Bandstand, NBC-TV's Loretta Young Show and its daytime theatre counterpart, The Grouch Show, Price Is Right, Here's Hollywood and others, and for Lanvin on CBS-TV's Person to Person and NBC-

Cost-plus-profit fee to replace agency commission?

The historic 15% fee that has governed advertising agency payments for nearly a half-century is due for some changes. An open break in the 15% commission system developed last week at the Asn. of National Advertisers convention in Hot Springs, Va.

In place of the traditional commission, Ogilvy, Benson & Mather will service the $11 million Shell Oil Co. account on a flat fee based on the agency's actual costs plus a 25% profit.

David Ogilvy, agency president, said his firm is ready to adopt the system for all its 20-odd accounts. He hailed the new formula "a giant step forward" in agency-client relations. Cyril Martineau, Shell advertising manager, said the Ogilvy firm had been selected from a group of four agencies, three of which had expressed willingness to work on a cost-plus basis.

"We had come to regard the older commission system as downright unethical," Mr. Martineau said. "It was like paying a doctor 15% on the cost of drugs he prescribes or the hospital bills he makes you run up. We think it unfair and unrealistic to expect any agency to be absolutely impartial when their vested interest lies wholly in the direction of increasing the client's commissionable advertising." He added that total responsibility for Shell advertising will be placed with the agency. "Why keep a dog and bark yourself?" he asked. The oil company has cut its costs several hundred thousand dollars under the plan, he added.

Mr. Ogilvy said he had no fear of an agency price war, feeling competitive pricing would strengthen good agencies and put the poor ones out of business.

A formula for agency participation in production and commissions where a tv show is handled by more than one agency was described by Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son. He said the company gives the agency of record an extra 15% of the 15% commission earned from both time and talent. At present it has five shows divided among Needham, Louis & Brorby, Benton & Bowles and Foote, Cone & Belding.
Fresno women love daytime movies on TV... especially MOVIE MATINEE on KMJ-TV Monday through Friday.

This is Fresno's highest rated weekday movie (ARB, August 1960) so naturally it's a most profitable spot for advertisers selling to women.

With winter weather coming on, MOVIE MATINEE audiences will no doubt be bigger than ever these indoor afternoons. Tell them the good news about your product or service where watching is a habit — on KMJ-TV!

THE KATZ AGENCY – NATIONAL REPRESENTATIVE

BROADCASTING, November 21, 1960

KMJ-TV... first TV station in the Billion-Dollar Valley of the Bees
1960's BIGGEST BROADCAST AGENCIES continued

TV's The Jack Paar Show, North placed substantial spot buys for Toni, Gillette, Lanvin and American Brewing Co.

During 1960 North lost the $1 million Deep Magic cleanser account to Wade Adv. and the $500,000 Jewel tea account to Earle Ludgin but inherited Bobbi permanent and Pamper shampoo from Clinton E. Frank (about $750,000). Other additions: Lanvin Parfums (originally in North shop), Webster Inc., American Brewing, Mayfair Industries and James B. Beam Distilling Co. Lost was Jayson-Excello Co.

Cohen & Aleshire Inc.: Combined radio-tv billing $8 million; $4.4 million in television ($1.3 million in network, $3.1 million in spot); $3.6 million in radio ($1 million in network, $2.6 million in spot); tv-radio share of overall billing: 55%

Cohen & Aleshire's broadcast billing total has gone down from last year's by $0.7 million. However, three clients continue to use all broadcast media regularly. Kiwi shoe polish which has sponsored Today and The Jack Paar Show on NBC-TV, also uses spot radio in its campaigns. Grove Labs uses Today, as well as spot tv and radio and network radio. Cott Beverages has been active in both spot radio and tv, while Floill Products, the agency's newest broadcast account, employs spot tv.

Reach, McClinton & Co.: Combined tv-radio billing $8 million; $7.2 million in television ($4 million in network, $3.2 million in spot); $0.8 million in radio (all spot); tv-radio share of overall billing: 33.3%

Broadcast billing stars at Reach, McClinton are The Prudential Insurance Co. of America (Twentieth Century on CBS-TV), Breck products (Hair Mist Set participates in Family Classics on CBS-TV) and two advertisers, Martini & Rossi and International Latex and Isodine which are heavy in spot television. Radio spot activity also draws from these clients. RM at the first of the year became agency of record on Breck's Sunday Showcase series of specials (one per month in the latter half of the 1959-60 season).

Clinton E. Frank Inc.: Combined tv-radio billing $7.6 million; $7.1 million in television ($5.2 million in network, $1.9 million in spot); $476,668 in radio ($57,120 in network, $419,548 in spot); tv-radio share of overall billing: 47.38%

The fast-growing Frank agency, which started with a handful of billings six years ago, moves into the nation's top 50 radio-tv agencies this year, reaping overall billings of about $16 million. Most recent plum: the estimated $3.5 million Continental Oil Co. (Conoco) account effective Dec. 1 (which would bring billings close to $20 million for early 1961). Among other acquisitions: Toni Co.'s Prom permanent and White Rain shampoo (about $2 million, from Tatham-Laird) and the Kemper Insurance Group ($1 million, from John W. Shaw Adv.).

Lawrence C. Gumbinner Inc.: Combined radio-tv billing $7.5 million; $6.5 million in tv ($5.5 million in network, $1.5 million in spot); $1 million in radio ($0.25 million in network, $0.75 million in spot); broadcast share of total agency billing: 40%

Gumbinner's broadcast billing has gone up an estimated $3 million since last year and enters the top 50 agencies list for the first time. The agency's network tv billing is mostly for Dual Filter Tareyton cigarettes (Bachelor Father, NBC-TV) and Block Drug Co. (Road to Reality, Day in Court and Queen for a Day, all ABC-TV; Jack Paar Show and This Is Your Life, NBC-TV). American Tobacco Co., for Dual Filter Tareyton, Roi-Tan cigars and Herbert Tareyton, buys spot tv and spot radio. Block Drug, Bourjois and Whitehall Products also use spot tv, while Q-Tips, Chapstick and Block Drug, among others, use spot radio.

Hicks & Greist Inc.: Combined radio-tv billing $7.2 million; $6.5 million in television ($1.8 million in network, $4.7 million in spot); $0.7 million in radio ($90,000 in network, $610,000 in spot); tv-radio share of overall billing: 66%

Hicks & Greist is a new entry to the top 50 agencies compilation. The Sandura Co., for Sandnara floor covering, used CBS-TV for the Summer Olympics, and NBC-TV for the Jack Paar Show and the election returns. Fedders Co., agency's lone network radio client, sponsors Monitor on NBC. H & G has 10 clients in spot tv, including V. La Rosa & Sons; Stahlmayer Meats, for Ferris ham; Dixie Cup Div., American Can Co.; Taylor-Reed Corp.; Sandura Co., and Milton Bradley Teaching Aids. La Rosa, Dixon pencils, Q-T Frostings, and Walter Johnson candles use spot radio.

Warwick & Legler: Combined tv-radio billing $6.9 million; $4.8 million in tv ($1.3 million in network, $3.5 million in spot); $2.1 million in radio ($0.1 million in network, $0.2 million in spot); tv-radio share of overall billing: 30%

The loss of the Bromo-Seltzer account and Revlon's decision to use tv specials less frequently were the principal factors in a reduction of about $2 million in broadcast billing at Warwick & Legler this year.

See the conquering hero comes! Sound the trumpets, beat the drums!*

*Dr. Thomas Morell
"Joshua"

If all the KROC-TV viewers were to join the parade over 80% of the homes would be vacant.

EFFECTIVE BUYING INCOME: $566,899,000

KROC-TV

CHANNEL 10

ROCHESTER MINNESOTA

Represented by Venard, Rountoul & McConnell.

G. David Gentling, gen'l. mgr.

N BC

BROADCASTING, November 21, 1960
MORE VIEWERS ARE WATCHING THIS PICTURE THAN EVER BEFORE...

THE SEASON IS EARLY AND ALREADY THESE ARE SOME OF YOUR NO. 1 CHOICES:

THE UNTOUCHABLES
THE NAKED CITY
THE DONNA REED SHOW
MY 3 SONS
THE FLINTSTONES
77 SUNSET STRIP
THE LAW AND MR. JONES
NCAA FOOTBALL
WALT DISNEY PRESENTS
PETER Gunn

Shown each week on Channel 7, these programs consistently top their competition. (According to Nielsen, these 10 shows were rated No. 1 in their time periods at least twice during the four weeks ending November 6, 1960.)

Channel 7's average prime nighttime audience has increased 16% in the past year.* In the same year, competitor network stations have been losing audiences: Station X shows a 5% decline; Station Y a 4% decline.

WATCH THESE AND THEY'LL SOON BE YOUR NO. 1 SHOWS:

STAGECOACH WEST, Tuesday, 9 PM
HOMICIDE, Wednesday, 1:30 PM
THE ROARING '20'S, Saturday, 7:30 PM

WABC-TV CHANNEL 7
Flagship Station ABC Television Network

THE MOST ENJOYABLE SIGHT IN TOWN

*Monday, Saturday, 7:30 PM, Sunday, 8:30 PM
A TELEVISION SALES DOCUMENTARY

Pittsburgh Plate Glass tells ANA meet about the success it had through sponsorship of CBS-TV’s ‘Garry Moore Show’

The power of television to sell consumer goods was dramatically documented last week before the Assn. of National Advertisers, meeting Nov. 14-16 in Hot Springs, Va.

A basic case history showing television’s power to impel purchasing was provided by Pittsburgh Plate Glass Co. It was centered around the results obtained by PPG from the Garry Moore Show on CBS-TV during the 1958-59 season.

Similarly three other national sponsors told members of the professional advertiser association how they were using tv successfully. The three were Westinghouse Electric Corp., whose successful commercials during coverage of the national conventions brought traceable results; Climalene Co., using spot tv, and Purex Corp., using network tv. (See Westinghouse, Climalene and Purex Corp. resume page 60.)

Narrating the Pittsburgh Plate Glass success story to ANA were M. J. Batenburg, PPG director of information services, and L. E. Purvis, president and board chairman of the Gallup & Robinson market research firm.

Their subject was “PPG Puts the Calipers on Its Advertising Program.” Addressing the nation’s organized advertising executives, they summarized the tv programs impact this way:

“We were able to document that the Garry Moore Show was delivering a large and representative audience of the kind of people we wanted to reach.

“We were registering selling ideas with the audience about our products.

“We were cultivating a more favorable attitude among our viewing audience and contributing to their information about our products and our company.

“We were creating a receptivity to our products and, more tangibly, we obtained evidence of intentions or plans to buy one or more of our products.”

Those results are desirable and pleasing to a sponsor. But how about actual sales?

With the millions of viewers reached by our show we were registering our commercial messages and transmitting information to viewers who were actually moved to purchase our products through the stimulus that Garry Moore had given them.”

As the PPG story unfolded, Mr. Purvis presented specific research findings showing how the tv series had influenced plans to buy PPG products and then had taken them into stores to spend the money.

The documentary evidence was developed from one of the most extensive studies ever made by a single sponsor into the results obtained from a major advertising campaign. This evidence was based on the PPG sponsorship of Garry Moore starting in the fall of 1958.

“Our main concern was to find out if television was really an effective advertising medium for PPG,” Mr. Batenburg explained. “And the company was concerned about the steadily increasing size of its advertising budget from year to year. This accounted for the decision to seek better yardsticks as guides in spending advertising money effectively.

How PPG Knows • Put bluntly by Mr. Batenburg, the PPG advertising problem was: “How do we know we are right?”

PPG has a special marketing aspect. It’s name doesn’t describe many of its products—paint (in first three nationwide), fiber glass, flat glass (plate and window), mirrors and heavy industrial chemicals.

“Thus our problem is to make our name and the corporate symbol PPG more meaningful to millions of Americans,” Mr. Batenburg said.

So PPG decided to put its $3.5 million tv budget with the CBS-TV Garry Moore Show, getting 54 one-minute commercials over a 38-week period. It also got a summer replacement for the money but the summer programs aren’t involved in the PPG research project.

A formula was adopted for the spread of corporate objectives during the series: One-third of commercials (18), corporate objectives; two-thirds to straight-sell product commercials (36) featuring consumer glass and paint products.

Mr. Batenburg said PPG decided first, to utilize Gallup & Robinson in developing effective commercials; second, to obtain benchmarks on public attitude toward the company and its products; and third, to determine how the advertising was influencing consumer sales.

To find out how the series of one-minute commercials was influencing the public, G&R adopted this procedure: Interviewers located viewers of “last night’s program (proof of viewership required); checked recall of products advertised and sponsor on an unaided basis; asked for description of commercials to prove recall; playback of corporate or product messages; playback of attitudes.

Tv Impact • An impact test of a PPG commercial for mirrors (Oct. 7, 1958) showed 22% of men and 22% of women remembered the commercial.

This 22% figure was 9 percentage points above the normal 13% message registration (or a 70% increase above normal).

Here’s the way the sales message registered (base—remember commer-

The men closest to the tv sales success of Pittsburgh Plate Glass Co. disclosed the story at ANA meeting. L. to
WHAT HAPPENED TO ALL 5 OF THESE STATIONS ON ELECTION NIGHT WAS NOT A COINCIDENCE

Three different network affiliations...yet each of the WBC TV stations ran "ahead of its ticket" on election night. Each drew a greater share of audience than the average of other local stations on that network that evening.

This is not coincidence. No more than it can be called a coincidence that more local advertisers use WBC TV stations than any other TV stations in their markets.

Now, what about ratings? The WBC TV stations are leaders in their markets. All five are first or virtually tied for first place in share of audience. Again, despite the fact that one station is ABC, two are CBS, two NBC.*

What makes so many people tune to the five WBC TV stations? We believe the answer lies in the important identification that our stations have with community problems, and in their attempts to serve the community and the personal needs of viewers. For example, over 400 times in the last few years, WBC stations have editorialized on local issues, alerting their audiences to the need for action and infusing them with the desire to find solutions. Even more significant, these editorials have run in time periods when there are peak viewing audiences.

Also, recognizing the obvious need and desire for information, WBC stations have programmed special national and international news coverage of world happenings, supplementing the services received from the networks. The intention: to give WBC audiences a locally-oriented point of view, and as complete news coverage as possible.

These facts have earned for the WBC stations the top awards for significant and outstanding programming in the public service.

So it isn't COINCIDENCE. Audiences, advertisers, ratings, community services, awards. These are the stimuli that prompt viewers and advertisers to turn to the WBC television stations.

Westinghouse Broadcasting Company, Inc.

WBZ-TV, Boston, WJZ-TV, Baltimore, KDKA-TV, Pittsburgh, KYW-TV, Cleveland, KPIX, San Francisco. Represented by Television Advertising Representatives, Inc.

*Current ARB Reports. And if you're wondering about the stations that are "virtually tied," one is 1/10 of 1% below its competitor, while the other is 9/10 of 1%. You might call this difference an area of statistical tolerance.
ANA hears three more tv success stories

Three national sponsors who like television’s power to move consumer buying told their success stories to the Assn. of National Advertisers’ convention at Hot Springs, Va.

The three were Westinghouse Electric Corp., Climalene Co. and Purex.

Wesinghouse had a measurement of results obtained by sponsoring the 1960 political convention telecasts on CBS-TV, according to Russell H. Colley, management consultant.

The specific objective, he said, was to persuade 400,000 homemakers to visit 10,000 dealers in four weeks— an average of 40 prospects who would physically cross the threshold of each dealer’s showroom.

Mr. Colley described the results this way: The two convention telecasts drew a combined audience of 84 million people. Approximately 18%, or 15 million people, could play back (remember) the commercial messages. Nearly half a million took immediate action by walking into a Westinghouse dealer and purchasing the special offer. A special ice cube tray was offered as an inducement to visit the showroom.

Results “Did they buy appliances?” Mr. Colley asked. “Yes, carloads of them. Of course, advertising was only one factor in the consummation of the sale. But we do have this further intelligence: 44% of the people who bought a Westinghouse refrigerator gave advertising as the major factor in choice of brand,” he told the ANA.

Climalene Co. found the answer to a sales plateau in spot tv according to Robert H. Marriott, vice president of sales and advertising.

In the fall of 1958, he said, the detergent was promoted in Indianapolis with a schedule of 14 weekly spot announcements.

“What happened?” Mr. Marriott asked rhetorically. “For 60 days nothing important. Then, in December, normally our poorest sales month, the pot began to simmer. By early spring it was boiling. Santa’s Christmas gift to us in 1959 was a 33% sales increase in a 45-year-old market.

“We’re currently in eight major markets with sustained tv programming. No other medium has been used. There have been no gimmicks—no coupons, cents-off sales or coop.

“Not all markets have matched the Indianapolis performance,” but:

**Other Markets** • “In Chicago, where strong spot programming opened the door to distribution of the large package, nine-month volume has increased 100%.

• “In Cleveland, a 50-year-old market, volume is up 40%.

• “In Philadelphia, where last spring sales declined to the point where loss of distribution was a distinct threat, major chains have shifted from warehouse pickups to truckload quantities. Some accounts that

threatened to discontinue the product are now seriously considering a second size.

Mr. Marriott summed it up:

“Each 1960 business quarter has exceeded the previous one in sales volume, and September business set a new high for any single month since the World War II era. . . . another application of how the rifle of regional concentration may well out-perform the shotgun of national spread in hitting the sales target.

“We like the pattern—not only for what it has done and is doing for our business, but because we believe it will give us a sharper picture of where we are going in 1961 and what it will cost to get there.”

**Honest Ads** • Purex Corp., maker of household supplies, spends most of its ad budget in network television and is getting good results, according to Leslie C. Bruce Jr., advertising director.

He told how Purex adopted its own honest-advertising code. “Our commercials have been shown by Gallup-Robinson tv impact studies to be on the whole extremely effective in successfully communicating product ideas with resultant recall of principal copy points.”

Mr. Bruce said the “end result” of the strict copy standards “certainly transcended any presupposed confinement.” He said Purex can adequately verify product claims and the advertising is kept in good taste.
Birmingham newspapers, ETV, and Dave Campbell's "The People Speak" radio program received plaudits from the Birmingham Metropolitan Audit in its latest report.

In its preliminary report on "Communications Among the Birmingham People," the Audit pointed out the "dangers as well as the blessings" of the communications field. The report called Dave Campbell's "The People Speak" program "a healthy justification for public service in modern-day radio programming."

Through Campbell's program, WAPI renders a unique service to the process of free communications in the area by programming large blocks of evening time to staff conversations with telephone callers. Discussions of the issues of the day, questions and answers, problems, clarification of issues are both entertaining and educational.

The Birmingham Metropolitan Audit says "a healthy justification for public service." 20 local sponsors on a year round basis say "Dave Campbell's People Speak sells merchandise for us."

Further, the Audit report stated that civic pride extended to the newspapers, and that 'in others it is better, nor worse, than other American cities. The Birmingham Metropolitan Audit said Birmingham "fortunate in several ways.""
purchasers influenced by commercials for PPG mirrors that 15% bought the same day they got the idea; 31% got the idea to buy up to a month before they actually bought; 25% got the idea one to six months before they bought; 29% got the idea to buy more than six months before they bought.

Effect of TV on plans to buy PPG products was based on a national probability sample of 4,000 households, Mr. Batenburg said.

“Projecting from the national probability sample of 4,000 households, we found approximately 2.8 million households were planning to buy a mirror,” Mr. Batenburg said. Of the 5.6% of U.S. households, 6% of viewers had plans to buy a mirror (any mirror) within the next few months compared to 5.1% of non-viewers. Taking the 0.9% difference, he said 460,000 U.S. households are represented. As to plans to buy a PPG mirror, he found 0.4% of non-viewers and 1.5% of program viewers. In the case of paint, almost one-fourth of those who bought Pittsburgh Paint in the survey period gave credit to advertising, about half citing TV and the rest crediting other media.

ANA ISSUES CALL TO ARMS
Adopts plans to combat industry’s critics with an information project and self-regulation plan

The nation’s major advertisers are convinced they must take drastic action to protect both the $11 billion advertising industry and the free enterprise system. Last week, at the annual Assn. of National Advertisers convention in Hot Springs, Va., they took first steps to campaign on behalf of (1) their profession and (2) the capitalistic economy.

ANA’s specific moves were these:

* Its top officials called for a major information project to document the basic facts about advertising and its place in the national scheme. The startling lack of such information was emphasized.

* The association took a frank, revealing look at the way advertising is being attacked by politicians, government regulators and people who make a business of shooting at advertising’s image.

* A new self-regulation project designed to keep advertising claims honest and inoffensive was put in motion as ANA formally joined the long-established copy-review project operated by the American Assn. of advertising Agencies.

* Max Banzhof, Armstrong Cork Co., head of the ANA’s Public & Government Relations Committee, sparked the opening of an ANA offensive against the anti-advertising movements and called for employment of advertising skills and techniques to meet these attacks and to show the public how advertising has led the modern growth of the American economy.

Two guest speakers took part in the self-cleansing discussion and urged advertisers to fight affirmatively on behalf of their profession.

Oveta Culp Hobby, president of the Houston Post (KPDR-AM-TV), suggested ANA set up an advisory committee of impartial businessmen, professional leaders and advertising statesmen to help in the self-regulatory function. She reminded that the nation did not need a censorship law in World War II.
New RCA-7513 gives you BETTER “PHOTOGRAPHIC” QUALITY in Color and Black-White TV

Registration is achieved more easily. Dark corners in the picture area are reduced. Glaring “halo effects” are eliminated. The signal current has good purity and low noise. These are some of the important advantages you can obtain with the new RCA-7513—the remarkable Image Orthicon that offers better “photographic” quality.

RCA-7513 precision construction includes accurate coaxial alignment of all sections of the tube and accurate interelectrode spacings. As a result, the three images produced within a three-image-orthicon type color camera can be practically identical in geometry. However, to take full advantage of the 7513’s precision capabilities, the color camera should employ deflecting yokes and focusing coils having precision construction and precision axial alignment with respect to each 7513.

A major design feature of the 7513...field mesh...assures that the scanning beam will strike the target perpendicularly at all points. This means improved corner resolution as well as reduced halo and edge effects. Moreover, the field-mesh defocuses the return beam, eliminating dynode spots from the picture.

Discover for yourself the new possibilities in color and black-white quality opened up by RCA-7513. Get in touch with your local RCA Distributor of broadcast tubes today for full details...or write RCA Commercial Engineering, Section K-13-0, Harrison, N. J.
because radio and the press made themselves a part of the government by voluntarily safeguarding national defense (see account of Mrs. Hobby's suggestions below).

Good Advice • Roger M. Blough, board chairman of U. S. Steel, advised advertisers to face up to their critics and avoid defeatism, accepting graciously the intermittent carping by gloomers. "Those who seem to make a profession of constantly sniping at advertising," he said, show by their "carping for cash that they, too, are a part of our enterprise system. Their monetary rewards stem from their enterprise. Behind and beyond this criticism is the basic truth that advertising is a useful tool in the art of selling—a tool that is indispensable to those who produce and to those who buy. Never was strong, well-motivated imaginative advertising more important than it is today."

U. S. Steel, Mr. Blough reminded, is sponsoring a "Watching America Grow" campaign. He said there already are signs the program is doing its primary job of communicating more of the dramatic facts about the nation's growth.

Mr. Blough added, "How better to undertake an effort of that kind by listing the excellent services of the advertising fraternity and by asking for the aid, comfort and vitally needed help of many other companies who feel as we do about America's economic blessings."

Mr. Banzhaf noted AAAA has hired the Hill & Knowlton public relations firm to guide its program to build advertising's image but said ANA "has been strangely silent."

The Problem • He observed "the lack of knowledge about advertising is perhaps the most significant clue to its problem." The four elements in the problem, he said, are advertising's public image, suffering from irresponsible novelists, amateur economists and "opportunistic politicians who, by turning Madison Avenue from a street to an epithet, would willingly destroy an industry to win an election"; public complaints to Washington; educators' preaching that advertising is an economic waste, and government officials serving "their constituents, their political philosophy or themselves."

Criticism is merely a means to an end when people in government, educators and writers attack advertising, Mr. Banzhaf said. "The end," he explained, is "the control of business. They seek to control advertising as a means of shackling private enterprise and placing greater control in the hands of government. Advertising is under attack because it represents a skirmish which must be fought in the battle of big government versus private enterprise—the battle between those who advocate state socialism and the advocates of free enterprise, the free market economy and individual liberty. It's a battle to seize control of the public's purse."

"What these advocates of centralized authority seek is to wrest control from the people and dictate to them how their money shall be spent and how much they shall pay."

The job, Mr. Banzhaf said, is to gather the facts about the effectiveness of advertising, the types that are most effective and the contribution advertising makes to society. This material must be assembled and brought to the government, educators, management and the general public in a continuing program.

"This is a never-ending project," he warned. ANA's first step, under guidance of the Public & Government Relations Committee, will be to employ a "person of real ability" at ANA headquarters and pay him a top-flight salary.

Fraught With Danger • "The situation is dangerous," said Edward G. McMahan, managing director of Storer Broadcasting's WAGA-TV Atlanta, who also spelled out the ground rules set up by WAGA-TV to govern its own editorial operations.

* The need for new ideas, new techniques and new approaches to make television commercials even more effective was pointed up by Harry Wayne McMahan, television advertising consultant.

* Closer cooperation between stations and agencies to overcome problems in billing was proposed by Thomas A. Wright, media vice president of Leo Burnett Co.

* Ways to get the most out of tv commercial dollars were discussed by Theodore Grunewald, executive vice president of Hicks & Great.

* A major part of a tvB presentation, "The Progress of Discontent," a big-screen treatment of the idea that the public dissatisfaction that leads to the development of new products and services can be best be stimulated by advertising, was unveiled at a special breakfast meeting attended by some 2,600 agency and advertiser executives, tvB members and other guests.

* Television's importance as an advertising instrument was pointed up by Leslie B. Worthington, president of U. S. Steel, in an address on "myopia" in the national economy.

The two-day meeting also included reports by Otto Brandt of KING-TV Seattle, tvB chairman of the board; Norman E. Cash, president; Payson Hall, Meredith Publishing Co., treasurer and Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla., secretary. It was preceded by sessions of the board of directors on Tuesday and the sales advisory committee on Wednesday. Election of officers and new board members wound up the session Friday afternoon.

Tests Pay Off • Mr. Shirey, whose report on tv's effectiveness in the Patterson Fletcher test was backed up by reports that the store plans to continue television unabated after the trial is over, led off the Thursday afternoon session.

He said the year-long test showed that television advertising can pay off for stores, but must be used consistently, not in little bursts. There are both tangible benefits and "staff and prestige benefits," he reported.

He suggested, however, that lower local rates may be needed to enable many stores to include television in their advertising budgets.

The Patterson Fletcher experiments used saturation spots, mostly minutes, with some 1D's and a Tuesday-night news show (the station was WANE-TV Indianapolis). Mr. Shirey pronounced the test successful in a number of ways: (1) specific promotions of hats, ties, coats, suits and other items (2) improved store promotional planning; (3) enthusiastic response by staff; (4) prestige and long-range, accumula-
Gerbic, Heublein Inc., co-chairman of the ANA-AAAA Committee for Improved Advertising Content. "There's too much criticism by the public, government officials, legislators, professional malcontents and frustrated copy writers," he added.

Robert E. Allen, Fuller & Smith & Ross, AAAA co-chairman of the joint group, said the addition of ANA support to the AAAA's 14-year-old review of objectionable advertising will greatly strengthen the self-regulatory project.

AAAA has reviewed two types of copy—misrepresentation of fact, which is covered by law, and offense to public taste, a matter of opinion. "Governments are never very successful in legislating matters of taste," he said, with the AAAA-AAAA interchange now dealing essentially with this type of copy rather than validity of claims. The validity field is within the scope of Better Business Bureaus and governmental bodies.

The joint committee is headquartered at 420 Lexington Ave., New York, 17. Complaints will be reviewed individually by the 10 ANA and 10 AAAA committeemen. Their decisions and comments are sent to the advertiser and agency involved. If a majority of the committee regards the advertising as "seriously objectionable," the advertiser and agency will be asked to take corrective action. If they fail to respond within 30 days, the ANA and AAAA boards will be notified. The process is confidential, being based on voluntary self-regulation. A considerable number of improvements in advertising, many having wide circulation, have been brought about by its project, according to AAAA, with 151 of 260 cases (58%) found objectionable (88 bad taste, 44 misleading, 19 unfair or excessively derogatory).

Donald S. Frost, Bristol-Myers Co., retiring chairman of the ANA board, said all ANA members should serve "as a joint committee" to promote self-regulation. "The very right to advertise has been challenged," he warned.

The self-discipline in advertising and protection of the capitalist system, Mrs. Hobby said, "Advertising emerges as an agent which by stimulating our free economy makes freedom to choose, freedom to buy, freedom to own, a natural, taken-for-granted part of our American way of life."

Loss of public confidence in advertising might lead to the destruction of all advertising, Mrs. Hobby warned. She added, "In the interest of free enterprise we cannot permit abuse of this great economic and social force by an unethical or irresponsible few. But as a publisher and radio and TV licensee, I am interested in advertising as the supporting power to all media."

"For when advertising fails to sell, it will disappear. What would happen then?"

"For one thing, there would be no further controversy about pay TV. There would be no other kind. The only alternative would be television by government subsidy. The free press as a means of mass communication essential to democracy would disappear . . . Freedom of the press is not a prerogative of newspaper publishers and writers. It is a right given to the American people by the Constitution—the right to know. A right that newspapers hold in trust for the people of this country."

"Similarly television channels are not the private property of networks or licensees to be programmed without reference to the public interest. They are the property of the American people, to be used in the interest of the American people by those licensed to use them so long as the licensees prove themselves to have the integrity and intelligence to operate them in the public interest. Advertising, too, is a trust held by you for the American people."

Television Bureau of Advertising's board of directors met Nov. 15 at the TVB New York headquarters. Clockwise around table: Craig Lawrence, CBS-TV; Richard A. Borel, WBN-S-TV Columbus, Ohio; Glen Marshall Jr., WJXT (TV) Jacksonville, Fla.; A. Louis Read, WDSU-TV New Orleans; John T. Murphy, WLWT (TV) Cincinnati; Payson Hall, Meredith stations; Lewis H. Avery (leaning back); Evelyn Fing- gan, TVB; Otto P. Brandt, KING-TV Seattle; Norman E. Cash, TVB; partially hidden: Roger W. Clipp, WFIL-TV Philadelphia; A. W. Dannenbaum Jr., Westinghouse Broadcasting Co.; P. A. Sugg, NBC; Gordon Gray, WKTV (TV) Utica, N. Y.; Stephen Riddleberger, ABC. Attending but not in photo: John P. Blair, Blair-Tv; Donald D. Davis, KMBC-TV Kansas City; Donald Kearney, Corinthian Broadcasting Corp.; Robert R. Tincher, WHTN-TV Huntington, W. Va.

BROADCASTING, November 21, 1960
Candelabra-type TV tower
built with USS “T-1” Steel legs
to withstand hurricanes

This spectacular three-channel television tower makes it easy for fans in Baltimore, Maryland, to tune in different stations—they are all in one spot. Built to withstand hurricane winds of 165 mph, the tower makes key use of super strong USS “T-1” Steel in the three 625-foot legs. The total tower height is 730 feet.

Three 10-ton antennas are perched on top of a triangular platform, 105 feet on each side. According to Dresser-Ideco Company, designer and fabricator of the tower, USS “T-1” Constructional Alloy Steel was selected for the tower’s main support members because of the weight problems imposed by the heavy top. Had structural carbon steel been used, the legs would have been almost twice as thick, adding further wind resistance and stress.

Weight saved. Instead of about 300 tons, for carbon steel, only 105 tons of “T-1” Steel were needed for the legs. They are solid rounds, quenched, tempered, straightened, and stress relieved in diameters of 7 inches for the first 480 feet and 5¾ inches for the remaining 145 feet. Use of “T-1” Steel saved freight, fabrication costs and foundation costs.

“T-1” Steel for extra high strength. The minimum yield strength for USS “T-1” Steel is 100,000 psi in rounds up to 4 inches in diameter. This is three times the yield point of structural carbon steel. For tall towers, the advantages of reducing leg size and weight are obvious.

Increase in paint life. “T-1” Steel has four times the resistance to atmospheric corrosion of carbon steel. This results in a considerable increase in paint life.

In addition to USS “T-1” Steel, United States Steel makes three High Strength Steels, USS MAN-TEN, USS COR-TEN and USS TRI-TEN Brands with a 50,000 psi minimum yield point. For more information, write to United States Steel, 525 William Penn Place, Pittsburgh 30, Pennsylvania.

United States Steel Corporation—Pittsburgh
United States Steel Corporation—San Francisco
Columbia-Geneva Steel—San Francisco
National Tube—Pittsburgh
Tennessee Coal & Iron—Fairfield, Alabama
National Tube—Pittsburgh
United States Steel Supply—Steel Service Centers
United States Steel Export Company

United States Steel
lose a long program. But at the same time try not to sell short contracts.

**Editorials Pay** Editorializing is good business as well as good public service, Mr. Lee asserted. He told his fellow broadcasters: "If you are not now editorializing at your stations, then I say to you, you are missing a great bet ... We have seen concrete, tangible proof, both in audience response and in dollars-and-cents payoff, that WAGA-TV Editorial is a welcomed public service and also a valuable sales tool."

The editorials themselves are not available for commercial sponsorship.

Mr. Lee presented a set of 15 rules and policies developed by WAGA-TV before it started editorializing last May. Basic objectives, he said, were to "stimulate individual thinking on matters that affect the people and communities we serve" and to "inspire comment, interest and action." Among the 15 rules and policies:

**Editorial policy** is set by an editorial board composed of the managing director, program manager and public affairs director; the managing director must approve all editorials; they must be clearly identified as editorials, must present the facts fully and accurately, must be written out and the script followed without deviation (aural portion is taped and the tape retained for three months).

Questionable subjects must be cleared by the home office (Storer Broadcasting Co.) and all editorials must have legal clearance before broadcast. Opposing points of view are actively sought out (though no one has yet asked for time to reply). Race, color, creed and religion are taboo subjects, and WAGA-TV also does not editorially support or oppose political candidates or parties.

**Commercial** Mr. McManan sounded a call for new ideas to improve the effectiveness of tv commercials. Up to now, he said, almost anything that has been done has been effective, but now "we must have more and better techniques for commercials."

Mr. McManan cited the Duncan Hines cake mix commercial's use of full-screen pictures instead of reaction shots to achieve appetite appeal, and Maxwell House Coffee's use of visual and sound effects in combination to what the appetite. He said Bell & Howell's "Zoomatic" commercial and a Renault-Dauphine film from England were top demonstration films of 1960.

Prospective tv advertisers at the local level can be sold on the use of the medium by showing them how other advertisers use it successfully, Mr. McManan advised. "We're not using the medium enough to sell the medium... we're not using enough commercials to sell commercial time," he said.

**Billing Problems** Mr. Wright considered station-agency cooperation in tackling billings problems as "nothing more than good business." He cited four main problem areas: (1) long-declayed billings, (2) negotiating credit refunds or make-goods; (3) correcting invoices that were prepared improperly, and (4) properly identifying billing by brand.

The first problem, he suggested, can be resolved if stations will give the advertiser the name of the business manager involved, so the advertiser can check promptly, and if the station will set a time limit of, say, 72 hours, for the return of a satisfactory written answer.

Refunds or make-goods can be handled promptly, he said, if stations will bring schedule discrepancies to the agency's attention within 24 hours and at the same time make a definite offer as to refund or make-good.

Incorrect invoices, he said, should be returned to the station at once, accompanied by an appropriate explanation. Responsibility for proper brand identification on billing lies first with agencies, he asserted, urging that they supply stations with enough information to permit them to log the spot by brand rather than by parent company titles.

Ted Grunewald, executive vice president, Hicks & Greist, New York, concluded the public relations session by demonstrating how his agency tries to make tv advertising more effective.

**Progressive Discontent** The strides that have been made in creating new products and new services because people were dissatisfied with the old ones were emphasized in the "Progress of Discontent" presentation, conducted by President Cash and George G. Huntington, TVB vice president and general manager. Advertising's role is to spread the "spark of discontent" by showing people that there is a better way, through finer things, for a fuller way of life.

Although the presentation deals with advertising generally more than with television specifically, it does not overlook tv's effectiveness. One example: For the Savings Bank Assn. of New York State, Benton & Bowles in cooperation with TVB conducted an equal-dollar test of television verses a combination of newspapers, supplements and regional magazine editions. "Consumer awareness of the advertising was higher for television," the presentation reports, "but more important, ability to cite specific copy points was 156 percent higher, television over print."

**Economic Myopia** U. S. Steel's President Worthington, speaking at the Friday luncheon, dealt primarily with national economic issues and what he called "Economic Myopia." But he also had favorable words to offer about television both as an advertising medium and as a growing industry.

Noting his company's long association with "Steel Hour," he said "we have been gratified to find, in survey after survey, that television is one of..."
With the Gates BC-IT 1000/250 watt transmitter, you efficiently reduce power to 250 watts nighttime operation by changing the primary voltage of the plate transformer. In this manner, when operating at reduced power of 250 watts, the primary power consumption is at a minimum, and the use of plate voltage dropping resistors, which are power consuming, is eliminated. The reduced plate voltage at 250 watts power to both the modulator and power amplifier tubes results in hundreds of added tube hours and a great savings in power cost.

The exclusive Gates feature of the inbuilt dummy antenna will also be appreciated by the engineer. With two-power operation at 1000 and 250 watts, initial alignment and periodic proof of performance required at two power levels is accomplished with utmost simplicity.

In summary, the BC-IT 1000/250 watt transmitter offers you the convenience of already having a one kilowatt transmitter installed—needing only to throw the switch for a change in power. Power change may also be remote controlled.

For complete technical information on the BC-IT 1000/250 watt transmitter, write today for Engineering Bulletin No. 109-D—yours for the asking.

GATES AM
BROADCAST
TRANSMITTER
FOR 1000/250
WATTS

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in:
HOUSTON, WASHINGTON, D.C. 13 EAST 40th STREET, NEW YORK CITY
in Canada: CANADIAN MARCONI COMPANY

HARRIS
INTERNATIONAL CORPORATION
A man trying to sell an ivory-handled dorsallruffer* sold of its lasting qualities; who invented it, where to buy it, and what it cost. At the end of the day, he hadn't sold a single dorsallruffer, so he threw it by the side of the road and went home.

Along came Sam, who knew the power of demonstration. He drove his wagon to the nearest junction, where he could reach the most people. There he demonstrated the dorsallruffer and took a tabletful of orders. Today his dorsallruffer factory supports him royally on a yacht near Nassau.

For concentrated impact and undivided attention, demonstrate on TV. To sell in Kansas, buy KTVH, with unduplicated CBS coverage in Wichita and 14 other important Kansas communities.

The most important factors contributing to the general public's knowledge of the steel industry:

He doubted that "any industry, anywhere, could offer a more striking example of growth than does television"—average annual growth rates, over the past 12 years, of 84 percent in number of tv stations, 96 percent in number of tv markets, 311 percent in national tv billings, and "an incredible 721 percent" in sets in use. But he warned that no industry can expect such growth rates to continue forever.

"Neither you nor I believe for a moment that tv has reached the limits of of its growth," Mr. Worthington asserted. "None of us will think, though, that your industry is going to an economic hedges in a handbasket if the rate—or rates—of growth that prevailed in the Fifties do not continue through the Sixties."

E. B. Brogan, advertising manager of American Motors, who originally had been scheduled to speak at the Thursday afternoon meeting, spoke instead at the sales advisory committee meeting, a closed session.

**Agency appointments...**

* National Theatres & Television has appointed Cole Fischer Rogow, Beverly Hills, Calif., to handle its National Theatres Div., covering 226 theatres in 16 states, and Cinemiracle Picture Corp., NT&T subsidiary.

* Rand McNally & Co., Chicago, has appointed Grant Adv., that city, to handle its corporate institutional advertising, effective Jan. 1, 1961. The account, which bills an estimated $250,000, was formerly serviced by Fletcher Richards, Calkins & Holdren, Chicago.

* The Thomas J. Mahon Co., Englewood, N. J., has appointed Kenyon & Eckhardt, New York, its agency for the firm's new nasal spray. The product, Phenyl-Drane, is being test marketed now, and is expected to be distributed nationally in early 1961.

* Magne-Tronics Inc., N. Y., names Peter Zanphir Adv., N. Y., to handle advertising campaign starting initially next month in broadcasting trade press to announce entry into automatic radio programming field.

* Shulton Inc., N. Y., names Benton & Bowles Inc., N. Y., as agency for Tecniche Color Tone, a hair coloring product. B&B also handles Shulton's Desert Dri deodorant and an undisclosed new product.

* General Electric Co.'s Radio Receiver Dept., Utica, N. Y., names Young & Rubicam, N. Y., effective Jan. 1, 1961. Y&R also represents GE's tv receiver department at Syracuse, N. Y., and the audio products operation at Decatur, Ill.


* American Chicle Co., Long Island City, N. Y., completed realignment of agency responsibilities (Broadcasting, Oct. 31) with assignment of Clorets mints and gum and several new products to Kenyon & Eckhardt Inc., N. Y., effective Jan. 1, 1961. Clorets account has been at Ted Bates & Co.

**Sell the grass roots, AFA convention told**

All media are "more partners" than competitors in today's moving marketing picture, but radio and tv provide a "selling tool unmatched in the history of human communications," James Beach, ABC vice president in charge of the network's central division, told the Advertising Federation of America 6th District convention in Madison (Wis.) this past weekend.

Mr. Beach spoke on selling broadcast media "at the grass roots," appearing with such other speakers as James S. Fish, General Mills vice president in charge of corporate advertising and AFA principal, and Mandall Kaplan, general sales manager of the Kitchens of Sara Lee (bakery products), Chicago.

Broadcast media are moving more products in today's expanding economy than all combined forms of transportation since the invention of the wheel, he said. In particular, he cited radio's "proud history" and tv's "amazing ability" to create the necessary emotional atmosphere for buying. He also emphasized the importance of inter-agency, medium and client relations, while citing cases of "grass roots" buying.

Mr. Fish told AFA delegates how they could cooperate locally with government legislators, "eggheads," critics, consumers and others in connection with Advertising Week Feb. 5, 1960. He called for their cooperation in helping achieve a better "environment" for ad-
A SIGNIFICANT INVESTMENT
IN RADIO'S FUTURE

A DRAMATIC
ANNOUNCEMENT FROM

Programatic

In the past nine months alone Programatic has dramatically underscored its faith in the broadcasting industry by adding nearly 1,000 new selections to its vast library of adult radio music. This bold investment is only the beginning. Programatic will continue to build its service not only with more music and improved program techniques but in other ways you will be reading about soon.

Programatic is available only to one station per market. Don’t be left out! Move forward with Programatic!

Put Programatic
"the Sound of Success" to Work for You

Practical Automation Comes to Radio
- Adult Music Programs
- Commercial Injection
- Fully Automated Equipment

Programatic Broadcasting Service, Dept. C
229 Park Avenue South, New York 3, N. Y.
I am interested in Programatic, exclusive for my market. Give me the facts—fast!

Name: ____________________________
Station: __________________________
Address: __________________________
City: _____________________________ Zone: __ State: ____________

BROADCASTING, November 21, 1960
WON'T SHRINK

WON'T STRETCH

ALWAYS STAYS THE SAME
In TV too... Film does the "impossible!"

Like to show something that doesn't happen—really can't happen? Want to show the "No!"—thus emphasize the "Yes!"? Chemstrand Nylon did it brilliantly... visually squeezed a whole selling sequence into a few film frames.

Adaptable!... That's the way it is with film!

Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration which market saturation requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.
East Coast Division
342 Madison Avenue
New York 17, N.Y.
Midwest Division
130 East Randolph Drive
Chicago 1, Ill.
West Coast Division
4706 Santa Monica Blvd.
Hollywood 38, Calif.
or W. J. Garman, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
The Chemstrand Corp.

ADVERTISING AGENCY:
Doyle Dane Bernbach, Inc.

PRODUCER:
Transfilm-Caravel, Inc.

Advertising's "truth" campaign. Advertising, he suggested, should not suffer for the "sins of a few" and not explain for the benefit of the seemingly many critics of its image. In this area, he claimed, the industry has "failed miserably."

Mr. Kaplan stressed that, at Sara Lee, advertising is a marketing function which must project his company's "basic marketing strategy." National advertising is designed to give the consumer a "basic sales message...most economically conveyed to all markets through the use of national media." It will spend over $2 million in 1960, continuing its emphasis on TV and newspapers. Sara Lee's growth is generally credited to selective use of television (network, spot and local).

Rising costs demand 'better' ads, media

The fact that advertising expenditures are increasing at a faster rate than the gross national product "underlines the need for seeking the every possible way for making our advertising more effective," James S. Fish, vice president and director of advertising of General Mills Inc., said Tuesday before the Washington (D.C.) Advertising Club. He said this could be achieved by better use of advertising research, better products, better media and better ads.

Mr. Fish said creative research "is still a most inadequate tool." He felt media research tends "too often to develop only figures of a competitive nature with other media rather than devoting a part of this research investment toward finding better ways for the advertiser to use the media."

There is a direct relationship between the effectiveness of an ad and the inherent appeals of a product," Mr. Fish explained. Advertising specialists have a responsibility to tell product planners what they understand to be the "basic consumer desires and appeals."

Better media, with greater usefulness to the listener, viewer or reader, implies a more effective vehicle for advertising, he indicated.

Business briefly...

General Foods Corp., White Plains, N.Y., resumes sponsorship Dec. 3 of "Lunch With Soupy Sales" on ABC-TV (Sat. 12-12:30 p.m. EST). The program had a six-week layoff due to a time conflict with NCAA football telecasts. Agency: Young & Rubicam, N.Y.

Philip Morris Inc., N.Y., has purchased three additional hour-long CBS Reports programs on CBS-TV this season for a total of five. Added programs in the public service series include this Friday's (Nov. 25, 9:30-10:30 p.m. EST) "Harvest of Shame," the story of migratory farm workers in the U. S.; "Rescue With Yul Brynner," an around-the-world trip filmed by Mr. Brynner on behalf of the United Nations International Refugee Organization, scheduled for Dec. 10, and the as yet unscheduled "The Great Holiday Massacre," a film report on last Labor Day weekend's highway accidents. Agency: Leo Burnett Co., Chicago.

Town Photolabs Inc., Bronx, N.Y., which recently placed its advertising account with Frank B. Sawdon Inc., N.Y., will start radio spot campaign Dec. 1 in eight markets. Town Photolabs has not previously used broadcast media outside of New York.

V. La Rosa & Sons Inc., Brooklyn, N.Y., is using top children's TV shows in 16 markets to launch a new macaroni product called "Mac from Mars X-77." The oddly shaped macaroni shell reportedly reminded someone at the La Rosa plant of a "smiling, sprightly creature from outer space." A series of one-minute commercials started in the markets on Nov. 9 and will continue on an average of three per week until well into 1961. Agency: Hicks & Greist, N.Y.

Robert Hall Clothes, N.Y., launched an extensive spot radio-TV campaign in Honolulu last week, said to be "one of the largest for a single account," covering 350 one-minute announcements per week on four radio stations and 74 10-second IDs per week on two TV stations. The campaign will last until Dec. 24 and is tied to the opening of a Robert Hall store in Honolulu. Agency: Arkwright Adv., N.Y.

International Latex Corp., N.Y., to began its winter TV spot campaign for its Isodine cold product on Nov. 14. Some 124 markets will carry 10- to 15-week schedules of prime day and night minutes and 20-second spots. Starting dates for the campaign are staggered over 7-week period, with the last group of markets to pick up schedules on Jan. 2, 1961. Agency: Reach, McLintock Inc., N.Y.

(ADVERTISING) 73
PROMOTION: KEY TO THE FUTURE

BPA convention told way in which stations handle promotion can have direct influence on course of government regulation

Promotion can make the difference between either growing influence or growing regulation for the broadcasting industry. That was the message delivered to 267 members of the Broadcasters Promotion Assn. at a 2\% day convention in New Orleans last week. The word came from John Hurlbut, promotion manager of WFBM-AM-TV Indianapolis and newly-elected president of BPA, (See FATES & FORTUNES, page 105) who urged the members to get the industry's story across to "those key people who influence our futures."

Warning his audience that the way they handle their jobs can have an important effect on their stations, he remarked "What shall it profit an owner if he gains the whole market and loses his license."

The convention's keynote speech by NBC Board Chairman W. Sanoff called for review of election processes in the mass communication age. (page 84). Other major presentations: Fitzgerald Adv.'s Joseph Epstein Sr. (page 29) and RAB and TVB (page 83).

The bulk of the convention was devoted to a series of 16 "how-to" panel sessions on a variety of promotion subjects. The report on those sessions follows below.

Promotion budgets • Advice on managing budgets and money matters in broadcast promotion was given by John J. (Chick) Kelly, director of advertising and sales promotion for Storer Broadcasting Co., Miami, and Alice Koch, promotion manager of KMOX St. Louis.

Mr. Kelly told the promotion people that the matter of what budget to devote to promotion is a management decision. How to administer it is the promotion department's decision. He felt that no promotion man could do this job adequately if he is not kept informed by management about what's going on at the station.

He also advised the promotion man to "romance the auditor." He can be of great assistance in working out the financing for the promotions you have in mind, and, conversely, can make the promotion man's job impossible if he doesn't cooperate.

Miss Koch's basic advice on handling money matters was to "plan it and manage it." This is not as obvious as it sounds, she said, advising that a basic budget for the whole year is essential to a promotion operation.

The best word a promotion man has at his command is "no," used frequently and forcefully, Miss Koch said. Having a budget to refer to when a salesman asks you to throw just a few extra hundred into his latest idea makes life much simpler, she said. Beyond that, a budgeted promotion plan also is protection against your own impulses, which could lead you into using all your money in May and being broke in September, she said.

Her other points: know what the station is up to, study the trade press, watch what your competitors do, explore the sales strategy of your station account by account, know your printer, "be businesslike and have more time to be creative."

Exploitation • Exploitation is the final link in the broadcast promotion setup. Its job is not to sell the show, but to tell the public where and when the show is available. That was the position presented at an exploitation panel session by Sid Mesibov, exploitation director for ABC, and Robert Nashick, director of promotion and advertising for KTLA (TV) Los Angeles.

Mr. Mesibov said that the network can function in three ways in the exploitation area: (1) create the basic ideas by analyzing a show in advance, and determining the direction exploitation should take; (2) make the basic contacts to carry out the project, and (3) serve as a clearing house of information, effecting a constant flow to affiliates.

Mr. Nashick concentrated on showmanship at the local level designed to draw attention to a particular show. He presented slides showing a parade of children on scooters, a plane dropping leaflets and a lion walking down the street as examples of how to draw attention to a particular show.

Videotape • Another advantage of video tape—using it to promote the station—was described during a panel headed by Robert Guy, program director for WWL-TV New Orleans, and Robert Day, Ampex Corp. Mr. Guy said that WWL-TV uses its vpr equipment fir first to catch news as it happens, and later uses the more dramatic material in its sales pitches to demonstrate the station's news impact.

Mr. Day concentrated on the utilization of video tape to both extend station coverage and to hold down costs. Both panelists agreed that "blowing your own horn" is an acceptable part of promotion, but cautioned against losing station dignity in the process.

Radio audiences • Promoting radio audiences was the subject of a session headed by Harvey Clarke, promotion manager of CFPL London, Ont., and Clayton Kaufman, promotion manager of WCCO Minneapolis. Both placed major attention on community involvement in a station's promotion.

Mr. Clarke (who will be BPA's second vice president in 1961) advised his
THE JET INSPECTION THAT NEVER ENDS

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2,000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care.

During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent.

This scientifically planned, preventive overhaul is the thing you never think about. You're too captivated by the authentic French atmosphere aboard your flight... too interested in the superb French cuisine, the impeccable French service.

But continuous inspections and scientific maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!
audience to stay current with all that's written and said about image, local flavor and community involvements. He characterized the promotion man as the agency for the client—the station—and said he should be concerned with the future as well as next month's ratings.

Mr. Clarke also recommended some grass-roots research—talking with housewives, drug store clerks and the like—to find the ideas to reach a variety of a station's audience.

Mr. Kaufman recommended tie-ins with local events as a way to achieve maximum audience impact. He cited, in particular, sports events, state fairs, centennials and the like.

Merchandising • A semi-surprise came out of the merchandising panel. Fred Wilson, media and promotion field representative for Leo Burnett, Chicago, told the promotion men that in his agency's view merchandising should be a factor only in deciding tossup purchases. The agency holds its main job to buy the longest reach at the lowest cost for its clients. But after stating that position, Mr. Wilson went on to describe how station should perform in the merchandising area. First, he said they should initiate the offer of merchandising, not wait for the advertiser to ask for it. The contact should be made with the local representative of the advertised product. What he called "push-button" merchandising — automatic mailing pieces, routine posters—is of little value to the advertiser, Mr. Wilson said.

In the floor discussion that followed, Dave Kimball of Grey Adv., New York, offered a different valuation of merchandising. He felt a quantitative measure can be put on such a qualitative thing as merchandising, and urged this be attempted by stations. Mr. Kimball said merchandising has a media value of its own.

Jim Bowermaster, promotion manager of WMT Cedar Rapids, Iowa, shared the panel with Mr. Wilson and led the floor discussion.

**Color television** • Promotion of color television was the area of interest for William E. Boss, director of color tv coordination for RCA, and John T. Murphy, television vice president of Crosley Broadcasting Corp.

"Each color program is an ideal promotional tag for color, and the total hours of color programming this year tell a powerful story in their own right," Mr. Boss said. He related that NBC has increased its color programming from 68 hours in 1954 to 724 in 1960. The current color schedule offers dealers countless opportunities to demonstrate the medium throughout the day and week, he said.

Mr. Murphy said the industry's progress rests ultimately with the success of color. He described the many color programs broadcast by Crosley, including the first indoor sporting event in color and a recent Catholic church ceremony. In Cincinnati Crosley has color sets installed in key traffic points to promote the medium.

**Radio news** • Use your station to promote your station, was the advice given by a radio news promotion panel conducted by Lionel F. Baxter, radio vice president of the Storer Broadcasting Co., and Bill McKibben, assistant to the vice president for the Balaban stations.

Mr. Baxter noted that more often than not radio's facilities are used more to promote advertisers than the stations themselves. He presented a series of taped vignettes to show how different Storer stations promote radio news. Mr. McKibben related how mobile units and airplanes are used both to get the news and to promote it.

**Direct mail** • Imagination and ingenuity can be a satisfactory substitute for money in the use of direct mail, according to Martin Katz, director of promotion for Blair-TV. He spoke during a panel session on that subject during the BPA convention, sharing the platform with Jack Kavanagh, promotion manager of WPRO-TV Providence, R. I. Their theme: the first duty of a salesman is to get himself heard; the first duty of a mailing piece is to get itself looked at.

Mr. Katz displayed 32 mailing pieces from stations of various sizes over the country, commenting as he did so that the smaller station actually has some advantages over its big-budget colleague. For example, the smaller size of the mailings allow utilization of hand-done, custom touches that the larger mailings of the bigger stations do not permit.

Mr. Kavanagh lumped most station mailings into two categories—"unavoidable" and "special purpose." Under the first category he listed merchandise mailings, the jumbo post card variety, and under the second such things as sales promotion and station image.

**Graphic arts** • A panel session on using graphic arts in promotion heard the opinion that everything in tv promotion falls into that category—"from your slides to your mailings." That was from Clark Grant, promotion man-
What makes RCA FM Transmitters better...

If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? Because of our aim at RCA to always build the very best. This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail...

We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces chance for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have higher resale value...

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department NC-22, Building 15-1, Camden, New Jersey.
ager of WOOD-TV Grand Rapids, Mich., who shared a panel with Mike Schaeffer, promotion manager of WFIL Philadelphia. Mr. Schaeffer put the emphasis on quality control, saying that WFIL has complete control of art work from start to finish. This beats farming it out to an agency, he said, because the station can do a job over and over again to get exactly what it wants.

**Audience surveys** - An accent on the positive in promotion was called for by three rating service representatives who addressed a panel on using audience surveys. They were Frank Stisser, president of C. E. Hooper Inc.; John Churchill, vice president of A. C. Nielsen, and Roger Cooper, station relations manager for American Research Bureau.

Mr. Stisser called for a positive stand by stations, trade associations, the trade press and the rating companies themselves to end the wild claims he said many stations have made in their promotion over the past 10 years. These claims have been notably prevalent in radio (the field Hooper measures), Mr. Stisser observed.

Mr. Churchill said the rating services were in a position to provide reliable and continuing help in documenting dimensions of station performance. He suggested that sales promotion should "make the most of our station's virtues," and that therefore audience promotion should be designed to bring in more of those virtues. Many special—and promotable — values can be discovered through research, he said.

Mr. Cooper observed that applying enlightened use of audience research to promotion can increase sales.

**Image building** - The matter of station image was given attention during a panel featuring Bruce Wallace, promotion director of WTMJ Milwaukee, and Kirt Harriss, promotion director of KPRC Houston.

A reverse twist to the problem was stated by Mr. Wallace: "So often many of us spend so much time creating the image and talking about it that there's no image at all." Station's should first become the image they desire, then promote it, he advised. He also urged attention to the little details which play an important part in station image—instances such as a telephone call poorly taken by a secretary, or rudeness by a receptionist to a visitor, can tear down in minutes the image you've been months building, he said.

Special attention should be paid to the promotion of public service programs, Mr. Harriss said. He characterized the broadcaster's life as one "in a fishbowl," and reminded promotion people to remain conscious of that fact.

Sec. 317 - The matter of Sec. 317 (which requires that stations identify and log as commercial all product mentions of program material supplied by outsiders) and its effect on broadcast promotion cropped up in a number of the BPA sessions. It was given the most exhaustive treatment during a panel on that subject headed by John Hurlbut, promotion manager of WFMB-AM-TV Indianapolis, and Chris Christianson, director of promotion for KPIX (TV) San Francisco. Their topic: How to live with it.

According to Mr. Hurlbut (incoming president of BPA for 1961), the best way to live with Sec. 317 is to "make damn sure the guys who control our fate know our business." He was referring to the legislators, both local and national, whose actions control the operations of broadcasting. Beyond saying that stations should court these legislators, he related how the WFMB stations have done it, primarily through a series of lunches at which the station played host to congressmen and other leaders, explaining the broadcasting business and answering questions about it. This program is supplemented by

**LET'S KEEP THEM!**

**THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!**

SEE PAGE 53

BROADCASTING, November 21, 1960
SUCCESS STORIES

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.

LUBBOCK, TEXAS

Before the inauguration of television in Lubbock in 1952, few people in the area had ever seen a television set. When KDUB-TV went on the air November 13, 1952, it was the first station in the country to open in a medium-sized market—and there was some doubt expressed in the “big cities” as to its success in such a “remote” region. However, when it was announced that KDUB-TV would soon be operating, television sets began arriving by the boxcar load and in the first two years of operation, residents of the area spent approximately $30,000,000 for television sets and equipment.

KDUB-TV serves not only the booming community of Lubbock with over 150,000 in the metropolitan area, but many smaller towns and a rich farmland region. This surrounding market area boosts the total population served above the 400,000 mark.

Operation of a television station outside of the big cities is a kind of community enterprise, and local events are just as important as network productions. KDUB-TV operates on this format, is highly informal and is a tremendous hit with West Texans!

Two Northwest graduates contribute to the success of KDUB-TV. Program Director Ray Trent says, “Both these gentlemen have performed well in their respective assignments, and it is apparent that their training at the Northwest Schools has given both men a sound foundation in the Television Industry. Both “A. C.” and “Dick” have excellent attitude and ambitions in their work.”

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 CApitol 6-4811

737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood
monthly mailings to keep these influential people abreast of what the stations are doing in discharging their obligation to the public interest, convenience and necessity.

A lot of the pressure on broadcasting now is of broadcasters' own making, Mr. Hurlbut said, because of the past neglect in telling their story.

Mr. Christiannson found many positive things in the Sec. 317 situation. He termed it basically good, and especially less增进 the "free ride" tendencies to give away valuable air time in return for less valuable prizes, and rather than "clipping the wings" of promotion men it has actually helped them fly better.

Sales promotion - The subject of promoting sales was taken up by panelists Bob Hunton, director of promotion for Edward Petry & Co., and Judd Coler, promotion director of KMOX-TV St. Louis.

Mr. Hutton said the station's representative is set up to contribute a number of sales assistance measures to station management, but too often these tools do not find their way to the promotion department. He encouraged promotion people to actively solicit this material from their reps, with particular

FOR COMPLETE DEMONSTRATION OF THE PR-10 SEE YOUR AMPEX PROFESSIONAL DEALER
...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA

PR-10-1 Monophonic model ($845) available full track or half track—PR-10-2 Stereo/Monophonic model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound—Pushbutton controls of professional relay/solenoid type—Full remote control provisions and accessory remote unit—New automatic 2-second threading accessory, optional—All new compact electronics—Professional monitoring includes A-B switches, VU meters, and 500 ohm output circuits—Separate erase, record and play heads on individual mounts—Open fourth head position for optional 4-track or other playback head—Two speeds: 15 and 71/2 ips or 71/4 and 31/2 ips—Hysteresis synchronous motor—Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder—Plug-in modules for flexibility of equalization and input characteristics—Portable or rack mount—Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders—Associated equipment includes a four-position stereo/mono mixer (MX-101) and a new 40 watt speaker-amplifier system (SA-10).
emphasizing on analyses of rating reports and coverage studies, major presentations on the market and station involved, presentations to specific accounts and industry studies.

Mr. Coler said sales promotion at the local level cannot be separated from audience promotion, and said that promotion men had two main areas to search out: finding new prospects and new ways of selling them.

TV audiences - A number of methods for promoting audiences for television were outlined at a recent promotion manager for WTVJ (TV) Miami, and Charles H. Cash Jr., promotion manager of WSM-TV Nashville.

Mr. Toppan's presentation was concerned primarily with a fall film festival of WSB-TV Atlanta and several promotion techniques at his own station. He related how WSB-TV persuaded a number of syndicators to send down stars—at no cost to the station—for personal appearances at the festival location in a local auditorium. Additionally, the station sold booths at the festival to advertisers. It attracted large crowds during the festival's duration, and made a sizable publicity impact even on those who did not attend in person. WSB-TV estimated its cost at $15,000.

Mr. Toppan described how WTVJ runs a "Nite-Bird" club on its late movie, giving away prizes (worth at least $150) to viewers who can answer questions about the movie they're seeing that night. The viewer is selected by drawing a card from among 17,000 in a revolving barrel. If the viewer can answer the question, a wheel is spun to determine which of several prizes he'll win. (One problem: getting questions out of a western. The plots are so standard that you sometimes have to ask the number of horses that went over the hill in a certain scene.)

One of the most ambitious promotion projects of the convention was described by Mr. Cash. It is the "King 4" promotion which is WSM-TV's continuing campaign. The promotion is built around the figure of a rotund King 4, with an elaborate series of taped jingles featuring the four King Sisters. The station commissioned the music, and Mr. Cash did the lyrics. After showing jingles of a number of the jingles, Mr. Cash startled the promotion people by saying the whole package cost only $5,000.

WSM-TV carries out the King 4 theme in advertising, blazers worn by its salesmen, billboards, bus advertising and the like. Audio copies of the jingles, and instrumental-only versions, are getting plays all over Nashville, he said.

Cross-media promotion - The use of cross-media promotion was urged by Michael Ruppe, promotion manager of WIL St. Louis, and John Owen, director of promotion for Avery-Knodel, New York. Mr. Ruppe made the point that radio and television must practice what they preach—that is, they must advertise. Whatever media are used, he said the basic purpose of the advertising is to make people aware of programming, personalities, news coverage and service to the community.

Mr. Owen brought to the panel discussion a sampling of the ways the stations Avery-Knodel represents use cross-media promotion. Examples: WTEM (TV) promotes guest stars on that night's Jack Paar Show on a radio station (WROW) (both stations are Albany-Schenectady-Troy). WKBW-TV Buffalo used outdoor billboards to plug a change in show time of its Early Show during the weeks just after Labor Day when many viewers "could still enjoy outdoors without snowshoes," then shifted to newspapers as the days grew colder and the audience went back indoors. WHBF-TV Davenport-Rock Island, Ill., used 182 spots on 11 stations to promote its fall schedule. WKZO-TV Grand Rapids-Kalamazoo, Mich., uses its call letter slides to promote programs on its radio companion.

Trade press: An editorial and advertising analysis of trade publications in the radio-TV field was offered during a BPA panel headed by Monte Tjaden, promotion director of KWTV (TV) Oklahoma City, and Paul Woodland, promotion director of WAGL-TV Lancaster, Pa.

Miss Tjaden said "I'm just too lazy to write all those stories that don't get published." Accordingly, she offered her audience the results of a questionnaire survey of leading trade publica-
tions concerning the types of stories they prefer, the kinds of pictures they'll use and the deadlines for various kinds of copy. Among the answers: no "puff" stories wanted, success stories always welcome.

Addressing himself to the matter of advertising in the trade press, Mr. Woodland set two main criteria for promotion men to use in selecting the paper they'll use: (1) decide what you want to say and (2) decide to whom you want to say it.

**MAKING PROMOTION PAY**

TvB, RAB execs tell BPA how, why it must be done in '60s

Tips on how the Television Bureau of Advertising and Radio Advertising Bureau might be most effectively utilized were passed along to the Broadcasters Promotion Assn. Monday in New Orleans.

Edward H. Armsby, director of sales promotion and presentation for TvB, presented that organization's case, and Miles David, vice president, appeared for RAB.

Mr. Armsby told the promotion executives that television's big task in the next 10 years will be first to keep up its share of advertising billings, and then to enlarge upon it. Predicting that the "pie" from which television must cut its share will double by 1970, he said tv will have to add another $1.3 billion (twice the current amount) just to maintain its current 13.6%. Of this, TvB calculates that $506 million can be justified on audience growth. The remaining $824 million will have to come in rate increases. "Tv will never be as inexpensive as it is today," Mr. Armsby declared.

These are the reasons why promotion people must accelerate their pace in the next decade, he said. As to "how" they can do it, Mr. Armsby detailed these steps: concentrating on sales promotion among the retail accounts, who must contribute much of the necessary increase in tv billings; instituting new research programs to prove to advertisers the effectiveness of their campaigns; encouraging editorializing by their stations, because the aura of importance created by editorials rubs off on commercials; helping the national sales rep by providing the information he needs to close national sales; pushing color, because color homes spent more time viewing.

**How RAB Helps Radio** has been through both "hell and great growth" during the 50's, according to Miles David of RAB. It now stands ready to move ahead vigorously during the 60's—provided stations use the available tools of their trade in the most effective manner.

While encouraging intensified sales efforts by the sales promotion specialists, Mr. David sounded a note of warning—don't go half way. "It's better not to pitch at all than to pitch a thin, non-knowledgeable presentation."

Among the things he advised radio to concentrate on is enlarging the number of real, as contrasted to fringe, accounts. At least $50 million in annual billing is available in the department store area alone if stations will develop it, he said.

Relating how RAB prepared a presentation for a supermarket prospect, Mr. David said it first made a thorough study of the supermarket business itself, then studied the problems of the particular division of the chain, conducting research both in the client store and those of its competitors. Using that information RAB prepared a "platform" of needs for the store, and then—and only then—developed and pitched a particular radio strategy to fit that platform.

The recent emphasis in radio promotion is toward audience rather than sales goals, Mr. David said, citing RAB statistics which show the average station now puts 53.2% of its promotion budget into the audience area.

**KABC moves Nov. 26**

KABC Los Angeles will move Nov. 26 from 1539 N. Vine St., to 3321 S. La Cienega, with operations to start the following morning from the new building, which will house six studios plus offices for the personnel of KABC and the ABC Radio western division. Frank Marx, ABC vice president in charge of engineering, designed the building.
Sarnoff's forecast: bright horizons ahead

The role of broadcasting, and particularly television, as "the major instrument" in the presidential campaign did more to help erase the stigma of the quiz scandals than any other single achievement of the past year. That was the message NBC Board Chairman Robert W. Sarnoff brought to the Broadcasters Promotion Assn. in his keynote address.

And the development of modern broadcasting, coupled with modern transportation and other communications, now dictates a change in the entire manner of choosing a president, and particularly in campaigning for that office. Mr. Sarnoff called for shortening the campaigns by at least six weeks—"our political timetable is as much a relic as the buggy whip," he said.

Mr. Sarnoff noted that the "Great Debates" and other campaign coverage was the most widely hailed in the history of broadcasting, and, ironically, "the one for which broadcasters have had to argue longest and hardest for a chance to present." He was referring to the long fight for a change in the Sec. 315 (equal time) requirements, amended temporarily this year to exempt broadcasters from providing time to splinter candidates matching that given the two major candidates.

This temporary relief should now be made permanent, he said, and also be extended to state and local contests. But its being made permanent is in itself no guarantee that the "Great Debates" will occur again in 1964. It might be to an incumbent President's advantage not to give his opponent a platform, Mr. Sarnoff noted. While admitting that it might be to the candidate's advantage to deny his opponent the forum, Mr. Sarnoff said it's to the public's advantage for both to be as well known as possible.

No Hiatus • Broadcasters will not have the chance to repeat their prestige-gaining performance of the campaign for another four years, he observed, and as the industry's critics will not be silent during this period, broadcasters must concentrate in other directions to maintain the position they've gained. The area for this push is news and public affairs programming, Mr. Sarnoff maintained.

Enumerating what NBC-TV alone has been doing in this area, he said 40 broadcast hours have been devoted to United Nations affairs, 17 hours to the Summit Conference and the various trips of heads of state here and abroad, 98 hours to pre-convention and convention coverage, and 40 hours to the campaign and the election—all in addition to the regularly scheduled public affairs shows. Over 190 hours of prime evening time will be devoted by the three TV networks to such programming this season, he said. Sponsors, too, are showing increased interest in these programs, Mr. Sarnoff observed.

The NBC executive called on promotion managers to accelerate this development in the news-public affairs area. He asked them to encourage management to clear time for such programs, and then to devote as much effort to promoting audience for them as for entertainment programs. This is an important image-building function, he said.

AB-PT'S extra stock dividend

Directors of American Broadcasting-Paramount Theatres Inc. have declared an extra stock dividend of 2% on common stock in addition to the regular fourth-quarter cash dividend of 25 cents per share on the outstanding common and preferred stock, payable Dec. 15 to holders of record on Nov. 25.

The stock dividend is payable Dec. 28 to stockholders of record on Nov. 25.

The extra dividend is said to reflect the 44% increase in nine-month earnings of $7,522,000 from $5,226,000 in the like 1959 period.

N.Y. etv network proposed

The establishment of a statewide educational TV network in New York, linking together all state-operated colleges, was proposed last week by a three-man committee which issued a report on a long-range program to revamp higher education in the state. The report, presented to Gov. Nelson Rockefeller, suggested that private colleges and universities could be included in the proposed educational TV network, if they so desired.
NETWORKS ON 'STAND-BY'

Talent strike threat pends following breakdown of negotiations with AFTRA, SAG over fees

The television and radio networks placed supervisory and non-union personnel on a stand-by basis over the weekend against the possibility of a strike by the American Federation of Television & Radio Artists.

Negotiations broke up early Wednesday morning (Nov. 16) after the contract deadline had expired at Tuesday midnight and no further word was heard from either AFTRA or the Screen Actors Guild, which was negotiating jointly with AFTRA in the crucial area of “wild spot” commercials. The networks made emergency preparations for personnel and substitute programming, even though there were indications that a decision to strike conceivably would not be made until some time this week — if it eventuates at all.

This view was strengthened by reports that Donald F. Conaway, national executive secretary of AFTRA, had flown from New York to Los Angeles on Thursday (Nov. 17) and to Chicago the next day to obtain the guidance of the local union strategy boards. Another factor that tends to mitigate against a strike call over the weekend is a meeting scheduled in Los Angeles tonight (Nov. 21) by SAG, which plans to discuss the progress of negotiations with its members and announce the results of its mail referendum for strike authorization. It was believed that neither AFTRA nor SAG would call a strike until the SAG meeting is held.

**Jurisdictions** - AFTRA’s contract is with the networks and covers live and tape programming and live and tape commercials. SAG’s contract is with the Film Producers Assn. of New York, and covers film and tape commercials. This marked the first time that AFTRA and SAG negotiated jointly in what was viewed as an attempt to equalize rates for performers.

The “equality” approach proved to be a key issue in the negotiations, centering largely on the spot tv commercial area. AFTRA and SAG, initially seeking a new unit formula that would raise rates as high as 1,400% over present federation rates (Broadcasting, Oct. 31), reportedly made a final offer Wednesday morning that would increase AFTRA fees by about 25%. Management countered with an offer of an increase that would raise present SAG fees between 20-25%. The unions rejected this proposal, said to be management’s final offer, claiming that this offer would not bring fees up to AFTRA levels under the contract that expired last Tuesday. SAG’s fees for 13-week use of a spot commercial presently are lower than AFTRA’s (Broadcasting, Nov. 7).

Sources close to the unions said that in other areas of negotiations, including network tv commercials, local tv program commercials and network tv programs, the rates offered by the networks would fall below the old AFTRA scale, though would be above the SAG scale. For example, the single use of a commercial on a tv network calls for a fee of $95 under the AFTRA contract that expired last week while management offered $93. For the second use, management reportedly offered $70 as compared with $85 under the old AFTRA scale. Similarly, for long-term use of network commercials, management was said to have insisted on scaling down AFTRA’s fees and offering raises based on the lower SAG scale.

**Advertising Support** - Representatives of the American Assn. of Advertising Agencies and the Assn. of National Advertisers sat in on the negotiations, which began in late September, and though they were there officially as observers, it was reported they influenced strongly the decision to hold the line on increases.

The networks also face the threat of a “cooperation” maneuver by other union members employed at the networks. Late this summer the various labor organizations in broadcasting held a meeting at which they pledged to explore “areas of cooperation.” On Wednesday (Nov. 16), a fact-finding committee of the broadcast unions held a meeting in New York, at which the AFTRA-SAG situation was discussed. No announcement was made, but presumably the talent unions asked the other labor groups to respect their picket lines. It was reported that the executive boards of the various unions planned to discuss the AFTRA-SAG situation and come to a decision on the extent of
Fulltime operation in a multiple station market. Area has great advertising potential yet to be realized. Good for an owner-operator. $25,000 down and balance over 6 years.

Successful daytime with good ratings in a top 100 market. Operated in the black and steadily growing. Engineering completed to go fulltime. 29% down and liberal payout.

Fulltime facility in exceptionally large single station market. Good past earnings record with potential for even greater profits. $50,000 cash, balance on realistic terms.

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PUT YOUR FINGER HERE!

A MARKET BIGGER THAN PITTSBURGH
...bigger than Boston and Jersey City combined

The Puget Sound area served by KTNT-TV includes 1½ million people with incomes greater than the national average. Besides Seattle and Tacoma, there are four other major cities within this station's listening area. Before you buy TV on the West Coast, get the complete KTNT-TV story from WEED TELEVISION.

CHILDREN 8, 7 & 5 YEARS OLD DIDN'T TAKE THEIR EYES OFF THE SET!!!!!!

This is what they said about MEL-O-TOONS IN TOLEDO!

SEE PAGE 53

BROADCASTING, November 21, 1960
The expected happens unexpectedly at ABC

John Daly, vice president in charge of news and public affairs for ABC, resigned last week as a result of "fundamental policy differences," immediately rekindling speculation that White House News Secretary James Hagerty would move to ABC in that role or a modified version of it.

Mr. Daly's resignation came as "unexpected but not a surprise" to most observers. Reports had circulated intermittently for several months nominating Mr. Hagerty as his possible successor. ABC spokesmen declined to comment on these reports both before and after Mr. Daly's resignation. Mr. Daly himself appeared to support the view that Mr. Hagerty was not involved, reportedly telling staff members that "the whole thing," referring to events leading to his decision to resign, happened in 24 hours.

Shortly after the resignation news broke on press service wires last Wednesday (Nov. 16), ABC announced that the resignation had been accepted and that pending selection of a successor, "Thomas Velotta, vice president in charge of special programs for the ABC News and Public Affairs Dept., takes over the administration of the department immediately."

Authorities said the resignation applied to Mr. Daly's evening newscasts on ABC-TV and ABC Radio as well as to his executive post. But they said they did not know when he would be replaced on the newscasts or by whom. His resignation was said to defer the effective date by 30 days unless management wished to make it sooner.

Mr. Daly indicated to members of his department that he objected to what he considered inroads made on the authority of his department and that "the straw that broke the camel's back" was ABC's decision to hire an outsider, Time Inc., to co-produce four-hour documentary programs for the Bell & Howell Close-Up series (see story page 91). He said this decision violated the traditional concept that news and public affairs shows should be produced by the network, no outsiders.

In another instance of so-called encroachment on the authority of Mr. Daly's department, it was pointed out, responsibility for sports broadcasts some time ago was transferred to the general programming area.

In addition to his work as nightly newscaster and head of news and public affairs, Mr. Daly has been "anchor man" in ABC's coverage of such marathon events as the political conventions and election results. He also is moderator of What's My Line? on CBS-TV, one of television's oldest and most popular programs. He said he would continue on that program.

WBIR-AM-FM-TV Knoxville, Tenn.: Sold by Taft Broadcasting Co. to WMRC Inc. for $3¾ million. WMRC Inc. owns WFBC-AM-FM-TV Greenville, S. C., and is 48 8% owned by 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. 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.

• KDON Salinas, Calif.: Sold by Richard P. and Sherley E. Bott to John B. Rushmer for $350,000. Mr. Rushmer was formerly Dean of the School of Business Administration, University of Kansas City.

STATIONS FOR SALE

SOUTH

MISSISSIPPI FULLTIME—$250,000.00
In one of the most beautiful and fastest growing markets—gassing over $150,000.00 yearly and constantly increasing. A good money-maker, good equipment, valuable real estate, serving over 200,000 people, well accepted good music station.

SOUTHWEST

ROCKY MOUNTAIN AM-FM COMBINATION
This is a 250 watt AM with application for a kilowatt plus 3kw FM in a fine little market. Owner needs to sell and will take less than property is worth. Station has high asset value and owns very attractive building. Priced $80,000 to $90,000 depending on terms. On both of these properties please contact—

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1511 BRYAN STREET
RIVERSIDE B-175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST

Profitable fulltime absentee-owned radio station in one of the most attractive, extremely fast-growing areas in California. Priced at $150,000.00 with 29% down and balance over ten years.

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NAB FALL CONFERENCES

CHICAGO (today and tomorrow)
NOVEMBER 21-22
Representatives of Hamilton-Landis & Associates, Inc. are in attendance.

NEW YORK CITY
(one week from today)
NOVEMBER 28-29
This is the final NAB Fall Conference Meeting. John D. Stebbins and Ray V. Hamilton of the Washington, D. C. Office who cover the East will be registered at the Biltmore Hotel in New York. We shall enjoy seeing you at the New York NAB Conference.
**NBC RADIO IS OPTIMISTIC**

Affiliates told operation out of financial woods looking for areas of possible future expansion

An air of confidence brighter than any they've displayed in 10 years marked the presentation put on by NBC Radio officials at the annual convention of their affiliates last week.

They not only were out of the woods and into the sunshine financially, they told the approximately 125 radio broadcasters on hand, but they were talking again in terms of expansion rather than curtailment.

NBC Chairman Robert Sarnoff said the expansion being considered was an extension of operations to a round-the-clock basis. He cited some of the reasons for considering such a move: radio has flourished in recent years partly because of its "responsiveness to a whole variety of specialized needs," and "night workers and early risers" constitute a sizeable "specialized" audience not now being reached by network radio. In addition, the coast-to-coast time differential shortens the night on a national basis and makes more listeners available: "A network news broadcast for those who stay up late at night in Los Angeles can also serve the predawn risers in New York."

Not Set * Whether the network actually will extend its present 18-hour day to 24 appeared to be considerably short of final decision. Mr. Sarnoff called it a "study project." Other informed officials doubted it would happen soon if at all, but they said that, even so, the possibility should not be discounted. In the one way, they said, by which NBC Radio operations could be expanded.

If it does happen, they said, the extension will be made by running the present format—essentially News on the Hour and Emphasis news analysis and features on the half-hour—on through the night, rather than by introducing new programming or even Monitor type programming for the late-night and early-morning hours.

No Cutbacks * While the affiliates heard this possibility of network expansion, they also were told that there is no plan for further curtailment. William K. McDaniel, vice-president in charge of the network, said the format which went into effect the first of the year—emphasizing news, special events, news features, and the weekend Monitor service—had worked well for both network and stations and that NBC Radio plans "no further changes or reductions" in this schedule.

He said NBC Radio, which raised rates a few months ago, "will continue to improve its rate structure."

NBC President Robert E. Kintner joined Mr. McDaniel in claiming title for NBC Radio as the No. 1 radio network in terms of business, ratings and image, "and by any other standard." They contended NBC Radio accounts for approximately 47% of all the commercial time in network radio and more than 50% of the dollar billings.

Both President Kintner and Mr. McDaniel, along with Station Relations Vice President Harry Bannister, charged that CBS Radio's new format—eliminating daytime serials and stressing news, news features and personality programming—was virtually a carbon copy of NBC Radio's concept. "The only thing they haven't copied from us," Mr. McDaniel claimed, "is the payment of compensation to affiliates."

Mr. Bannister charged that the opposition to the "leadership" had evidenced itself primarily in "price cutting and reduction of compensation."

A Long Way * The NBC officials stressed the progress NBC radio had made, economically, from heavy losses a few years ago—losses then running at a rate of $4.5 million a year, according to Mr. Kintner, to a profit situation this year for the first time since television became a dominant medium. Chairman Sarnoff summed it thus: "We've had to travel a long way for this meeting—not in miles but in years."

The network is now fully in command of its problems," he added.

Mr. Bannister reported that stations once again—as distinguished from a few years ago—actively want a network affiliation. It's a far cry, he said, from just a few years ago when NBC had to buy a station in Pittsburgh (WAMP) in order to get a radio outlet in that market.

He told the group that Storer Broadcasting Co. has only one station still affiliated with CBS Radio and "would like to get on NBC."

Role of News * Chairman Sarnoff, President Kintner and other officials credited NBC News' performance—Mr. Sarnoff called it "superlative"—with a big role in NBC Radio's progress, and said the news operation would continue to move ahead. Mr. Kintner said "a great part" of the credit also should go to Mr. McDaniel and George A. Graham Jr., vice president and general manager of the network; to programs vp Al Capstaff and the concept of Monitor; to the affiliates executive committee under George Harvey, WFLA Tampa, and to affiliates gener-
ally for their clearances and support.

Mr. McDaniel cited several stations which he said had made notable progress under NBC Radio's current program format. He said that WSPD Toledo increased audience share 40% in the morning and 13% in the afternoon and is ranked No. 1 in its market morning, afternoon and evening; that WDAF Kansas City increased morning audience 13% and afternoon audience 62%; that WMAQ, NBC owned station in Chicago, increased its morning share 60%, its afternoon share 64%, and that WNBC, the network’s owned outlet in New York, boosted its morning share 27% and afternoon share 83%.

Affiliates’ Endorsement – Another highlight of the radio convention was a slide presentation by Mr. Graham on the “four keys of leadership” report on NBC Radio’s standing in audience, efficiency, selectivity and advertiser acceptance, and its research identifying the 35-to-49 age group as the most profitable sales prospects for advertisers (BROADCASTING, Oct. 31).

Sarnoff buries the hatchet—in ABC-TV

IT’S ‘THIRD NETWORK’ FOR GOOD REASON, HE TELLS AFFILIATES

NBC Chairman Robert Sarnoff charged last week that ABC-TV is pursuing short-sighted policies that would degrade all of television and hurt the long-range image and economic interests of “every broadcaster” if they gain wide acceptance.

In one of the most blistering attacks ever directed in public by one network against another, Mr. Sarnoff called ABC-TV a “narrow-gauge network” programming primarily for mass audiences; he also accused it, at least by implication, of depressing station rates, manipulating audience claims and buying affiliations.

Mr. Sarnoff spoke at the Thursday luncheon of the NBC affiliates convention (see stories page 88). He was greeted by applause when he said ABC-TV’s “spotty efforts” in news and public affairs programming reminded him of Samuel Johnson’s remark about a woman preaching: “Like a dog’s walk on his hind legs, it is not done well, but you are surprised to find it done at all.”

Praise for CBS — He had good words to say about CBS as well as NBC: “There are two networks that compete fully in all fields of the total audience service to which they are both dedicated; except for the field of color, where NBC is pre-eminent—and alone. We regard CBS as a worthy competitor and we take deep satisfaction in the continuing headway NBC has made in this competition.” In some areas—volume of sponsored programming, news and public affairs—he said NBC is now ahead of CBS.

For ABC he said words such as “incomplete broadcasting,” “manipulation of numbers,” “short-range” goals and “narrow service,” and “actions that tend to weaken the whole broadcasting economy and the maintenance of quality programming.” His speech obviously was intended not only for general affiliate consumption but also for advertisers and—not least—specifically affiliates in two-station markets and any that might be inclining to clear more for ABC than NBC. He said:

“... Recently, on a scattered basis, both NBC and CBS have some loosening of affiliation ties as a few affiliates have put their chips on short-range opportunities for a larger profit. An affiliate who shops around, using as the sole standard the highest-rated program available to him for each period, destroys his ability and his network’s ability to offer a full service; and he

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You, too, will see why so many station operators select TARZIAN equipment...known for QUALITY...EXCELLENT PERFORMANCE...AND LOW COST.

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OUR CHILDREN 9 & 5 ENJOYED THE MEL-O-TOONS AND WE AS PARENTS APPROVE THEM!

This is what they said about MEL-O-TOONS IN TOLEDO!

SEE PAGE 53
forecloses from his schedule programs designed and developed for the special values they will add to the service in his community.

"The effects of this practice are, of course, aggravated in the two-station markets, where it is more prevalent than elsewhere—even though these are the very communities where the public has limited choices and where a full-service schedule is particularly important."

Plenty for All • Mr. Sarnoff voiced belief that "we are entering a period in which a growing economy will enable three television networks to prosper, each in its own way. Each of us—and each of you—must choose his own way, must determine whether we want to cash in by watering the stock of broadcasting or to build prosperity on a tradition of broad service, creativeness and responsibility."

The NBC chief said television had demonstrated during the past year that it is a rational information service. Moreover, he said, this service "depends on the initiative of the networks," and a full-service network must (1) program primarily entertainment with broad appeal, but with different types of programs appealing to various levels and groups; (2) serve as "the swiftest, most vivid medium of information ever devised," in all areas of information (3) keep moving ahead not only in the quality and range of its programming but in the technical development of television," he continued:

"Two of the networks pursue these objectives and this philosophy of maximum service to the total audience. The third network has a different philosophy and a different set of objectives, and has been successful within its own terms. But this success—and its claim to leadership—has to be judged within the narrow limits of its terms and objectives."

No Short Cuts • The true measure of a network, Mr. Sarnoff continued, is not a fleeting thing, and it cannot be built upon the manipulation of numbers. We can see the latest example of the numbers game in this week's claim. It reflects a period in which paid political broadcasts were heavily concentrated in the last weeks of the campaign. The political sponsors have always been very shrewd buyers and the bulk of their evening business was placed on NBC and CBS, with most of this time bought on our network. While this was a tribute to NBC as an advertising and information medium, these political broadcasts repeatedly pre-empted our popular entertainment shows and disrupted the flow of our regular programming. The resulting rating advantage given the third network is grist for the type of promotion that feeds on numbers, but never discloses what lies behind them.

"As for ratings, we at NBC naturally want massive audiences for our entertainment programs, but we also want to provide—and we do provide—one many other ingredients of a full-network service. We would not be content to rest our whole position on mid-evening ratings, because NBC is a round-the-clock network, not a 7:30-10:30 p.m. network; a truly national service, not a 24-market, Nielsen multi-network operation."

The Penalties • There are penalties he said, for a network that "sets its sights on the short range and the narrow service. One of them is to remain third among the networks in total weekly rating—the measurement that reflects audience for network total service. Another is to suffer the embarrassment of a poor third position even when all three networks are presenting identical programming—as for example, in the case of the 'Great Debate.' And the same public reaction to such a network also gives it a poor third position when all three networks

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What an agency man thinks about station promotion

One agency man's outlook on broadcast promotion was laid on the line during the opening morning session of the BPA convention last week. That came from Joseph Epstein Sr., executive vice president of Fitzgerald Adv., New Orleans, who spoke on "100,000 Whats and What-Nots."

Although Mr. Epstein came up with fewer than that, he did list a number of specifics for consideration of the BPA members. Among them was a description of the role promotion can play in affecting an agency's decision in a particular campaign. As he relates it:

First the advertiser decides to spend $12 million in a new campaign. He decides to put it all in spot tv. Then all stations raise their rates. Then the advertiser finds it will cost $25 million to buy all the stations.

Then come the decisions about which stations to buy.

The stations under consideration fall into three categories:

Overwhelmingly on top (and therefore included in the buy).

Underwhelmingly on the bottom (and therefore out of it).

The tossups.

Most of the stations fall into this last category, Mr. Epstein said, "which is why we have to spend so damn much money for so damn many time-buyers." It's in this area of the tossup station that promotion has its biggest opportunity to play a role in the buying decision.

Speaking of the entire area of broadcast promotion, Mr. Epstein broke it down into five parts: image promotion, merchandising assistance ("what you do for the advertiser"), sales promotion ("what you do on the advertiser") and that which is "designed to kid the advertiser, the agency or yourself."

Why the Difference • As evidence that he thought audience promotion played an important part in the success of individual stations, Mr. Epstein cited the disparity in ratings for the same network show in different markets. At least part of this difference must be credited to promotion—or lack of it. Network programming by itself will not carry a station, he said.

Mr. Epstein said that in his opinion on-air promotion was the least effective method a station could utilize because it reaches only the people a station already is reaching. If the station is looking for new viewers he recommended turning to other media to find a larger untapped potential.

Mr. Epstein placed emphasis on the merchandising assistance stations can give their advertisers, and particularly advised them to report back to the advertiser in great detail concerning the merchandising they've provided.

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Mr. Epstein

**90 (THE MEDIA)**

**BROADCASTING, November 21, 1960**
cover an identical event with their own productions—as in the case of the conventions and elections. By the same token, in the field of sports coverage, the image of the third network is reflected in the loss of audience suffered by such established events as boxing and NCAA football when they move to it from a full-service network.

Mr. Sarnoff said, "NBC's leadership in news has a very long life expectancy" because it is "young, vigorous and resourceful," managed by "pros like Bill McAndrew (vp in charge of news) and Julian Goodman (manager of news and public affairs)." Moreover, he said, "its newsmen do not regard their job as commuting with themselves or The Deity; nor do they ever confuse the two."

He singled out NBC President Robert E. Kintner for special commendation. Mr. Kintner, he said, is a "managing editor" who "more than any other man...is responsible for raising NBC news to its present position by giving it imaginative guidance—and then giving it its head to operate on its own high professional standards."

Color up 80% * Color tv, he said, is "another bright thread in the pattern of NBC's leadership." He reported that this year NBC is presenting more than 1,000 hours of color and is constantly stepping up the pace: "In the last three months of the year we are offering 80% more color than during the same period just a year ago."

Adam Young to retreat from fm rep business

Adam Young Fm Sales, New York, is in the process of disbanding after six months of operations. Adam Young, president of the short-lived fm rep firm (Broadcasting, June 13), said last week that am stations represented by Adam Young Inc. felt the new organization was in competition for the same advertising dollars. He stated that "while we didn't consider it direct competition, the am stations did...and so we revised our thinking. After getting into it [fm sales] with both feet, we found we could not be in both am and fm fields," Mr. Young said that the some 20 fm stations involved have been notified of their severance, which becomes effective about the end of the year, and it's hoped in the meantime that all will be able to find another rep.

TIME DOCUMENTARIES

Four news specials may mark increased tv production

ABC-TV will co-produce with Time Inc. four one-hour documentaries this season. The first is "Yanki, No!" set for Dec. 7, 10-11 p.m., as part of the Bell & Howell Close-Up series of news specials. "Yanki, No!", dealing with communism in Latin America, was suggested by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. The network retains creative and editorial control over production of the series, ABC-TV said, emphasizing later in a supplementary "clarifying" statement that the idea had been ABC's, that Mr. Goldenson brought it up last July and was in touch with New York about it during a Latin American tour he made. The clarification appeared when the news of John Daly's resignation from the network's news vice presidency (see page 87) was being made known.

In Production Race * "Yanki, No!" serves to spotlight what may be Time's entry into increased production for audiences outside its own broadcasting division (KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.). There are no formal plans, little staff and no sales organization, but activity has been steady the past year, culminating in the four-hour network deal (other hours will go on the air in February, March and April, ABC said).

Robert Drew, developer of a "candid" motion-picture technique to be seen in "Yanki, No!" was reassigned last January from editor's post on Life magazine to the Time broadcast operation.

Media reports...

KTTV (TV) in N.Y. * KTTV (TV) Los Angeles on Dec. 1 will open permanent New York offices at 420 Madison Ave: Jack Duffield, account executive and former merchandising manager, will be in charge with the title of eastern sales and marketing manager. The New York office is designed to assist Blair-Tv, the station's national sales representative, in serving KTTV's eastern clients and agencies.

On the move * The Los Angeles office of The Katz Agency Inc., will move into new quarters at the Lee Tower, 5455 Wilshire Blvd. on Dec. 15. Phone is Webster 3-8171.

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds...freedom from gimpicks...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

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 PGW Colonel. See him today.

BY ALL MEANS

CONTINUE THIS KIND

OF TV FOR CHILDREN!!

THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!!

SEE PAGE 53

BROADCASTING, November 21, 1960
The road that lies ahead for radio-tv

**McColough, Ford Offer Their Views at NAB Regional Meeting**

Freedom for broadcasting from the shackles of Sec. 315 in the future was foreseen by Clair R. McCollough, Steinman stations executive director and chairman of the NAB Policy Committee.

Mr. McCollough, who has been mentioned as possible chairman of NAB after Jan. 1 when Florida Gov. Leroy Collins takes over as president of the association, hailed the fairness record of broadcasting in the 1960 political campaign. This entitled broadcasters to freedom from the strictures of the equal time provisions of the Communications Act, (Sec. 315), he told more than 250 broadcasters attending the NAB fall regional conference in Washington last week.

Broadcasters also heard FCC Chairman Frederick W. Ford promise commission activity soon on station transfers and on program forms (see page 95).

Mr. Ford also lauded broadcasters for working with the FCC and Congress in drafting legislation respecting sponsorship identification and payola.

Mr. Ford predicted that the next Congress would be interested in: (1) tv allocations, (2) pay tv, (3) extended hours for daytime stations, (4) "trafficking" in stations, and (5) expedited processing of applications.

The FCC, Mr. Ford said, should be taking some action soon to resolve the question of community tv systems duplicating programs carried by the local tv station.

**Radio Tomorrow** The NAB group also heard Robert Hyland, CBS vice president and general manager of KMOX St. Louis tell about the need to revivify programming in order to make radio the force in the community it should be.

The regional NAB meetings continue this week in Chicago (Nov. 21-22) and wind up next week, Nov. 28-29 in New York.

Edward C. Quinn, president of Chrysler Motors Corp., will be the principal speaker at the second day luncheon in Chicago. Merrill Lindsay, executive vice president of WSOY - AM - FM Decatur, Ill., and a member of the NAB's Policy Committee, will address the first day luncheon.

Among other highlights of last week's meetings:

* Broadcasters may have to fight to preserve the right to editorialize. This message came from Howard Bell, NAB vice president for industry affairs, who urged broadcasters to combat misconceptions about this policy in some government circles.

* Legislation which resulted from the last Congress is 95% acceptable or "even desirable," Vincent Wasilewski, vice president for government affairs, told broadcasters. He also stressed that legislators were fearful of the power of broadcasting and the use of that power for partisan viewpoints, as has been true in great measure by newspapers. Radio and tv, however, said Mr. Wasilewski, have never been "painted with the brush of partisanship."

* A spirited discussion about the inclusion of "business practices" in the radio code occurred during the meeting on that subject. Suggestions that the radio code prohibit the practice of double billing were debated, with opponents stressing that the code was the

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would be, he explained, in relation to other services being provided to the community.

By other services, he emphasized, he was including not only commercial radio and tv, but also educational radio and tv, wired music systems, theatres and educational institutions.

"... these and other forms of entertainment and informing the public that make their respective contribution to community life, as indeed they now do, would be included in the overall picture—and a broadcaster, intent upon designing an original and useful program service, would not be required to duplicate these contributions."

**NBC-TV out to please those who count**

**ENTERTAINMENT, PUBLIC SERVICE PLANS TOLD**

NBC-TV is charting a course for the next few years to upgrade its "mass-entertainment" shows and broaden its activity in public service programming. The network's objective: satisfy the requirements of three significant groups—the opinion-makers of the country, the advertisers and the general public.

This motif was entwined by Robert E. Kintner, NBC president, and echoed by other network executives during the annual meeting of NBC-TV affiliates in New York last Thursday (Nov. 17). The session was conducted in an atmosphere of high-hopes-for-the-future, with speakers citing NBC-TV accomplishments in programming and advertising over the past few months as a barometer of better-things-to-come.

A highlight was the showing of a 30-minute film in color and black-and-white, titled "Story of a Network," which reviewed operations in the various NBC departments, including programming, sales, advertising, promotion, news and station relations.

Mr. Kintner told affiliates that networks and stations, in the months ahead, face a "continuing challenge" from the "opinion-makers" of the nation, the leaders in education, community affairs, the press and government. He noted that under the new administration the takings of in January, the industry can expect "a sharper scrutiny" from the FCC.

Walter D. Scott, executive vice president, NBC-TV, announced NBC-TV is now the network leader in total weekly sponsored hours. For November, he said, NBC-TV had 170 sponsored hours, "the highest for any tv network."

Irving Gitlin, executive producer, creative projects, NBC news and public affairs, declared that today, more than ever before, the networks have a responsibility to alert the public to the "great issues of our time." He advised affiliates to tie in with such public service programs as NBC-TV's The Nation's Future by staging their own programs, featuring community leaders discussing issues that arise on the network presentation.

Harry Bannister, NBC vice president, station relations, opened the meeting and summarized topics to be discussed by the speakers.

**NBC-TV's Durgin takes look into crystal ball**

Don Durgin, NBC-TV sales vice president, last week predicted future network sales and programming patterns in the '60s in opening the season's Radio & Television Executives Society's timebuying-selling seminar in New York.

He prefaced his predictions with a general opinion on what might have an effect on a diversified and balanced service of "substance" by forecasting a "vigorous" three-network approach in the years ahead.

The Durgin predictions on programming in the '60s:

Fewer formula shows but more informational programs though formula will remain dominant. Mr. Durgin cited the need to fill a schedule and inability to be "creatively different" every half hour as the reason for his prediction.

Informational shows, he said, will be more exciting and entertaining with less emphasis on being "purely documentary and educational in nature."

"Specials" will be made more so by the "idea" rather than the "stars or production budgets lavished on them."

There will be specials of unusual length, more with European backgrounds and origins but with American performers.

The one-hour form will continue in immediate importance. Reason: creative people think more entertainment and production value can be placed in an hour than in a half hour. Counter-programming will tempt programmers.
to bridge or get a head-start on competition and changed patterns of network option time may encourage this even more. In the long-range, however, Mr. Durgin foresees a trend back to half hours. Because advertisers will have research to document advantages and dimensions of "identification" thus swinging many back to full or half program sponsorship.

Network Control = Mr. Durgin questioned network control in programming as a reason for programmers to schedule more half-hour shows. He claimed few advertisers now wish or are able to finance a one-hour show. The "sell-off" to a "partner" advertiser isn't practical because the partner wants the same rights and control as the initial advertiser and so prefers to buy from a third party (that is, a network).

There'll be more block programming and less counter programming. There's evidence that block programming pays off. Comedies seem stronger when in a block. Isolated shows often get killed off but do better when placed in a block. There'll also be more color programming.

Mr. Durgin's predictions on selling in the '60s:
- Standard forms of sponsorship (thirds, half-hours, hours) will remain. Proposals for the 45-minute format as a "strategic bridge" appear to be heading nowhere. The 90-minute program is, because it is too complex to share, too costly to mount, too difficult to produce well and too vulnerable to competitive programming.
- More shows will be sold by thirds because there'll be more hour shows whose large production budgets require several advertisers. Networks, he said, may decide to issue rate cards that show minute costs with a graduated sale depending on a number of minutes used in a 52-week period "like the 260-time spot rate cards." But, he warned, he hoped—and, he thought, stations probably would agree—this isn't going to come about although "it is clear that affiliates welcome the big shows which must typically be sold on a fragmented basis."
- Product Protection = It will become "narrower." The 30-minute protection that gave way to 15-minute protection over the past two seasons is predicted will soon become 10-minute protection and "readily adaptable to thirds as a basis of sale." Before long, he asserted, "only in-show nighttime product protection will remain."

Mr. Durgin said he thought star protection and "same day" protection will remain in the daytime periods but that adjacency protection will disappear.

GOVERNMENT

FAA ACCEDES TO FCC ON TALL TOWERS

Quesada admits FCC has final say on new stations

Elwood R. (Pete) Quesada, administrator of the Federal Aviation Agency, acknowledged last week that the FCC has the final word on whether or not to grant a TV station, including the site and height of its tower.

The FAA administrator, who will be replaced in his post when the Kennedy administration comes in Jan. 20, made this observation in answer to a question at a National Press Club luncheon in Washington.

"There is an honest difference of opinion between the FCC and us," Gen. Quesada stated. "The FAA has control of airspace. The determination of what is an aeronautical hazard belongs to the FAA.

"The FCC must consider this determination among other things when deciding whether or not to grant a permit. This is its authority. But it must accept our view that there is a hazard."

The Quesada statement is considered the nearest thing yet to a resolve of the conflict which erupted between the FCC and the FAA over tall towers, mainly television antennas.

Up to now the seeming deadlock appeared unable to be broken except through congressional or Executive Dept. action.

FAC Tower Rule = The problem came to a head last September when the FAA issued proposed rules which would require FAA consideration of all towers (150 ft. and over near an airport, or 500 ft. and over away from an airport) and a final determination by the aviation agency as to whether the proposed tower represents an air hazard (Broadcasting, Sept. 29).

Comments to this proposal were filed Oct. 31, with FCC and broadcast interests overwhelmingly opposed.

Last week NAB, Assn. of Maximum Service Telecasters, and the Federal Communications Bar Assn. asked permission to file reply comments. They suggested Dec. 31 as the deadline. The FAA does not plan to hold adjudicatory hearings on the subject of air hazards, Daggett H. Howard, FAA general counsel said after Gen. Quesada's speech.

"This would be like a Congressional committee," he told Broadcasting, "an investigation for facts. We're not trying to adjudicate between two parties." Mr. Howard agreed that Gen. Quesada's remarks could be construed to mean the acceptance by the FAA of the primacy of the FCC in the field of radio and TV grants, including where and how tall their towers should be.

FCC adopts rules on pre-grant protests

New rules outlining procedures to be followed for pregrant protests of broadcast applications were adopted last week by the FCC. The rule changes, which became effective Dec. 12, implement Public Law 86-752, passed by the 86th Congress (Broadcasting, Sept. 26).

In the future, interested parties will be required to protest an application before a grant without a hearing is made by the commission rather than after the grant. The new law also repeals the requirement that the FCC must write Section 309 (b) (McFarland) letters of notification prior to designating an application for hearing.

The pre-grant protest procedure will apply to broadcast applications, except station sales, pending on Dec. 12 which have not been designated for hearing and future applications. The commission will not act upon these pending applications for at least 30 days and, during that period, protests may be filed but no complaints will be acceptable after a grant has been made.

The new rules also require the applicant to publish local newspaper notices at least twice a week for two weeks immediately following the filing of an application for a major change in an existing station or for a new station. In the case of an application for modification, transfer or renewal of an existing station, the new rules also require that notice of same be broadcast over the station making the application. In addition, local public notice is required if the application is set for hearing.

Exempted from the pre-grant protest procedures and notice requirements are applications for minor changes in existing facilities and minor amendments to pending applications. If there is any question as to whether the proposed change is of major proportions, the commission will notify the applicant within 15 days. Harold Cowgill, chief of the Broadcast Bureau, will be given the responsibility of ruling whether an application constitutes a major or minor change.

The protest changes incorporated in Public Law 86-752 were jointly agreed to by the Federal Communications Bar Assn. and the FCC prior to final passage by Congress. The new law also covers sponsor identification, contests, short-term licenses, sanctions and re-
FORD TELLS SOME FCC PLANS

Will tighten station transfer regulations and issue new program-data forms for applications

Two major moves by the FCC, affecting station ownership and programming, were promised soon by FCC Chairman Frederick W. Ford.

The commission is considering regulations involving transfers, Mr. Ford told NAB members attending the full conference in Washington last week (see page 92).

This will involve some restriction on length of ownership before a station may be sold, it is understood. Best estimate is that the commission will prohibit the sale of a station unless it has been held by the owner for one full three-year license period—except for death or disability (CLOSED CIRCUIT, Nov. 14).

The FCC chairman also said that the commission will be coming out soon with a new program-data form to be used in connection with applications.

The FCC, it was learned last week, went over a draft of a statement of basic content. It failed to complete this review, but is expected to resume deliberations this week or next.

After this review is finished, a draft of a rulemaking notice will be assembled and submitted for commission approval. This will be then issued as a proposed rulemaking.

Mr. Ford warned that although the commissioners were in agreement on the statement of programming principles (BROADCASTING, Aug. 1), there are varying shades of opinion on how this general expression should be implemented.

In its statement on programming last July, the commission served notice that it intends to keep a careful watch on all broadcasters and their efforts to meet the needs of their communities.

Key Elements: It listed 14 "major elements" that it considered necessary to meet the public interest. Among these were: 1) local expression, (2) local programming, (3) programs for children, religious, educational, agricultural, public affairs, (4) editorials, (5) political broadcasts, (6) news, weather and market reports, (7) sports, (8) programs for minority groups, and (9) entertainment.

In its current study, the FCC has before it a study paper prepared by its Broadcast Bureau staff which highlights such items as:

- A picture of the community, including such information as its cultural as well as business life, and its ethnic, educational, religious and recreational activities.
- The correlation between community needs and interests (and how obtained) and the program schedule.
- Policy on handling controversial issues—including editorials.
- The promotion of local talent and self-expression.
- What specialities or special audience the station is programmed at.
- Statistical information, including commercial spot announcements, (in two categories—60 seconds and below and over 60 sec.) by major time periods (before 6 p.m. and after 6 p.m.); whether live or recorded, local or network, commercial or non-commercial.
- Special information, such as programs promoting business in which station owners may have an interest, how complaints are handled, staffing plans and composite week logs.

The key problem at the FCC, Mr. Ford stated, is to determine whether a station operates in the public interest.

"It is his (licensee's) responsibility to know the community and to serve his community," he said.

The function of the broadcaster, Mr. Ford said, is to determine the needs of the community he serves. The function of the FCC, the chairman added, is to determine how the broadcaster serves that need.

This is sound broadcasting, Mr. Ford emphasized, because stations operating on this principle are successful stations.

Supreme Court upholds FCC on Communist issue

The FCC has the right to deny a license to a radio operator who refuses to say whether he is a member of the Communist party. This was the apparent outcome last week of a U. S. Supreme Court refusal to reverse a lower court ruling to this effect.

The appeal to the Supreme Court

Communications Act, became effective last Sept. 13, the day President Eisenhower signed Public Law 86-752.
Reorganization in store for FCC?

A CRITIC OF THE AGENCY IS WORKING ON A PLAN FOR KENNEDY

The man who may plan a reorganization of the government when the new administration takes over Jan 20 doesn't think much of the FCC. He thinks the commission is dilatory, expensive and too deferential toward Congress.

James M. Landis, former dean of the Harvard Law School (1937-46) and ex-chairman of the Securities & Exchange Commission and of the Civil Aeronautics Board, is knee-deep in a study of the regulatory agencies for President-elect Kennedy. The Landis appointment was one of the first made by the newly elected president (BROADCASTING, Nov. 17).

His report to Sen. Kennedy is due Dec. 15. "I don't intend to get into the substantive questions of the regulatory agencies, like should the FCC consider subscription tv," he told BROADCASTING last week, "but this is not to say I might not criticize the FCC, for example, for its inability to deal expeditiously with cases before it." The FCC, as Target Spying before the administration law section of the American Bar Assn. at its Washington convention last August, Mr. Landis thrice used the FCC as a horrible example:

Expressing alarm at the "costliness of administrative processes," he referred to the 1957 pay tv hearing before the FCC which ran up to $200,000. He did not indicate whether this was the total figure for all parties or the amount involving his client. Mr. Landis represented Skatron Electronic & Television Corporation in what he termed that "substantially unsuccessful" proceeding.

Still on the subject of toll tele-

vision, but discussing the matter of the independence of regulatory agencies, Mr. Landis in the same speech expressed unhappiness at the intervention of Congress into regulatory agencies' privacy:

"Only a short time ago we saw the extraordinary spectacle of a committee of Congress seeking to tell the FCC not to handle a proposed rule-change pending before the commission which the commission had already concluded was within its jurisdiction to consider."

This was a reference to the intervention of Rep. Oren Harris (D-Ark.) and his House Commerce Committee into the pay tv question then being considered by the FCC. The commission actually issued a notice indicating it would accept applications for a test of the fee tv principle, but withdrew the notice when the House committee raised a fuss.

Vague Standards • Again Mr. Landis used the FCC as an example when he expressed doubts about what the lawyers call the "expertise" of the federal agencies. He referred to this as a "legend" and said this was so because commissioners do not write their own opinions.

"This practice more than anything else has, I believe, resulted in the lack of development of adequate standards in various administrative fields. I refer, for example, to the lack of any true standards in the choice between competing applicants for a television or radio channel."

In 1958 testimony before the House Legislative Oversight Committee, Mr. Landis again used the FCC as an example—this time of its inability to delegate authority:

"The FCC, never in its history, I think, delegates important duties to a single one of its members. I don't know why. Maybe it's scared of the way in which he may act... ."

Expert on Agencies • The 61-year-old former Harvard Law professor and early New Deal government official (Federal Trade Commission, SEC, CAB, and a host of government boards and commissions under President Roosevelt) is an acknowledged expert on administrative law.

He wrote the first book on the subject, "The Administrative Process," in 1938. This is still considered to be the "bible" in the field.

A study of his writings and statements indicates that Mr. Landis has a three-pronged approach to bettering regulatory agencies:

• Improving the quality of personnel both at commission and top staff level.
• Making agencies more responsive to public needs.
• Making agencies more efficient.

A former student recalls that Prof. Landis used to begin his lectures on administrative law with what appeared to be a shocking statement:

"Every administrator of a federal agency should be biased... in favor of the act he is administering."

A Washington attorney who is familiar with Mr. Landis' background and knowledge is convinced that his first move will be to look over the Government Reorganization Act to determine whether President Kennedy has the power to shift agencies, consolidate functions or establish new commissions.

This act permits the President to

was made by Morton Borrow, former employee of WIPN Philadelphia, following a U. S. Court of Appeals ruling in June which upheld the commission's action in denying Mr. Borrow's application for license renewal (BROADCASTING, July 4).

The FCC denied Mr. Borrow's application for renewal of his first class permit in December 1959. He refused to answer questions concerning his possible affiliation with the Communist Party or with any organization advocating the overthrow of the U. S. government. Subsequent to the commission's denial of his application, Mr. Borrow was granted a commission hearing. He later appealed the FCC action to the U. S. Court of Appeals in Washington.

In last week's action, the Supreme Court, without comment, rejected Mr. Barrow's request for a ruling on the lower court's finding. The action left unchanged the Appeals decision that the FCC has the right to deny a license to a radio operator refusing to answer questions concerning possible affiliation with the Communist party.

The FCC last week...

• Extended to Dec. 30 time to file reply comments in its rulemaking on vhf drop-ins. The commission took this action following requests for such an extension filed by the Assn. of Maximum Service Telecasters, Assn. of Federal Communications Consulting Engineers and a number of vhf licensees.

Commissioner Robert S. Cross dissented to the time extension. The commission also granted a like extension of time for filing reply comments in the proceeding involving proposed vhf drop-ins at Grand Rapids, Mich., and Providence, R. I.

• Granted another extension, to Feb. 28, 1961, for the effective date of the rules which will require a tv station to have type-approved frequency and modulation monitors at the station whenever the transmitter is in opera-

BROADCASTING, November 21, 1960
reorganize government functions without specific congressional approval. The only bar is for Congress to specifically object to a proposed move.

This attitude fits into another element of Mr. Landis' more recent public utterances on what's wrong with government agencies. He refers to this as lack of "creativity."
The need for a "Transportation Agency" to regulate railroads, trucking and air travel has been known for 20-odd years, he said, but no one has done anything about it.

Among other proposals expressed by Mr. Landis in public statements or privately are the following:

- establishment of a screening board at the executive department to handle appointments to federal agencies on a basis similar to that by which judges are chosen for the bench. This will not only upgrade the calibre of personnel, Mr. Landis is understood to believe, but might even relieve the President of the politics involved. He also believes in longer tenure for appointments to government agencies.

- Use of an Office of Administrative Procedures which would keep in "day-to-day" touch with agencies and their processes and which would make suggestions for the increased efficiency and the improved operation of a commission's procedures. Mr. Landis will attend the meeting tomorrow in Washington of the organizing committee of the recently initiated President's Conference on Administrative Procedures. This committee is headed by Circuit Judge E. Besse Metcalf, with Washington communications lawyer William C. Koplovitz as secretary.

- Formation of a special review "court" which would sit as an appellate body to consider appeals from agency decisions. Mr. Landis feels that too many appeals to the law courts are based on factual challenges which should be examined by administrative experts, not judicial magistrates.

- Adding stature to hearing examiners. Mr. Landis has expressed dismay with the length of cases before federal agencies, some as long as five or ten years. He thinks much of this is due to "delaying" tactics—and also the eagerness of government counsel to prove their cases, not once but "four times over."

- Stronger rules on evidence with power for hearing examiners to contain a proceeding will help on this, he has said.

Mr. Landis has said that he doesn't object to a commissioner's hearing from a congressman or the White House, provided the views expressed have some bearing on "the merits of the problem."

No Ivory Tower — He also has expressed himself as opposed to proposals that would insulate commission members from the industry they are regulating. This is the way members of an agency get educated, he has indicated.

Neither does he fear executive influences—to a degree. There must be some agreement with the executive branch, he said, since there must be a working arrangement with the administration in power. But, he adds, the influence of the White House can go too far; he is opposed to the extent to which the Budget Bureau and other executive office aides can interfere with the proper functioning of a so-called independent agency.

He feels the same way about the influence of the appropriations committees of Congress which, he said, in some cases withhold funds to force an agency to take a favored action even in a adjudicatory case. He also feels committees of Congress charged with legislation in fields supervised by a government agency require closer liaison with the commissions with which they deal.

Mr. Landis, who was born in Tokyo of American parents in 1899, is the senior member of two law firms. The one in New York is Landis, Riley, Feldman & Akers. The one in Washington is Landis, Cohen, Rubin & Schwartz. At one time he was associated with Telford Taylor, former FCC general counsel. Among Mr. Landis' government associations, following his graduation from Harvard in 1924, were law clerk to Supreme Court Justice Brandeis; director, Office of Civilian Defense, 1942-43; director, American Economic Operations and minister to the Middle East, 1943-45. He was a member of the SEC when President-elect Kennedy's father, Joseph P. Kennedy, was chairman.
THE BUSY MESSRS. NORMAN, SHERMAN

Rivals tell FCC they have a hand in too many operations

An alleged plan to subvert the FCC's licensing policy was brought to the commission's attention last week. The allegations were made by KMON and KUDI, both Great Falls, Mont., and KGEM Boise, Idaho, in petitions involving a new AM application in Great Falls and sale of a construction permit in Boise.

The stations charged that these applications were, in effect, "a subterfuge to permit certain interests represented principally by George I. Norman and Robert Sherman to subvert the commission's licensing policy."

Messrs. Norman and Sherman are owners of KSVN Ogden, Utah. Mr. Norman also has an interest in KXXI Golden, Colo., while Mr. Sherman has interests in KHOE Truckee, and in construction permits in Santa Rosa and Goleta, all California.

The petition filed last week further charged that:

- The applications are part of "a plan of concerted activity having as its purpose the frustration . . . of the commission policies regarding multiple ownership and control of standard broadcast facilities. . . ."

- The applications should be investigated to determine whether the proposed weekly program schedules and the statements of programming policies of the applicants are based on a study or survey of the actual needs of the communities involved.

- The commission should determine "whether the applicants have concealed material facts" concerning either an unfiled option to purchase an interest in proposed station KEST Boise or, in the case of the projected station for Great Falls, "failed to advise the commission candidly as to their relationships with other licensees, permittees or applicants, or other parties, and to determine . . . whether the applicants are legally qualified to be licensees of broadcast facilities."

A spokesman for all of the principals charged in these petitions told BROADCASTING Thursday (Nov. 17) that the allegations would be "categorically and unequivocally denied. We are presently studying the allegations and will file appropriate responses with the commission in due time."

It was further noted that these charges were a "re-hash" of earlier charges filed by KIMN Denver (later withdrawn) against Messrs. Norman and Sherman, "charges which have already been answered to the commission's satisfaction."

Boise Protest • KGEM Boise, an A. L. Glassman station, protested the commission's grant for the sale of KEST to John M. Bryan and Reid W. Dennis, who hold a cp for a new station in Louisville, Ky. KGEM told the commission that the name of Robert Sherman cropped up as author of the programming section of the application for the construction permit and that the same name appears as author of the same section of the application for a cp for a new station in Salem, Ore., an application in which Mr. Dennis has a 50% interest.

In support of its allegation that the sale of KEST is part of a plan to allow Messrs. Norman and Sherman "subvert the commission's licensing policy," KGEM notes that Mr. Norman's name is connected in ownership interests with six existing or proposed stations and that his name appears as author of Sec. IV (programming) of applications involving 18 other stations, either existing or proposed.

Mr. Norman, who it is alleged, is associated with Mr. Sherman in at least two broadcast ventures (KSVN Ogden, Utah, and proposed sale of WTMT Louisville, Ky.), is said by KGEM to have an option to buy an interest in KEST although this option does not appear in commission records. In addition, KGEM invited the commission's attention to a newspaper advertisement by the "George Norman Broadcasting Enterprise" which lists that firm as operating nine stations.

KGEM further notes that the proposed owners of KEST list programming and percentages in their application for purchase of the station which are "identical with or substantially similar" to figures contained in applications involved in five existing stations and 11 proposed stations. One of these existing stations, KXGI Golden, Colo., is 50% owned by George Norman.

In Great Falls • KMON Great Falls, Mont., also an A. L. Glassman station, and KUDI last week made substantially the same charges in a petition involving an application for a cp for a new Great Falls AM station filed by John and Marie Broad. In this application the name of Robert Sherman appears as "radio consultant" and author of the proposed programming section.

An exhibit filed with the petition (both petitions are accompanied with explanatory and supporting exhibits) purports to be a verified statement showing that Mr. Sherman "contemplated exercising control over the hiring policies" of the new station and that he was "purportedly authorized to negotiate for the transfer of a significant ownership interest in the facilities."

Mr. Norman's name is linked with the proposed Great Falls station through exhibits which the protesting stations claim demonstrate that Mr. Norman, also, "contemplated exercising control over the hiring policies of the station and also had a "purported proprietary interest" in the station. None of these "facts" appear in the commission files, the protestants claimed.

The programming proposals of the proposed station are based almost as above, and Mr. Sherman's name again figures prominently in this aspect of the petition.

Withdrawn Complaint • The petitions also note that KIMN Denver, Colo., on March 23 filed a complaint concerning the sale of KXGI Golden, Colo., to Mr. Norman and Philip B. Rosenthal. This petition was withdrawn on March 29 but commission inquiry brought to light previously unfiled agreements between George Norman and applicants for new stations in Anderson and Crescent City, Calif., and an option agreement to buy 10% of the stock in KURL Billings, Mont. Robert Sherman was listed as having prepared the programming sections for these applicants.

An exhibit attached to both petitions suggests "a concerted effort by Robert Sherman, George I. Norman and their associates to achieve operating control
of a large number of standard broadcast stations. . .

The petitions ask that matters be brought to FCC hearing.

OPTION TIME BATTLE
KTTV, long a foe of practice, asks court rescind FCC order

KTTV (TV) Los Angeles moved its long-standing fight against network option time into a new arena last week.

The station asked the U.S. Court of Appeals in Washington, D. C., to set aside an FCC order reducing network option time from three hours per daily time segment to 2 1/2 hours, with each day divided into four segments.

It's not that KTTV is against the option time reduction—the independent station still is fighting to have option time outlawed altogether. "The ultimate and essential finding of the FCC that option time is 'reasonably necessary' to the preservation of networking is arbitrary, capricious and contrary to the evidence," KTTV told the court.

The station asked the court to set aside and determine unlawful and without force the commission's September order (Broadcasting, Sept. 19). KTTV maintained that the order is inconsistent with law and sanctions conduct which is in violation of the antitrust laws.

The court was asked to remand the order to the commission with instructions for the agency to consider a formal opinion of the Justice Department that option time violates antitrust provisions.

The Los Angeles outlet, which also produces programs for nationwide distribution, said the FCC erred in "apparently" holding that it does not have the duty or power to decide whether the option time practice violates the antitrust laws. "The FCC's rules affirmatively encourage the networks and their affiliated stations to employ the option time practices to the full extent permitted by the rules . . . If the FCC's rules did not exist, the presently favored sectors of the TV industry would be likely to abandon the option time practice . . .", particularly in light of the Justice opinion, KTTV maintained.

Back To 1956 & KTTV and its president, Richard Moore, have been long and vocal opponents of network option time practices. Mr. Moore first raised the issue in 1956 before the Senate Commerce Committee and later that same year before the House Antitrust Subcommittee. The station's president also participated in the Barrow Network Study, released in 1957, and in 1958 FCC hearings on the Barrow Report. Each time, he attacked option time as in violation of antitrust laws.

Tv film makers win short FCC reprieve

Tv film producers were given a reprieve last week from the stringent sponsorship requirements of amended Sec. 317 of the Communications Act. A unanimous FCC announced that it had waived identification requirements for filmed or recorded programs which have been or will be distributed for TV broadcast, irrespective of the production date of such programs.

The waiver will remain in effect until the commission adopts rules implementing congressional amendments to the Communications Act. Excluded from the exemption are 27 specific examples where identification is required spelled out in the House report on Public Law 86-752 (Broadcasting, Sept. 26) and those already encompassed within the FCC rules.

The Alliance of TV Film Producers had petitioned the commission for a waiver to include those films produced between Sept. 13 (when the new legislation was signed by the President) and Jan. 1, 1961 (Broadcasting, Oct. 10). The FCC now is working on new rules to implement the congressional mandate and has met with various facets of the TV and film industries.

"It is not the purpose of this waiver to permit general disregard of the obligation of broadcast licensees to make sponsorship identification announcements," the commission said. "Rather, it is intended to provide a measure of relief in those cases where a licensee in good faith is unable to ascertain with certainty his obligation under Section 317 as amended."

Give WQXR hearing, court tells FCC

The likelihood that a station may lose even a small part of its listeners through a grant made by the FCC without hearing is sufficient grounds for a protestant to obtain a hearing under protest provisions, the U.S. Court of Appeals in Washington said in setting aside an FCC action and ordering a hearing.

The court thus upheld an appeal by WQXR New York (1560 kc, 50 kw, directional) of the FCC's July 1959 grant of 1570 kc (1 kw, day) to WAPC Riverhead, N. Y., without hearing. If the FCC allowed the loss of a small part of WQXR's audience through such a grant, it could, theoretically, allow WQXR's whole area to be destroyed bit by bit through similar subsequent grants, the court said, adding, "We think this total denial of the right to a hearing cannot be achieved by a piecemeal treatment."

Through prior stipulation before the court last December, all parties agreed the question at issue was whether WQXR would be entitled to a hearing for adjacent channel interference resulting in loss of listeners outside the WQXR contour normally protected against adjacent interference, but with its contour normally protected against co-channel interference.

The court said its decision also was made because WQXR cited with "specificity" the likely loss of audience it would suffer from the grant plus the fact that WAPC was granted 1 kw. The same court had upheld an earlier grant to WBAZ Kingston, N. Y., also protested by WQXR, of 1550 kc with 500 kw day. In the WBAZ case, the court said, WQXR didn't cite with "specificity" its allegations of audience loss and the lesser power (500 kw) granted to WBAZ gave WQXR a slimmer case.

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THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!

SEE PAGE 53

BROADCASTING, November 21, 1960
Did NBC overstep itself in Lewiston?
FCC STUDYING AFFILATE'S REFUSAL TO TRANSLATOR

Is NBC violating the "first refusal" rights of its affiliates? The FCC asked that question last week.

In a letter to the network and two of its affiliates, KLEW-TV Lewiston, Idaho, and KHQ-TV Spokane, Wash., the commission asked for an explanation of a clause relating to rebroadcasting rights of translators making off-theair pickups of NBC programs.

According to the letter, KHQ-TV first gave, and then withdrew, permission to Orchards Community Television Assoc. to rebroadcast its programs on a tv translator (K76AH) serving Lewiston. If the network forced KHQ-TV to withdraw such permission, the effect is the same, the commission said, as enforcing the position of the network's Lewiston affiliate, KLEW-TV, "as the sole purveyor of network programs in the Lewiston area and to deprive the listening public of many programs that might otherwise be available through other television facilities."

Questioning of NBC officials by the commission staff disclosed that the network and the commission hold different interpretations concerning the "first refusal" clause of the affiliation contract, the letter stated.

The clause gives the affiliated station first refusal rights for network programming. NBC, according to the commission, has interpreted this clause to mean that the network itself can refuse to consent to the rebroadcast of its programs by a translator in a community where an affiliate is located, even though the affiliate may not be carrying those network programs.

Wrong View - This interpretation, said the commission, is "beyond the bounds of the commission rule. The purpose of the "first refusal" clause will not be granted to any station which has any sort of an agreement with a network organization "which prevents or hinders another broadcast station located in the same community from broadcasting the network's programs not taken by" the former station. The rule, according to the FCC, was designed to prohibit duplication of programming in a given community but was not designed to give either the station or the network "territorial exclusivity" regarding programming.

The letter stated that if NBC has told KHQ-TV that it cannot allow the Lewiston translator to repeat its programs, then it is exercising "territorial exclusivity."

The network and the stations involved have been asked by the FCC to explain.

Court upholds Toledo grant

The law doesn't require the FCC to make detailed comparisons of television applicants' programming proposals when the commission finds there are no "significant" differences over-all between the two proposals, the U. S. Court of Appeals in Washington ruled last week in upholding the July 1958 grant of ch. 11 in Toledo to WTOL-TV. Applicant Great Lakes Broadcasting Co. in its appeal to the Court had held detailed comparison is necessary. Judges were Harold H. Burton, retired Supreme Court justice, and David L. Bazelon and Charles Fahy, circuit judges.

PROGRAMMING

ABC-TV plans new public affairs shows

Three new weekly half-hour public affairs series and the demise of the eight-year-old College News Conference were major program developments announced last week by ABC-TV.

The first of the new programs to be seen will be ABC News Conference, which goes into the College News Conference Sunday slot on Nov. 27 (1:30-2 p.m. EST). The bumped program, which was produced and moderated by Ruth Hagy, reportedly suffered from station clearance problems. Some 32 affiliated stations carried the student panel-interview show, which had its network debut in October, 1952.

ABC-TV's other new programs are Roundup USA, starting Jan. 18, 1961, and Meet the Professor, starting Jan. 29. Both are in undetermined Sunday time periods. A new Sunday religious public affairs program, Directions '61, began Nov. 13 on ABC-TV.

ABC News Conference, the network said, is designed to utilize some of the lessons learned from the recent "Great Debates" in the presidential campaign and to meet the obvious reporting challenges and responsibilities of the first months of the new administration.

Whenever possible, the program will originate in Washington, D. C. Each week's guest will make an opening declaration and submit to questions by ABC newsman, and then make a final sum-

The big audience

Over half of the total (180 million) U. S. population saw at least some part of election night network telecasts between 6:30 p.m. and midnight, American Research Bureau reported last week. ARB said approximately 55%, or over 100 million people (representing an unduplicated audience) viewed at least a 15-minute segment.

Of 42 million homes with tv sets, 89% were tuned at some point in the evening to election returns. A record 83 million viewers in 33 million homes were tuned in during peak viewing time (10-10:30 p.m. EST).

Capital Cities to film Israeli Eichmann trial

Capital Cities Broadcasting Co., New York, has signed a contract with the Israeli government for exclusive rights to produce the television and film record of the Adolph Eichmann trial scheduled for early next spring. The former Nazi German leader is charged with responsibility for the deaths of six million Jews.

Frank M. Smith, President of Capital Cities Broadcasting, said his company would make the recordings of the films available at cost to all broadcasting and motion picture organizations throughout the world. Milton A. Fruchman, executive producer of the company, negotiated the contract in Jerusalem, and he will be in charge of the project.


Recently developed techniques in video tape and leotape recording will be used in the trial coverage, Mr. Smith announced. Mr. Fruchman, who is in charge of the video tape workshop of the International Screen directors Guild, said the new technical operation uses electronic facilities to simultaneously produce video tape and motion picture picture
Here are the next 10 days of network color shows (all times are (EST)).

**NBC-TV**

- Nov. 21-24, 28-30 (6-6:30 a.m.) Continental Classroom (modern chemistry), sus.
- Nov. 21-24, 28-30 (6:30-7 a.m.) Continental Classroom (contemporary math), sus.
- Nov. 21-25, 28-30 (10:30-11 a.m.) Play Your Lunch, part.
- Nov. 21-25. 28-30 (11:15 a.m.) The Price Is Right, part.
- Nov. 21-25, 28-30 (12:30-1 p.m.) It Could Be You, part.
- Nov. 21-25. 28-30 (2-2:30 p.m.) The Jan Murray Show, part.
- Nov. 23, 30 (8:30 p.m.) The Price Is Right, part.
- Nov. 23, 30 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
- Nov. 24 (11 a.m.-noon) "Macy's Thanksgiving Day Parade," Ideal Toy and Lionel Trains, both through Grey Adv.
- Nov. 24, 15:30-6:30 p.m. "No Place Like Home," Mohawk Carpet Mills through Maxon Inc.
- Nov. 24 (8:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.
- Nov. 25 (9-10 p.m.) "The Bell Telephone Hour," AT&T through N. W. Ayer.
- Nov. 25 (10:10-11 a.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
- Nov. 25 (10:30-11 a.m.) King Leonardo and His Short Subjects, Gen. Mills through Dance-Fitzgerald-Sample.
- Nov. 26 (10:30-11 a.m.) "Meet the Press," susp.
- Nov. 27 (7-8 p.m.) "The Shirley Temple Show," RCA through J. Walter Thompson.
- Nov. 27 (9-10 p.m.) "The Chevy Show, Chevrolet through Campbell-Ewald.
- Nov. 27 (11:15 p.m.-midnight) "The Jack Paar Show," part.

It is news when a manufacturer becomes first in the industry to introduce a high power FM Transmitter whose very first production unit operates perfectly and without additional factory modifications and associated lost engineering time.

"Our new GEL 15 KW Transmitter, Serial Number 1, has been operating at full power... and is rock-steady!" wrote Mr. W. L. Dunbar, Director of Engineering of Radio KQAL-FM, Omaha, Nebraska. "It is a pleasure to work with such fine equipment!"

The GEL 15KW FM Broadcast Transmitter, Model FMT-10A, is equipped with GEL Model FME Exciter which has been field-proven to be reliably stable and trouble-free. The GEL Multiplex System permits integration of the main channel and one or two sub-channels into an allocated FM channel. Interchannel cross-talk and spurious output signals are virtually eliminated. Tuning is non-critical, adjustments stable, permitting unattended operation in remote locations.

Intermediate and Final Power Amplifiers are conservatively designed to attain a high degree of reliability. Forward and reflected power can be read directly at any time. Power tubes are of the latest all-ceramic-and-metal design. Frequently consulted meters are mounted three feet from the floor and tilted at a slight angle to facilitate reading. GEL makes available a complete FM Line including 15KW and 1KW Transmitters, and Exciters for converting conventional FM Transmitters to Multiplexing use.

Write to Broadcast Sales, Dept.-1, for GEL FM Technical Bulletins

---

**GEL Model FMT-10A Transmitter**

"Our GEL Model FMT-10A has been operating as though it were the 100th produced rather than the first!"

---

**General Electronic Laboratories, Inc.**

18 Ames Street, Cambridge 42, Massachusetts
From pills to Dilly Beans

Dilly Beans are selling pills these days. Leonard Bergman, proprietor of a drug store on Vanderbilt Ave. in New York, heard some of the "far out" 60-second spots on WQXR New York, and decided a "Dilly Bean Recital" might be just the thing to drum up business. The druggist called the Papert, Koenig, Lois, agency for the "crisp green beans politely pickled in vinegar and dill" (BROADCASTING, Sept. 12), and solicited tapes of the spots. Then he called Park & Hagna, makers of the beans, and ordered 30 cases at the wholesale price. Next he hired four models from the Rice McHugh model agency to carry sandwich boards and offer sample Dilly Beans to passersby.

Success? On Nov. 16, the day after the "concert" Mr. Bergman estimated business was 45-50% above normal.

'Romper Room' tours Idlewild

Joan Thayer, star of the daily Romper Room program on WNEW-TV New York, expected more than 1,000 pre-school age yountsters to be on hand at Idlewild Airport Saturday (Nov. 19) for a specially-arranged tour of American Airlines' facilities. Educational as-

THE SABBATH is Christian . . .

Seventh-day Adventists

observe the seventh-day Sabbath not because it is Jewish but because it is Christian.

Christ observed it, stressed its value for His followers. He is identified as the Lord of Creation—when the Sabbath was instituted.

Christianity is not a latter-day "religion"—it spans all the ages

Whole lotta drinkin' goin' on in Steubenville

The coffee and doughnuts were on WSTV Steubenville, Ohio, when the station celebrated its 20th anniversary. Billing the celebration as "the world's largest coffee break" the station made arrangements to serve refreshments for all comers at 10 lunchcounters of downtown Steubenville stores and restaurants for a one-hour period. Enjoying their free WSTV java: (seated, l to r) John J. Laux, WSTV executive vice president and general manager; Samuel S. McCormack, mayor of Steubenville; Roy Lancaster, WSTV sales manager; (standing, l to r) Robert P. Anathan, local department store official and Joseph M. Troesch, of WSTV-TV.

Drumbeats...


Strike * When a new bowling alley offered to turn over all proceeds from bowling all day for a week to the United Appeal, CFPL London, Ont., helped promote the fund raising by broadcast all day from the bowling alley for five days of the week. Special bowling games were arranged with teams of politicians and civic officials of London and nearby communities.
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Joan Thayer, star of the daily Romper Room program on WNEW-TV New York, expected more than 1,000 preschool age youngsters to be on hand at Idlewild Airport Saturday (Nov. 19) for a specially-arranged tour of American Airlines’ facilities. Educational aspects of the day’s program (2:30-5:30 p.m.) were to be stressed by Miss Thayer. American Airlines planned to take the children and their parents on a sightseeing tour of the airport, including inspection of Boeing 707’s, and offered to contribute photos of the 707 and “do-it-yourself” cardboard replicas of the plane. Autographed photos of the Romper Room hostess were to be given away, as were other souvenirs.

Drumbeats...


Strike * When a new bowling alley offered to turn over all proceeds from bowling all day for a week to the United Appeal, CFPL London, Ont. helped promote the fund raising by broadcast all day from the bowling alley for five days of the week. Special bowling games were arranged with teams of politicians and civic officials of London and nearby communities.
TRANSMITTER
FM BROADCAST
NEW
15 KW

GEL Model FMT-10A Transmitter

Colored Glass NE

101
BROADCAST ADVERTISING

Dr. Carl H. Rush, in research department of Ted Bates & Co., N. Y., elected vp. Dr. Rush, who will also serve on agency's research policy committee, was with Standard Oil Co. of New Jersey for four years, before joining Bates in 1959.

Jerome Cowle, creative director at Kenyon & Eckhardt, Chicago, elected vp.

Edwin F. Wilson, vice chairman of media planning unit at McCann-Erickson, N. Y., retires at end of year after 40-year career at agency.

John M. Cody, manager of Hollywood office of Grant Adv., joins Cole-Fischer & Rogow, Beverly Hills, Calif., as vp. Joe Denker, account executive on Dodge Dealer account at Grant, joins CFR as account supervisor. Both Mr. Cody and Mr. Denker will work on Dodge Dealers of Los Angeles and Orange counties account recently acquired by CFR.

Albert Kendall Burwinkle, formerly vp and art department head at Grant Adv., N. Y., joins Geyer, Morey, Madden & Ballard, that city, as art director.

David B. Tolins Jr., formerly manager of advertising and merchandising at Sylvania Electric Products Co., Semiconductor Div., joins Fuller & Smith & Ross, N. Y., as account executive on Raytheon Co., Semiconductor Div.

David B. Learner, Ph.D., formerly head of Human Factors Research Group at General Motors Research Labs, joins BBDO, N. Y., as assistant director of research.

Mrs. Jann Hill, formerly assistant casting director for NBC Hollywood, to Foote, Cone & Belding, that city, as member of production staff of broadcast facilities.


Julian Field resigns as senior vp and assistant to president in creative development of Lennen & Newell, N. Y. Before joining agency 5 years ago, Mr. Field was vp of William Esty, N. Y., and Grey Adv., that city. He also served on creative staff of Ted Bates & Co.

David E. Guerant, executive vp at John W. Shaw Adv., Chicago, elected president, succeeding Mr. Shaw, who becomes board chairman. George A. Wilcox, formerly associate media supervisor at Leo Burnett Co., named vp and media director; Stuart H. Berg, formerly radio-tv commercial producer at Kenyon & Eckhardt, radio-tv production director; Frank Zincocheek, Keyes, Madden & Jones, assistant production director; Maydawn Murray, Campbell-Mithun, assistant radio-tv manager; Aileen Grossman, Harshe-Rotman, pr director.

Norton B. Leo appointed vp and account supervisor for Fletcher Richards, Calkins & Holden, N. Y. He has been on Remington Rand electric shaver account for past three years. He began advertising career in 1946 with Foote, Cone & Belding.

Armando J. Posto and Alex G. Degurian named vps at Jay Reich Adv., Pittsburgh.

Harold B. Miller, pr director for Pan American World Airlines, elected president of Public Relations Society of America.

Mrs. Jessica Persoff, formerly continuity director and operations manager at KYA San Francisco, to Cappel, Pera & Reid, Orinda, Calif., advertising agency, as copywriter.

Payson Fairchild Jr., and Hayward Thresher, join Sullivan, Stauffer, Colwell & Bayles, N. Y., as merchandising account executives. Mr. Fairchild was formerly account executive with Doherty, Clifford, Steers & Shenfield. Mr. Thresher was executive brand planning manager for Schering Drug Corp.

Ralph J. Musec, formerly of Farmers Mutual Insurance Co., St. Louis, joins Gardner Adv., that city, as office manager.

David L. Eynon, formerly writer-director at Mel Richman Inc., Philadelphia, joins N. W. Ayer, that city,
Peter W. Allport elected president of ANA

Peter W. Allport (at right), formerly executive vice president of Assn. of National Advertisers, was elected president Nov. 14 at the ANA's annual convention in Hot Springs, Va. He succeeds Paul West, who died last May.

Roger H. Bolin (center), advertising director of Westinghouse Electric Corp., was elected ANA board chairman. He has pioneered many advertising practices including the first network TV sponsorship of NCAA college football in 1951, national sponsorship of pro football in 1953, and Westinghouse sponsorship of the national political conventions and the campaign.

John Veckly (left), U. S. Steel advertising director, was elected vice chairman of the ANA board. He had been treasurer and has served on the ANA board since 1958.

Mr. Allport joined the ANA staff in 1954, becoming executive vice president last May. He edited ANA news publications, became director of press relations, served as secretary of several ANA committees and became secretary of the association in 1951. He was named assistant to the president in 1955 and vice president in 1958.


K. L. Skillin, Armour & Co., was re-elected to the board.


copy department. William G. Taylor joins agency as director of information services, while Thomas J. Raser III, formerly of General Electric Co., added to Ayer's plans-marketing department.

Toby Sacher joins copy department of Los Angeles office of BBDO. He formerly was senior copywriter with Cunningham & Walsh, San Francisco.


**THE MEDIA**

Robert E. Kelly, station manager, commercial manager and film buyer of KCRA-TV Sacramento, Calif., elected president of KCRA Inc., licensee of KCRA-AM-FM-TV. Jon S. Kelly, local sales manager of KCRA-TV, becomes general manager. Robert and Jon are general manager. They succeed their late father, Ewing C. Kelly (Broadcasting, Nov. 7).

Edward R. Tabor, general manager of KBAK-TV Bakersfield, Calif., promoted to executive vp of Bakersfield Broadcasting Co. which owns station.

Charles F. Mallory, member of station's sales staff, appointed sales manager.

William Crawford, formerly with WOR New York, becomes general manager of WDRC-AM-FM Hartford, Conn.

Ford Robertson appointed general manager of KBUS Amarillo, Tex. Other appointments: Ralph Percy to commercial manager; Al McKinley, to program director.

Bernie Whitaker, regional sales manager at WRAL-TV Raleigh, N. C., promoted to national sales manager. Del Carty succeeds Mr. Whitaker as regional sales manager.

Eric Bose, account executive and sports director at WSMP Cincinnati, promoted to local sales manager.

**McElroy honored**

Neil McElroy, board chairman of Procter & Gamble, has been selected for 1960 Public Service Award of The Advertising Council. The presentation will be made tomorrow (Nov. 22) at the annual awards dinner, Hotel Plaza, New York.
Russ Jonsdrea joins KDAY Los Angeles as sales promotion manager.

Ted J. Gray Jr., formerly on sales staff of WBLT Bedford, to WSLS Roanoke, both Virginia, in similar capacity.

Michael Blow appointed editorial director, CBS corporate information staff, New York. He formerly was assistant book editor at American Heritage Publishing Co.

Phil Johnson appointed news director of WCFSH Portland, Me. He has been on staff of WCFSH-TV.

Tom Burrows, operations director at KABC-TV Los Angeles, promoted to staff director.

David T. Dewey appointed promotion director of WEAH-AM-FM Plattsburgh, N. Y. He was account executive and staff announcer at WJBR Plattsburgh, Del.

Robert O. Runnervstrom appointed managing director of WBOY - AM - TV Clarksburg, W. Va. He formerly was vp of WMBD Inc. (WMBD - AM - TV Peoria, Ill.) Before that, he was vp, secretary and director of WLOK Inc. (WLOK Lima, Ohio).

Barry D. Stigers, formerly with WSET Glens Falls, N. Y., to promotion director of WPIC Sharon, Pa.

George Sperry, formerly with WNED-TV Scranton, Pa., to WGR-AM-FM-TV Syracuse, N. Y., as manager of promotion.

Paul Battisti, assistant general manager of KAFY Bakersfield, Calif., promoted to general manager, succeeding James Hayden, who joins KBAB-TV, that city, as account executive.

Robert Norvet, director of tv film production for MGM, named director of film production operations for CBS-TV, Hollywood. He will coordinate production currently under way at Paramount, MGM and General Service Studios.


T. K. Barton, newly-elected president of KARK-AM-TV Little Rock, Ark., and Douglas Romine, new executive vice president for the stations, were incorrectly identified in the photos published in FATES & FORTUNES Nov. 7.

Malcolm M. Burleson, chief engineer of WTTG (TV) Washington, D. C., named director of engineering at Metropolitan Broadcasting Corp., that city.

Frank G. King, national sales manager of KTVU (TV) Oakland-San Francisco, elected vp of San Francisco-Oakland Television Inc., licensee of KTVU. Stoddard P. Johnston, sales executive and stockholder, elected assistant secretary.

Connie Kaye appointed director of pr and promotions for WXIX-TV Milwaukee.

Donald Scott joins WCHU (TV) Champaign, Ill., as newsmen. Other additions: Bob Daniels to weathercaster; Gilbert Sorensen to director; Daniel Mueller and Philip Brown, both as cameramen.

Dave Matson joins WFMD Frederick, Md., as announcer. He was cameraman at WFIL-TV Philadelphia.

Stelio Salmone, former newscaster at WADS Ansonia, joins WAYZ New Haven, both Connecticut, as assistant news director.

Gordon Soltau, formerly professional football star with San Francisco 49's, joins KFRC, that city, as host of weekly sports program.

Sanford Markey, public affairs director of KYW Cleveland, re-elected president of Cleveland press club.


William Travis, formerly at WJJD Chicago, and Jack Hughes of KROC Rochester, Minn., join The Branham

New officers elected by BPA

John Hurlbut, promotion manager of WFBM-AM-TV Indianapolis (center in photo), has been elected president of the Broadcast Promotion Assn., succeeding Gene Godt, KYW-TV Cleveland. Flanking Mr. Hurlbut are (1) Harvey Clarke, CFPL London, Ont., second vp, and Don Curran (r.), KTVI (TV) St. Louis, first vp. Three year directors: Clark Grant, WOOD-AM-TV Grand Rapids, Mich.; Paul Woodland, WGAL-AM-TV Lancaster, Pa.; Doug Duperrault, WFLA-AM-TV Tampa, Fla.; Caley Augustine, WII-C-TV Pittsburgh. Two year directors: Kenneth Chernin, WFIL-TV Philadelphia; Kirk Harris, KPRC-AM-TV Houston. One year director: Heber E. Darty, WREX-TV Rockford, Ill. (Also see convention story, page 74.)
Co., Chicago, as account executives.


Donald E. Lowstuter, former A. C. Nielsen researcher, joins Mutual Broadcasting as assistant director of research.

J. Merrill Pietila, formerly account executive at Adam Young Inc., San Francisco, joins Forjoe & Co., that city, as manager of western division.

Steve Mills, member of program operations staff of KABC-TV Los Angeles, promoted to production manager.

Raymond C. Simms, senior account executive at H-R Television, N. Y., named director of sales promotion for H-R Television and Radio. Prior to joining rep firm in 1956, Mr. Simms, for three years, was account executive at NBC Radio. He also was associate media director at Erwin Wasey & Co., and assistant manager in radio-time buying department of Kenyon & Eckhardt, N. Y. John E. Kelley, formerly account executive at CBS Spot Sales, N. Y., joins H-R Television in similar capacity.

Henry Schacht, farm broadcaster at KGO San Francisco, resigns, effective Jan. 1, 1961, to become director of information at U. of California’s Div. of Agricultural Sciences.


Mrs. Mahala Walter joins WLK TV Green Bay, Wis., as director of continuity.

Robert Miller, director of agricultural activities for WLWT (TV) Cincinnati, and Calvin Pigg, farm director of WBAP Fort Worth, Tex., currently accompanying Secretary of Agriculture Ezra Taft Benson on trade development tour to Far East.

Tom Ferren joins WSJM St. Joseph, Mich., as air personality.

Walter D. Guthrie, formerly on news staff of WPLO-AM-FM Atlanta, to WCAO-AM-FM Baltimore as news director.

Don Webster joins KCBS Los Angeles as editorial writer and weekend program producer.

Jess Whipple, formerly with WSTV-TV Steubenville, Ohio, to WIICTV Pittsburgh as member of production staff.

Hank Sperka joins WHLI Hempstead, New York, as announcer.

Squire Dee, formerly with WFBL Syracuse, N. Y., to WTRL Bradenton, Fla., as air personality.

Dick Haynes, air personality on KLAC Los Angeles, assumes additional duties as host of afternoon movie on KJH-TV, that city.

**PROGRAMMING**

Jonas Rosenfield Jr., supervisor of Columbia Pictures’ publicity and advertising, named vp in charge of advertising and publicity.

**AIR elects Evans**

Herbert Evans, president of Peoples Broadcasting Stations, was unanimously elected representative of the Inter-American Assn. of Broadcasters (AIR) to the United Nations at the association’s Nov. 5 meeting in Santiago, Chile. (CLOSED CIRCUIT, Nov. 14.)

Mr. Evans represented the United States at the AIR meeting.

The association passed a resolution reaffirming its 1959 Declaration of Democratic Principles. The resolution noted the “flagrant violations” committed against human rights in general, and against the declaration specifically, by the governments of Cuba, Paraguay and the Dominican Republic. AIR reiterated the “urgent need to combat all forms of dictatorship and despotism as exemplified by the regime which enslaves the Cuban people.”

In support of the resolution, the association affirmed that “it is the inescapable duty . . . of all, and each, of the broadcasters of the Continent, to place their respective stations at the service of the cause to safeguard the principles” of the Declaration of Democratic Principles. The Declaration was passed by the AIR at its sixth assembly in Mexico in October 1959.

Thirteen nations, including Cuba, were represented at the Santiago meeting.

Phil Isaacs, formerly of Fruchtman Theatres, Baltimore, joins International Telemeter Co., N. Y., as director of franchise operations, U. S. and Canada.

Arthur A. Garbade, formerly business manager of technical and film operations at NBC, to NTA Telestudios Ltd., N. Y., as business manager.

Donald Graham, rejoins Warner Bros. Records from C & C Distributing Corp., San Francisco, as Western Div. promotion manager, with headquarters in San Francisco.

George McEraith, formerly director of radio-tv technical operations at NBC, joins TelePrompTer Corp., N. Y., as manager of engineering planning and product control.

Bruce Yarmell, singer and dramatic actor, signed to long-term contract with NBC-TV.

Lee Cannon appointed midwest division manager of Television Personalities, Chicago, in charge of central sales syndication of Mr. Magoo animated cartoon tv series. He formerly was central division manager for Independent Television Corp.

Jack Haley Jr. signs with Wolper Productions, Hollywood, as executive assistant to David L. Wolper.

Martin Jurow, after three year absence and upon completion of two motion picture production contract at Paramount Pictures, returns to William Morris Agency, Beverly Hills, in executive capacity early next year.

Harry Sosnik and Bud Yorkin named co-chairmen of 1960-61 Emmy Awards production committee. Mr. Sosnik was musical director for Producer’s Showcase, Wide, Wide World and other NBC specials. Mr. Yorkin was writer-director for Fred Astaire and Jack Benny specials.

**EQUIPMENT & ENGINEERING**

Andrew P. Young joins Raytheon Co., Waltham, Mass., as director of international sales and services, relieving Donald A. Mitchell who has been acting director in addition to his responsibilities as director of product and marketing planning.

Maj. Gen. Raymond C. Maude (USAF Ret.) appointed director of field operations for Philco Corp.’s government and industrial group with headquarters in Philadelphia.

Roger M. Daugherty appointed general manager of new Farmingdale, N. J., plant of Reeves Instrument Corp.

106 (FATES & FORTUNES)
Plant manufactures broadcast transmitting equipment.

Douglas Haynes, appointed production manager of Clarostat Manufacturing Co., Dover, Del. Firm produces precision potentiometers and resistors for radio-tv and other electronic equipment.

Chester Jur joins Rutherford Electronics, Culver City, Calif., as sales manager in communications division. Previously he was with Packard Bell Electronics as sales engineer.

J. Gilbert Nettleton Jr., formerly vp, Northrop Corp., Hawthorne, Calif., elected vp, director of marketing, ITT Federal Div., Clifton, N. J., and ITT Labs, Nutley, N. J.


Lloyd V. Berkner, president of Assoc. Universities, N. Y. E, elected president of Institute of Radio Engineers. Franz Ollendorff, research professor at Technion-Israel Institute of Technology, Haifa, named overseas vp. J. F. Byrne, manager of Riverside Research Lab, Motorola, Riverside, Calif., becomes vp representing North America.


GOVERNMENT

Pansy E. Wiltshire, FCC personnel division staff, retires end of month after 36 years of government service. Colleagues will honor her at reception Nov. 28.

INTERNATIONAL

Kenneth Page, general sales manager of S. W. Caldwell Ltd., Toronto, promoted to vp in charge of sales. He joined Caldwell in 1953 as production assistant and later became specialist in film sales.

Doc Stone of CKGM Montreal, named disc jockey at CKEY Toronto.

Sir Ifor Evans becomes chairman of educational advisory council of Associated-Rediffusion, London. Company is responsible for overall planning and guidance of educational tv for schools in British Commonwealth.

John E. Twomey, promotion manager, information services of Canadian Broadcasting Corp., Toronto, to coordinator of sales planning at Ottawa CBC headquarters. Anne Bergin, supervisor of commercial acceptance of CBC, to supervisor of commercial acceptance policy, with headquarters at Ottawa. Miss Bergin, who has been with CBC since 1939, will be responsible for interpreting policy and maintenance of standards for all commercial scripts of CBC.

S. Habbersfield, formerly of CHCH-TV Hamilton, Ont., to sales staff of Stephens & Towndrow Ltd., radio station rep, Toronto.

Phil Stone, promotion director of CHUM Toronto, elected chief banker of Variety Club of Ontario, first broadcaster to be elected to this post in only Variety Club in Canada.

DEATHS

Richard (Lord) Buckley, 54, comedy monologist and tv entertainer, died Nov. 12 in New York. He was in show business more than 40 years and had made many appearances on The Ed Sullivan Show.

Upton Close, 66, news analyst for NBC and MBS during World War II, was killed Nov. 13 when his automobile collided with train in Guadalajara, Mexico.

Harry Hinkle, 56, secretary-treasurer of Swift-Chaplin Productions, Hollywood tv commercial producer, died Nov. 10 of heart attack.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Nov. 10 through Nov. 16. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.


New tv station

ACTION BY FCC

Tulare-Vienna, Cali.—Sierra Best, Inc. Granted uhf ch. 43 (644-856 mc); ERP 209 kw vis., 126 kw aur., Ant. height above average terrain 850 ft. Estimated construction cost $10,000, first year operating cost $50,000, revenue $50,000. P. O. address 1511 Market St, San Francisco, Calif. Estimated construction cost $10,000, first year operating cost $50,000, revenue $50,000. Principal is Robert C. Adair, Richard F. Adair (brothers), Agnes Robb (sister of Robert and Richard), Eleanor Adair (wife of Robert), Cristina Adair (wife of Richard), Fred L. Adair (father), 15% each. Adair Charters Inc. has interest in WJAS Hammond, Ind. Ann. Nov. 16.

New am station

ACTION BY FCC

Stoughton, Pa.—Hamil D. Redfield. Granted 810 kw, 1 kw D. F.O. address 34 Jackson Ave., Bradford, Pa. Estimated construction cost $50,000, first year operating cost $40,000, revenue $40,000. Sole owner, Mr. Redfield, is former banker. Announced Nov. 16.

APPLICATIONS

Apopka, Fla.—Adair Charters Inc. 1530 kc, 5 kw D. P. O. address Box 60, Maitland, Fla. Estimated construction cost $75,000, first year operating cost $90,000, revenue $100,000. Principals include Robert C. Adair, Richard F. Adair (brothers), Agnes Robb (sister of Robert and Richard), Eleanor Adair (wife of Robert), Cristina Adair (wife of Richard), Fred L. Adair (father), 15% each. Adair Charters Inc. has interest in WJAS Hammond, Ind. Ann. Nov. 16.

Calhoun, Ga.—Reliable Best, Co. 1500 kc, 500 w D. P. O. address Box 500, Calhoun, Ga. Estimated construction cost $60,000, first year operating cost $80,000, revenue $90,000. Principals include Thurman F. Chitwood.
**High Loading Capacity—Minimum Torque!**

with this HIGH MICROWAVE WAVE TOWER by STAINLESS

Supporting this multiple repeater is one of several guyed towers recently built by Stainless for a large oil refining company. Note the design simplicity—for least wind loading—and the guy to tower attachments for fine twist and sway.

When your need is for a guyed or self-supporting tower—designed to any specs—let Stainless experienced engineering staff assist you.

Ask today for your free booklet describing many Stainless installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

108 Liberty Bank Bldg., Buffalo, N. Y. Estimated construction cost $32,000, first year operating cost $5,000, revenue $20,000.


**APPLICATION**

Lynn, Mass.—Puritan Bstc. Service Inc. Granted $21,600.00, revenue $19,500.00, Ant. height above average terrain 164 ft., P.O. address 140 Broad St. Estimated construction cost $15,000, first year operating cost $15,000, revenue $15,000. Applicant is permitted to W1TJY Lynn, Mass. Ann. Nov. 2.

Existing fm stations

**APPLICATION**

WVLA Huntsville, Ala.—Cp to change frequency from 95.1 mc. to 95.5 mc. Ann. Nov. 14.

Ownership changes

**APPLICATION**

KOON Salinas, Calif.—Is granted, transfer of control from Richard P. and Shirley E. of KPHM, Ann. Nov. 10.; consideration $200,000.
Ann. Nov. 10.

**APPLICATION**

WIRX Kinston, N. C.—Is granted, transfer of control from Warner S. and Virginia S. of KNCX, Baltimore, Md.; consideration $8,000.
Ann. Nov. 16.

**APPLICATION**

WHRM-FM-TV Knoxville, Tenn.—Is granted, transfer of control from WBRB Inc. (WFBC AM-FM-TV Greenville, S. C., and WORC Spartanburg, S. C.), consideration $3,500,000. Applicant is controlled by丧 family, who also own 92% interest in WWN Asheville, N. C. Ann. Nov. 16.

**APPLICATION**

KYNK Wheeling, W. Va.—Is granted, transfer of control from WYKE, licensee, consideration $500,000. Applicant is controlled by丧 family, who also own 92% interest in WWN Asheville, N. C. Ann. Nov. 16.

**APPLICATION**

KAPI Redding, Calif.—Seeks transfer of control of High Piddum Stations Inc. from F. Dalporto and Victor Milne, 45% each, and James K. Hampton, 25%, to James K. Hampton, Paul N. Bowman, and David H. Miller.

**APPLICATION**

L. is the kind of children's programming we have been waiting for. This is what they said about MEL-O-TOONS in TOLEDO!
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING Nov. 16

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING Nov. 16

COMMERCIAL STATION BOXSCORE
As reported by FCC through Sept. 30, 1960

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
<td>3,469</td>
<td>53</td>
<td>2,832</td>
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<td>Cbs on air (new stations)</td>
<td>46</td>
<td>2,282</td>
<td>1,508</td>
</tr>
<tr>
<td>Cbs on air (in hearing)</td>
<td>112</td>
<td>65</td>
<td>44</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,518</td>
<td>86</td>
<td>108</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>611</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>2,080</td>
<td>75</td>
<td>34</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>831</td>
<td>104</td>
<td>16</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>577</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>280</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>857</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cbs deleted</td>
<td>0</td>
<td>0</td>
<td>2</td>
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<table>
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<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,459</td>
<td>723</td>
<td>475</td>
</tr>
<tr>
<td>Cbs on air (new stations)</td>
<td>53</td>
<td>14</td>
<td>14*</td>
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<tr>
<td>Cbs on air (in hearing)</td>
<td>2,113</td>
<td>113</td>
<td>113</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,618</td>
<td>980</td>
<td>167</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>611</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>2,080</td>
<td>75</td>
<td>34</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>831</td>
<td>104</td>
<td>16</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>577</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>280</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>857</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cbs deleted</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

*There are, in addition, nine tv stations which are on the air at one time but are not in operation and on which has not started operation.

MacLaughlin, 33.14% each for $33,589. Mr. Howell is manager of WPAP.
Messrs. McLaughlin and Buehner are equal partners in radio and communications business. Ann. Nov. 16.
WWMX Elgin, Ill.-Seeks transfer of control of Elgin Broadcasting Co. from J. Richard Sutter, 34%, Joseph E. McNaughton, 31.25%, William D. McNaughton, 16.75%, and John T. McNaughton, Jr., to J. Richard Sutter, 25%, Joseph E. McNaughton, 40.5%, William D. McNaughton, 16.75%, and John T. McNaughton, Jr., for $71,125. Ann. Nov. 16.
WEZE Boston, Mass.-Seeks transfer of control of Great Trails Best from Micro-Communications Inc. to Great Trails Best, Corp. to WEZE Inc. for $340,000. J. F. Williams, sole owner, is expanding business. Also seeks president and director of Voice of Springfield Inc., licensee of WZSE Springfield, Mass. Air Time Inc. licensee of WCOL Columbus, all Mid-Atlantic Radio Inc. licensee of WCLC and WEZI (TV) Louisville, Ky. Ann. Nov. 16.
KDAL-AM-TV Duluth, Minn.-Seeks assignment of license from Red River Best Inc., Co. to Minnesota Best Co. for $3,300,000. Minnesota Best Co. is wholly owned subsidiary of WGN Inc. licensee of WGN-AM-TV Chicago El. Ann. Nov. 15.
WDAM-AM-TV Laurel, Miss.-Seeks transfer of control of South Mississippi TV Co. It is proposed that R. A. Rosenbaum buy 50% of stock from Evan Shaw, Mary Shaw, Margaret G. Smith and William S. Smith, III, sole owners, for $5,250 plus $1,275.50 of corporation. South Mississippi TV Co. will also issue 14 new shares of stock to Marvin Neff employees of the company. Ann. Nov. 16.
KLMS Lomita, Neb.-Seeks transfer of control of Lincoln Best Inc., Corp. from Howard B. Howard, and Marlena Shuman, (husband and wife) 38.83%, Beverly J. Gingrich, 10.72%, and others, to Howard and Marlena Shuman, 38.83%, Beverly J. Gingrich, 10.72%, and others.

NOW AVAILABLE IN THE RCA LINE OF NEW TRANSISTOR AMPLIFIERS

OR ISOLATION AMPLIFIER
for reduced maintenance and low-noise level

PREAMPLIFIER
Here's a compact new unit featuring complete transistor design. This, plus stabilized feedback has greatly reduced noise level and distortion. Cool operation, achieved by low power dissipation, results in virtually trouble-free performance and long life. Self contained power supply. Plug-in chassis for shelf mounting. Excellent frequency response. With added bridging volume control, unit may be used as a bridging or isolation amplifier. Only $155.

Write to RCA, Dept. NO-32, Building 10-1, Camden, N. J., In Canada: RCA VICTOR Company Ltd., Montreal.
ITA... 
WORLD LEADER
IN FM BROADCAST 
TRANSMITTERS OFFERS YOU ...

Joseph S. Sample, 99.6%, Patricia L. Sample, 1%，(husband), Jerome Anderson, 1%， Change to new corporate business with financial transaction involved. This application is contingent upon grant of application for transfer of control of Z Net to Joseph S. Sample. Application for transfer of control to be filed with FCC. Ann. Nov. 4.

KXLY-FM Butte, Mont.—Seeks assignment of license from Seattle to Garry Owen Butte TV, Inc. Principals involved Joseph S. Sample, Patricia L. Sample, 1%, (husband and wife), and Jerome Anderson, 1%. Change to new corporate business with no financial transaction involved. This application is contingent upon grant of application for transfer of control of Z Net to Joseph S. Sample. Application to be filed with FCC. Ann. Nov. 4.

KXQ-AM-TV Billings, Mont.—Seeks assignment of license from Joseph S. and Patricia L. Sample, 99.6%, today as Heritage TV Inc. for $300,000. Principals include W. L. and Genevieve R. Field, 56.78, and others. Mr. Field owns company that sells appliances.

This application is contingent upon grant of application for transfer of control of Z Net to Joseph S. Sample, et al. Z Net is parent company of People’s Forum of Air, present licensee of KXLY TV, and Capital City TV Inc. present licensee of KXLY TV. Application for transfer of control is to be filed with FCC. Ann. Nov. 4.

KOOK-AM-TV Billings, Mont.—Seek transfer of control of Montana Network from Joseph S. Sample, 99.6%, Patricia L. Sample, 1%, and Jerome Anderson, 1%, to Garry Owen TV, Inc. System, 99.6%. Joseph S. Sample, 14%, Patricia L. Sample, 1%, and Jerome Anderson, 14%. Change to corporate control with financial consideration involved. Ann. Nov. 4.

Hearing cases

FINAL DECISIONS

By memorandum opinion and order, commission denied petition by Federal Aviation Agency, Department of Commerce and Department of Navy for clarification or enlargement of issues in proceeding on application of M & M Bestex, Co. Inc., for modification of license to扩增 antenna in Titusville, Pa. Ann. Nov. 10.

By order, commission made effective May 26 supplemental initial decision, as modified, and granted application of Radio America Corp. to change the calling letters of WBAZ—Telemusic to WBAM-FM. Ann. Nov. 14.

By order, commission made effective immediately Sept. 28 initial decision and granted applications of Laramie Bestex, Inc. for the operation of two additional channels in Presque Isle, Maine. Ann. Nov. 16.

By order, commission granted appeal of licensee to grant of application for modification of WBAZ-FM, Morgantown, W. Va., Inc. to expand operating power to 730 kw, regardless of existing FCC rules for 6 kw. Ann. Nov. 16.

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<th>Phone</th>
<th>Title</th>
<th>Membership</th>
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<tbody>
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<td>1339 Wisconsin Ave., N.W. Washington, D.C. Federal 3-4800</td>
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and make other uhf ch. shifts. There does not now appear to be any need or demand for additional uhf ch. in that city. Comr. Hyde.

By order, commission extended for additional three months—From Dec. 1, 1960 to Feb. 1, 1961—effective date of rules requiring TV stations to have type-approved frequency modulation monitors at station whenever transmitter is in operation and amended sec. 3.861(a) of rules to reflect new date. Comr. Hyde, absent. Ann. Nov. 18.

* Commission scheduled following proceedings for oral argument on Dec. 15 and 16.

By order of Federal Communications Commission. granted petitions by Suburban Broadcasting Co. (WVF) and American Broadcasting-Paramount Theates Inc. (KABC-Los Angeles, Calif. Federal Action No. 18.

By order of Federal Communications Commission. granted petitions by Suburban Broadcasting Co. (WVF) and American Broadcasting-Paramount Theates Inc. (KABC-Los Angeles, Calif. Federal Action No. 18.

By Acting Chief Hearing Examiner Jay A. Kyle


Granted petition by Skyline Bcstg. Inc. and continued Nov. 16 hearing and further prehearing conference to date to be determined in proceeding on its application and that of Earl McKinley Trabue for new station in Kiamath Falls and Myrtle Creek, both Oregon. Action Nov. 10.

Denied petition by Mile Microwave Inc. to dismiss its application for fixed radio stations 10 miles NW of Lake City, 6 miles east of Madison and 2.5 miles south of Monticello, Iowa; dismissed application with prejudice. Action Nov. 10.

By Hearing Examiner Thomas H. Donahue

* On own motion, continued Nov. 16 hearing to date to be determined at prehearing conference to be held on date proceeding on am applications of Washington Broadcasting Co. (WGL) Washington, D. C., et al. Action Nov. 10.

By Hearing Examiner Millard F. French

* Granted petition by Broadcast Bureau and extended to Nov. 28 time to file exceptions to initial decision in proceeding on an application of WPFC Inc. (WPFC) Morning side, Md. Action Nov. 10.

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BROADCASTING, November 21, 1960

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.

• Admissions 30¢ per word—$4.00 minimum

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 for mailing (Forward receptibility separately). All transcriptions, photos, etc., sent to box numbers are sent to owner's risk. Broadcasting expressly repudiates any liability or responsibility for their supply or return.

BROADCASTING,

Help Wanted—Management

Stations manager wanted. Proposed N.W. 110kw daytimer. Expect action soon. Base $750 plus commission. Must have background successful management in competitive area. Be dependable, sober. This market medium, growing. Fine, clean place for family, schools, college. Owners proposed name will be kept strictly confidential. Strong financial backing. Wonderful opportunity for experienced manager with considerable experience. Box 691C, BROADCASTING.

Manager—dependable, sober. Milwaukee County position, starting salary as AM, well financed opening 90 days, real opportunity. References. Box 880C, BROADCASTING.

Manager—heavy on sales—for new eastern 50,000 watt daytime station. Background, references. Box 951C, BROADCASTING.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-time metro market needs salesman at least two years experience. Good opportunity for you and your family. Box 289C, BROADCASTING.

35% commission, $40 per week, in medium sales eastern market. Very prosperous firm only. Opportunity to advance to sales manager with considerable salary increase. Box 585C, BROADCASTING.

Top-rated station in Little Rock, Arkansas—has opening sales manager with management potential. 30-40, married. Guarantee moving expenses, rapid advancement for producer. Area applicant favored. Send resume, photo, first letter. Box 704C, BROADCASTING.

Radio time salesman with drive and imagination. Guarantee plus top commissions. San Diego market. Box 736C, BROADCASTING.

If you want to live in Honolulu, Hawaii, and are interested in making money, we are interested in you. Station has competitive ratings and good reputation. All information confidential. Write Box 815C, BROADCASTING.

Wanted: Salesmen who can sell, country and western station, board work optional, salary. Box 852C, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 891C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent, multiple market. Good plus resume to Box 864C, BROADCASTING.

National sales manager. 5,000 watts regional station serving eastern agricultural market, will contact to contact agencies and supervise regional sales. Box 827C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 5 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement for producer. Residents of Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume to Box 977C, BROADCASTING.

What preposition acceptable? Phone or write W-KIP, Chattanooga.

Salesman-new radio station-leading to sales management. WSBQ, Windsor, Conn.

HELP WANTED—(Cont'd)

Sales

New England radio salesmen . . . only major leaguers wanted for top 5 kw in major market, new ownership. Lucrative draw (based on experience) against 20% commission. Apply in complete confidence to General Manager, WTVM, Springfield, Mass.

Announcers:

Eastern fulltimer in metropolitan suburb has opening for experienced announcer. Adult programming, sound operation, and fine local news market. If you are a good, experienced, small market announcer—good salary and realistic job is for you! Box 709C, BROADCASTING.


Experienced announcer wanted by Illinois school. Well financed opening for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 718C, BROADCASTING.

Pennsylvania station in city of 25,000. At least 2 years commercial experience. Must be good board man, good on news and commercial work, tape car. Excellent starting salary with regular pay increases. Opportunity to advance in chain. Tape and resume to Box 826C, BROADCASTING.

1st phone line limited experience and voice beginner can get this bill. Get your engineering and voice experience at a top flight production engineer's station. Manyextras. Located Illinois. Box 856C, BROADCASTING.

Announcer-salesman to help launch new station in Wisconsin, Virginia. Salary plus commission. Send references to Box 875C, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 898C, BROADCASTING.

Southern 50,000 watt clear channel. Experienced individual, enthusiastic air personal- ity. Better than average money.Send immediately, tape, resume and photo. Box 909C, BROADCASTING.

Mature announcer. Permanent position in one of southeastern Massachusetts oldest stations. No rock and roll. Send tape, resume, photo and salary requirements to Box 918C, BROADCASTING.

Experienced first phone dj for swinging, modern northwest station. No maintenance work. Must have rock and roll background. Box 926C, BROADCASTING.


Announcer-engineer—Central Florida east coast needs experienced announcer engineer, emphasis on announcing. Send tape and resume to Box 977C, BROADCASTING.

Dj-sports. Must be youthfuly aggressive, yet have mature voice and professional combo experience. Box 985C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: announcer with first ticket for top station excellent Michigan market. Tape, photo, resume, recent earnings to Box 920C, BROADCASTING.

Announcers—award-winning for western Pennsylvania. Short board shift. $110 per week guarantee against commission. Good chance for advancement in chain. Send tape and resume to Box 917C, BROADCASTING.

Immediate opening for announcers interested in going into sales. Small market. Wonderful chance for advancement and eventual management in expanding company. Prefer recent college graduate. Send photo, resume, references. Contact Mel Bennett, Radio Station KSTV, Stephensville, Texas. Telephone Number Woodlawn 5-314.

1st class ticket—combo dj needed immediately. Send photo, resume, references. Please send background resume and tape covering dj and news work. Salary commensurate with ability and experience. Will consider new entrants to field, since opening is for night shift. KSWA, Wichita, Kansas.

Growing southern chain needs versatile announcer. Good pay and opportunity to sell with excellent management. Looking for a job with a future? Contact Wayne Sims, WAPF, Jasper, Alabama.

Immediate opening for experienced mature announcer. Announce, write, do news and dj. Must have good voice, be reliable and aggressive. Growing chain, many advancement opportunities. Send tape and resume to WEFL, Bellefonte, Pa.


Swinging dj wanted $60-75 minimum for 32 medium market KDKY, Medium market in Dixie. Phone or write Ed Morgan WYTV Radio, Amherst 5-5600, P. O. Box 453, Montgomery, Alabama.


Immediate opening for announcer with first phone license. Light maintenance. WYTL, Rutland, Vermont.

Announcer-dj with good music NBC midwest affiliate. Must have experience. Work days. Good salary plus benefits. Send photo, tape and resume to Ed Hout, WPLR, Middletown, Indiana.

Creativity. The sounds that build your radio station. Offering specials, liners and liners unique and professional. Over 100 original tracks successfully transmitted in major markets. $10.00 per minute plus expenses. Complete package. First come basis. Samples one bud on your tape. Eastern Productions, 1836 Jackson Street, Hollywood, Florida.


Technical

Chief engineer for eastern Ohio radio station. Starting salary $900. Reply to Box 808C, BROADCASTING.
Help Wanted—(Cont'd)

Technical

Single market west Texas station has immediate opening for first class ticket to help answer or write copy or sell. Enthusiastic ability is not important. Box 854C, BROADCASTING.

Have immediate opening for qualified engineer to do maintenance work for good single market station. Some travel required. Box 855C, BROADCASTING.

Chief engineer for new 500 watt DA station in Winchester, Virginia. Some announcing. Send resume and references to Box 873C, BROADCASTING.

An engineer in charge situation for the right man with three stations supervision. Inexpensive. $600/month plus additional increases thereupon. Must be mobile. Box 892C, BROADCASTING.

Openings with good opportunity for experienced engineer for 5 kw. daytimer. Salary in line with ability. Good living and working conditions in small, progressive town. Announcing or sales experience helpful. Send complete resume to Box 1114, Sylva, North Carolina.


Chief engineer or combo chief and announcer. Salary open. WYOS, Liberty, New York.


Help Wanted—(Cont'd)

Production-Programming, Others

Wanted: Experienced, perceptive copywriter for network Texas motel City. Box 868C, BROADCASTING.

Texas station needs experienced dependable traffic manager. Box 869C, BROADCASTING.

Creative Copy Writer, also good in production for excellent Michigan market. Resume, photo, recent earnings to Box 956C, BROADCASTING.

Western midwest single station market needs experienced sports-sales combination, or sports-news director. State number one sports engineer. Write Box 990C, BROADCASTING.

Newman to set up and operate intensive local news coverage for central Ohio station. Send resume and tape to WDLR, 14 Campbell St., Delaware, Ohio or call C. R. Taylor, Delaware 2-0211.


Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Maturity between MI and Chicago. Call or write Bill Lipman, WLIP.

Experienced spot commercial writer to write continuity and make up book. Give complete details about yourself, references and samples. If you'll lick more than my job, inquire. (P. S. first class license too). Box 992C, BROADCASTING.

Program director—New radio station-advance- ment possibilities. WSOR, Windsor, Conn.

RADIO

Situations Wanted—Management

Wanted: Newsman—central California re- gion. Looking for expert all around man to gather, write, and air news in authoritative style. Good future with number one station. Rush resume, tape at 7/1 and reference to Box 826C, BROADCASTING.

WE ARE LOOKING—ARE YOU?

Men and women are needed

We are one of the best broadcast operations in California and we have been scouting for months for the right kind of people to fill several vacancies in our expandig radio, tv, fm and Murak- operation. Sure, we are hard to please. Our standards are high.

We demand mature people with the ability to use discretion and make intelligent decisions. We want men and women who love the broadcast field and who can creatively and energetically take pride in a job well done. The people we now have believe in "Doing a job"—not "Talking about it." The people we want are always looking for a better way to do things—to improve and to grow.

If you think you are such a person and would like an ideal California medium market, (and you are positive you want to live in California), then here is what we need: Executive-type women who can fill positions in promotion, traffic, accounting and continuity; good announcers with 1st class tickets; a good radio chief engineer who can announce; a hard digging newswoman who can gather, write and announce news; top flight salesmen for radio, tv and fm. Our people are paid well. We have many fringe benefits, including the opportunity to grow with an organization which now includes stations, with more in the future if we can produce. Our plans include a profit sharing pension trust and our people have security. No politics in our organization.

If you are looking for an opportunity and are willing to work hard, then give us all the informa- tion in the first letter, plus a tape if you announce, and a photograph if you want tv. Address all replies to:

Box 978C, BROADCASTING.

Situations Wanted—Management

Licensed professional engineer over 25 years broadcasting experience desires active manage- ment experience in midwest, southwest or southeast. We can make substantial cash investment in attractive offer. Box 860C, BROADCASTING.

Manager—over ten years experience station operation. Capable of handling any station situation, building sales and ratings. Stable, responsible radio man with outstanding rec- ord of stable, responsible employment. Box 900C, BROADCASTING.


General manager/salesman for small, medium market station 18 years experience sales and management, Kentucky, Tennessee, regional. Thorough knowledge all phases station operation and time sales. Interested only in complete responsibility. Highest in- dustry references. Box 949C, BROADCASTING.

General or sales-manager. Experienced. Believe speculation sales tapes. 37, college.

Manager, expects to be available. This station had two years 1957-58 $80,000 loss. Under my management $65,000-5000 two year profit- able operation. My owner considering several- eral good offers to sell. I'll show four years comparative financial statements underlying this stability. Two year background manager/sales manager experience; owner's engineering, and strong industry refer- ences. Your interest appreciated. Confidential. Box 959C, BROADCASTING.

Southeastern radio station manager per- manently employed at new station this year. Desires change due to present ownership and increased capital requirements. Consider small station management, mid- dium or metropolitan sales. Prefer full ownership. Box 983C, BROADCASTING.

15 years experience general/sales manager. First class license. Better resume on request. Box 966C, BROADCASTING.

Interested profit sharing management or leasing opportunity. Profit increases guar- anteed. Confidential. Box 976C, BROADCASTING.

15 years experience. Station manager, pro- gram director, all phases of programming, announce, disc jockey. 21/2 years television, commercial voice. Available immediately. Family man. Box 978C, BROADCASTING.

Sales

Successful sales manager for 14 years with one exception. Destined for top sales position as would be possible. West Coast West Coast radio station. Box 967C, BROADCASTING.


7 years radio, which includes 2 years sell- ing in midwest. Good dj. Prefer east. Management experience 3 years. New full-time work after 3 p.m. or Salesman, 362, Mt. Prospect Ave., Newark, N. J.

BROADCASTING, November 21, 1960
Basketball play-by-play seven years experience. Box 747C, BROADCASTING.

Anouncer, chief engineer, production, program director. Directional, major market, Excellent broadcasting background. Interested in permanence with top to top broadcasting. Box 784C, BROADCASTING.

Disc jockey-tv personality. Nine years in top 40 market. Traffic slot top rated for last three years. Movie host sponsored continuingly nine years. Agency provided broadcasting background. Interested in permanence with aggressive station or chain. Prefer personal interview and audition. Box 814C, BROADCASTING.

Young, experienced "personality plus" dj. Good references. Will promote with appearance and hop. Box 868C, BROADCASTING.

Anouncer, disc jockey, experienced, married family man wants to settle. Box 915C, BROADCASTING.

Negro, disc jockey, capable of working board, commercials, news. Versatile, sales-minded. One year training assigned doing playing studios. Strong on music. Box 916C, BROADCASTING.

If you're a progressive station operating within 250 mile distance from New York and considering operating a full 24 hours with music and news, a top-notch disc jockey skilled in this type of operation will build and/or establish an all-night show slated to hypo your station's listening capacity. Leans on personal, record library geared for this type of show comes with me as well as all radio, record, dance, reliability, and good taste. Tape and personal interview upon request. Box 917C, BROADCASTING.

Announcer, mature, Authoritative news. Smooth dj. Multi station markets only. Box 920C, BROADCASTING.

Beginner, disc jockey, knows music, writes jingles, does editing, music library, mild personality, tape resume. Box 921C, BROADCASTING.

Announcer personality, dj. Experience, will settle. Not a floater. Box 922C, BROADCASTING.

6 years experience; college degree radio-tv. In college, top-of-the-line radio-TV news-sports position west coast. Box 923C, BROADCASTING.

Anouncer, writer. Seeking employment with or as writer. Top of the line. Consider all markets. Box 924C, BROADCASTING.

Western or Piedmont, Carolina operation desired, top air personality now employed, no rat race, but not dead on your feet, weekly pay please. Ten years experience all phases. Try me! Box 925C, BROADCASTING.

First phone, Remotes. College. Copywriter. Needs an opportunity to learn. Box 941C, BROADCASTING.

Personality plus looking for advertising assignment. If you are in major market and want outgoing experienced air personality who is dependable and personable, send for resume now. Box 942C, BROADCASTING.

Announcer with 1st class ticket, steady, very good. Wants progressive station in mid-west. Excellent references. Box 946C, BROADCASTING.

Personal young jockey—willing to work. Has 5 years experience in broadcasting. Box 952C, BROADCASTING.

Cal Bible, top man Seeks future with good station. Handle all shifts, reads well, runs good board, has first phone. $100.00. Box 953C, BROADCASTING.

Anouncer, experience, married, wants to settle down and own board, good ad-lib. Box 968C, BROADCASTING.

13 years experience will be lucky for both of us. Sports specialist-play by-play all major sports. Sales background. Sincere family man with unlimited potential. No market too large for ability. Box 974C, BROADCASTING.

Negro announcer. Can do all phases of announcing; news, commercials (hard-sell, soft-sell), records and sports. Married, college graduate. Box 981C, BROADCASTING.


Young, excellent voice, veteran 21, single, looking for a chance to get back to learn. Steve Irwin, 8 Pine Tree Dr., Farmingdale, N. Y.

See television ad—Dick Landfield.

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.

Announcer, first phone. $85, no car, 7-9472 after 5 p.m. Walter Pescielli, 2115 N. Parkside, Chicago, I1.

First class engineer for transmitter duty in radio or tv. Experienced. No announcing. Box 798C, BROADCASTING.

New Jersey area. Fifteen years experience. First phone—directionals. Supervisory experience. Box 821C, BROADCASTING.

Reliable 1st phone light announcing, studio/ transmitter maintenance. No auto. Box 936C, BROADCASTING.

Chief engineer, doubles as top announcer, newsmen, program director. Fourteen years experience. Box 940C, BROADCASTING.

Young, eager, chief-engineer, announcer desires better paying engineering-announcing position in west for advancement. Box 946C, BROADCASTING.

First phone. 13 years experience. Family man recently employed at 56 kw station as announcer. Wants back in combo small station. Prefer east but will travel elsewhere. Box 981C, BROADCASTING.

Engineer, first phone, 20 years experience, desire permanent position as engineer or engineer-announcer in S.E. other sections considered. Box 994C, BROADCASTING.

Experienced first phone. Will travel. Box 3189, Los Angeles 31, California.

Chief engineer, dj, knows engineering, music. Considerable experience. Now employed at station that gives no notice to relocate. Good references. Write or wire: Dowine, P.O. Box 403, Miami, Florida.

Experienced announcer-switcher for south Texas station. Box 794C, BROADCASTING.

Experienced on camera announcer, for establshed central California station. Must be young air-salesman. Ability to do ad-lib pitch a pre-requisite. Versatility a must. Please, no idiot-sheet readers. 3 years commercial tv experience plus good personal background required. Immediate response and set (if available) with application. All replies confidential. Box 915C, BROADCASTING.

Southern California newspaperman, 11 years experience, seeks radio or tv news. Two children, M, I-grad. vet. Now making $145. Box 842C, BROADCASTING.


Mature metropolitan area award winning news director considering change. College graduate, eight years radio, four as news director, has reached peak, looking for salary wise, strong on local, court and political. Direct to: Steve Landfield, 1191 West 210th Place, Hollywood 28, California. Hollywood 9-7387.

Here's a level headed man who knows promotion. Background—8 years managing good stations, also selling, programing and announcing. Present position seven years. Prefer southeast. Box 944C, BROADCASTING.

Script girl—announcer capable of handling sales spots, looking on progressive outlet in northeast—steady, reliable, experienced. Box 960C, BROADCASTING.

Energetic, persuasive salesman large Texas market. Box 796C, BROADCASTING.

Wanted, general sales manager for outstanding tv station in Wichita. Excellent opportunity for right man with thorough knowledge of national market plus strong selling ability. Inquiries held confidential. Box 994C, BROADCASTING.

Tv station under new ownership. Expanding sales staff. Need two experienced salesmen with exceptional opportunity. Send resume to: Jack Walkmeyer, Station Manager, KBLR-TV, Goodland, Kansas.

Tv salesman wanted (3) for growing California chain. Must be creative, ambitious and have good advertising potential. Top salary, commission and car allowance. Must be available immediately. Write: Director Local Sales, KRVW-TV, P.O. Box 166, Salinas, California.


Experienced announcer-switcher for south Texas station. Box 794C, BROADCASTING.

Experienced on camera announcer, for establshed central California station. Must be young air-salesman. Ability to do ad-lib pitch a pre-requisite. Versatility a must. Please, no idiot-sheet readers. 3 years commercial tv experience plus good personal background required. Immediate response and set (if available) with application. All replies confidential. Box 915C, BROADCASTING.
Help Wanted—(Cont'd)

Announcers

Newscaster—for one of the top 10 markets, for strip show and street. Must be experienced in all areas but no disk jockeys or pop vocals. Need to apply. Box 793C, BROADCASTING.

Wanted announcer-director, salary plus top talent rate. East coast Florida TV station. Send complete resume, pictures, set or video tape to: Tony Glenn, WPTV, Palm Beach, Florida.

Technical

Transmitter engineer for Texas vhf. Box 795C, BROADCASTING.

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Engineer with strong mechanical aptitude for maintenance of microwave system. Must have FCC first or second phone and experience to assume responsibility for system with minimum of supervision. Good salary with expense allowance while in field. Contact Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Two engineers with first phone. Consider tv school grad. Prefer man with some electronic service experience. Send resume and photo to John Seide, KNON-TV, North Platte, Nebraska.

Chief engineer needed for vhf station KFPO-TV soon to go on air in Hot Springs, Arkansas. Write to Hammett & Edson, Consulting Radio Engineers, P.O. Box 68, International Airport, San Francisco 20, California.

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas. Shift system. Must have background in engineering, electrical and maintenance field. Contact Jerry E. Smith, Chief Engineer, Box 360, Corpus Christi, Texas.

Production-Programming, Others

Continuity writer with speed and creativity for network in Texas city. Box 795C, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 797C, BROADCASTING.

Major network owned station seeks top caliber production manager. Excellent opportunity for individual with experienced man. Send full details and photograph with letter. Box 798C, BROADCASTING.

TELEVISION

Situations Wanted—Management

Under 30, desire management position. Finest three year record film industry. Prior, lead salesmen. Interested in CBS TV affiliate. Write, air 8 years-sm-35, stable family, now in Midwest. Want opportunity in larger market anywhere. Write for references. Please write Box 820C, BROADCASTING.

Announcers

Announcer, excellent commercial. News — weather, weather, weather, write, air, 8 years-sm-35, stable, family, now in Midwest. Want opportunity in larger market anywhere. Write for references. Please write Box 820C, BROADCASTING.

Mature, personable tv staff announcer in present position six years. Moves to large market. Top references. Fifteen years experience, all phases. Box 851C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers


Technical

Studio technician, five years experience. Superb on lights, camera and special effects creation. TV school graduate. Sorry no ticket. Box 875C, BROADCASTING.

Engineer: 14 years in broadcasting, last 3 with top consulting firm. Seeking responsible position in large operation or chain. Box 966C, BROADCASTING.

Production-Programming, Others


Floor director of leading mid-western station desires position as director. Prefer west or south. Write Box 966C, BROADCASTING.

FOR SALE

Equipment

Amplex 601, low impedance input—$450.00. Telefunken U-47 microphone—$250.00. Price firm. 19 inch, 19 inch—$150.00. Fresco disc recording amplifier—$75.00. Two sets Ranger disc recorder and amplifier—$75.00/set. Box 818C, BROADCASTING.

 RCA 790 turntables, BA-2C amplifiers, N and D meter 60-B, audio oscillator 60-B, GE BA16A amplifier, 62A and 63A microphones, 6, 6N3, 6705A lamp, 6BA12, etc. sell cheap. Box 820C, BROADCASTING.

FM 3 kw GE transmitter (BT-3-A), 250 watt driver in excellent condition, 6kw amplifier new never used. Includes all equipment. $1,600. New M-1 frequency and modulation monitor, excellent condition. 750. Entire package $4000. Box 845C, BROADCASTING.


Towler—Immediate delivery—Utility heavy duty 165' with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jack- son, Miss. FL 4-6906.

Thermometer, remote, electrical: enables announcer to read the correct outside temperature from inside position. Range 6-120 deg. F. Installed in less than an hour. Send for brochure. Electra Temp, Co. Box 611, San Diego, California.


Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1514 Iturbide St., Laredo, Texas.

Video monitors—demo units. We’re moving to our new plant in New Brighton, Minn. Several used lab and demo video monitors. 17" models $125.00 new warranty, Miratel, Inc., New Brighton, Minnesota.

WANTED TO BUY

5 kilowatt transmitter. Must be top condition for cash. Box 962C, BROADCASTING.

Anything in broadcasting field from a tube to tower: cold or hot. Want cameras and high power A.M. trans. Electrofind, 440 Columbus Ave. N.Y.C.

Do you have white elephant on your hands? We are in need of old or obsolete station equipment. Have c.p. for hot spot in southern California ready to sell. Profit complete station setup. Write, wire or phone Cordell Pray, 9848 Fulton Avenue, North Holly- wood, California. Triangel 3-1697.


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 6 page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 8, Missouri.


Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkton Radio License School of Atlanta, 1139 Spring St. N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction com- pleted in 4 to 6 weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature.


Announcing, programming, etc. Twelve week intensive, practical training. Brand new consoles, turntables, and the works. Elkton School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlib, g limb, letters, patter, etc. $8.00—Showbiz Comedy Service (Dept. DJ-4), 65 Parkway Court. Brooklyn 25, N. Y.

Miscellaneous

BROADCAST PRINTING

New Approved

STANDARD BILLING FORMS
FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency
Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order, delivery within 3 days.
Send copy for your imprint.

FREEBORN PRESS, INC.
Hudson Falls, N.Y.
**TOP PERSONALITIESANTED**

For top market station. Good bright voices and be able to handle tight production. Send complete resume, photo and tape at once.

Box 799C, BROADCASTING

**OUTSTANDING OPPORTUNITY**

For mature morning man with top metropolitan Canadian station. Sincere warmth essential. Music policy middle-of-the-road.

Apply

Box 932C, BROADCASTING

**Latin America**

**WANTED**

Newsmen—Central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to:

Box 629C, BROADCASTING

**Latin America**

**UNUSUAL OPPORTUNITY**

For Unusual Person!

Fast moving Radio-TV operation affiliated with ABC International with solid U.S. and Latin American backing wants Radio Program Director for new station. Must have the following qualifications:

- Speak FLUENT Spanish.
- Solid experience in TOP-40 or Music & News format in U.S. and have ideas on how to make same swing in Spanish.

An outstanding career opportunity in a fast growing Central American Market is offered to the person who can meet our qualifications.

Write full resume.

Box 785C, BROADCASTING

**RADIO**

**Situations Wanted—Announcers**

**WANTED**

I earn monthly for being top rated DJ, top billing salesman in medium size highly competitive market. I've passed the Tiger Test in effectiveness for General Manager, Sales Manager, P.D., or DJ. I've reached top dollars in present job and want more. Send me biographical sketch or career picture. Thanks.

Submit application with full salary, commission and other requirements. Top Qual.

Write for list and catalog.

Box 949C, BROADCASTING

**WANTED**

**$1,000.00**

I earn monthly for being top rated DJ, top billing salesman in medium size highly competitive market. I've passed the Tiger Test in effectiveness for General Manager, Sales Manager, P.D., or DJ. I've reached top dollars in present job and want more. Send me biographical sketch or career picture. Thanks.

Submit application with full salary, commission and other requirements. Top Qual.

Write for list and catalog.

Box 949C, BROADCASTING

**FOR SALE**

**Equipment**

**LENSES**

“Off-the-Shelf” delivery! Lenses for Image-Orthican Cameras, Vidicon and other requirements. Top Qual.

Write for list and catalog.

BURKE & JAMES, INC.

321 So. Wabash Ave., Chicago 4, Ill. 117
FOR SALE

Equipment—(Cont'd)

RADIO REMOTE CONTROL SYSTEM

Model RRC-10
Complete system featuring 950 mc STL for conveying main channel, sub channel, and control signals for FM transmitters. Time- metering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES
P.O. Box 3192
Santa Barbara, Calif.

For details or demonstration, write

VISUAL ELECTRONICS CORP.
316 W. 44th STREET, NEW YORK 18, N.Y.

WANTED TO BUY

Stations

WANTED

To purchase, from principle only, radio station grossing $125,000 to $200,000 per year. Terms to be negotiated. We have 20 years radio experience. Successful management. Will consider any area. NO BROKERS, PLEASE. Write in confidence to:

Box 935C, BROADCASTING

PLAY IT SAFE!

Insist that all new personnel register with:

Radio-TV Employee Reference Bureau
1520 East Main, Puyallup, Wash.

PLAY IT SAFE!

EMPLOYMENT SERVICE

SPECIALIZED PLACEMENT

Service for Men
In The
RADIO-TV INDUSTRY

- Station Manager
- Commercial Manager
- Program Director
- News Director
- Copy Writer
- Antenna Men
- Engineers

Our service confidential- rapid-effective—forward as a resume—or if you have not prepared one mail your name and address for further information.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING, November 21, 1960
Continued from page 112

WBUF-FM Grand Rapids, Mich.—Granted license covering installation of new trans. at
WJOT St. Paul, Minn.—Granted license covering installation of new trans.

WLS-AM at Joliet, Ill.—Granted license covering installation of new trans.

KBLT Big Spring, Texas.—Granted license covering change of location, installation, location, trans. and station.

WLOM-FM Portland, Maine.—Granted license covering installation of new trans.

KRAV-FM Boise, Idaho.—Granted license covering installation of new trans., change in trans. height.

KWBK-FM Bakersfield, Calif.—Granted license covering installation of new trans., change in trans. power, installation of FM equipment.

FCC cancelled the following extensions of completion dates as shown: KRAV-FM, BTN, KXSK and KJXO (FM) $200,000,000, 10-3, 1961.

Actions of November 8

A granted licenses for following fm stations: WMKE Milwaukee, Wis., and WCEM-FM Baltimore, Md.

WYSO Yellow Springs, Ohio.—Granted license covering installation of new trans. and station, installation in trans., change in trans. power and in trans. system, and at height 302.5 ft.

WEFS (FM) Elgin, Ill.—Granted license covering increase in power, installation of new trans. and system and at height 340.5 ft.

WOLSA Livingston, Mont.—Granted license covering installation of new trans. and station.

WOLZ Florence, Ky.—Granted license covering installation of new trans. and station.

WUSL Atchison, Kan.—Granted license covering change of name to Bestov Inc.

WUSB Groton, Conn.—Granted up to insane power (in fee) as aux. trans., remote control permitted.

WUPN-AM Elgin, Ill.—Granted license covering installation of trans. and station, change in trans. power, change in and at height.

KKAR Pomona, Calif.—Granted license covering installation of new trans. and station.

WTPH Charleston, W. Va.—Granted license covering change of height.

KUFM (FM) El Cajon, Calif.—Granted authority to file for extension of time on or before March 1, 1961.

WMUSA Austin, Tex.—Granted extension of authority to sign off at 9 p.m. for period ending Feb. 12, 1961.

KGW Portland, Ore.—Granted request for cancellation of license for aux. trans.

WHO Dayton, Ohio.—Granted request for cancellation of license for aux. trans.

KAR Pomona, Calif.—Granted extension of completion date to December 31.

Actions of November 7

A granted licenses for following am stations, stations deleted from public record, and granting of remote control; condition: KGQY Santa Barbara, Calif. (FCC Order 1960-LS-3, 1500 kc, 250w, D.); WIXX New Richmond, Wis.

KGFA-FM Marion, Iowa.—Granted license covering increase in daytime power and installation of new trans. and station.

KEJK Elko, Nev.—Granted license covering increase in daytime power and installation of new trans.

KFDM Brownsville, Tex.—Granted license covering increase in daytime power and installation of new trans.

WHSF South Boston, Va.—Granted license covering increase in daytime power and installation of new trans.

WVFI Christiansted, V. I.—Granted license covering increase in frequency, increase in power, installation of new trans. and station.

WJRL Rockford, Ill.—Granted license for am station.

WBDU Gainesville, Ga.—Granted license covering installation of new trans. and station.

WDAY Waterloo, N. Y.—Granted license covering changes in ant. system to remove remote control.

KOAM Denver, Colo.—Granted license covering installation of new type of ground system and changes in ant. system.

WBNJ Newark, N. J.—Granted license covering installation of new type of ground system and changes in ant. system.

WKJ Jackson, Miss.—Granted license covering installation of new type of ground system and changes in ant. system.

WJSL Buckeye, Va.—Granted license covering use of presently licensed trans. for new operation (one trans.).

WUOT (FM) Knoxville, Tenn.—Granted license covering installation of new type trans. as aux. trans.

135156 A 1960-LS, 250w, D.

136135 B 250w, D.

136131 C 250w, D.

136177 D 250w, D.

136173 E 250w, D.

136132 F 250w, D.

136168 G 250w, D.

WIXX New Richmond, Wis.—Remote control permitted.

KPFF Los Angeles, Calif.—Remote control permitted.

WYVE Rosanne, Va.—Remote control permitted.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by the FCC on or before Dec. 13, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Dec. 12 in order to be considered.

Applications from the top of processing line:

BP-13035-NEW Danbury, Conn., WPD Inc. Reg. Request: 13040 kc, 1kw, D.
BP-13537-WBFD Bedford, Penn., Inquirer Printing, assoc. Reg. Request: 13010 kc, 5kw, D.
BP-13541-WLQW Louisville, Ky., Rountree, N. Y., Dennis Bestg. Reg. Request: 13500 kc, 1kw, D.
BP-13542-MIR Alton, Ill., Billy Willard Reg. Request: 13500 kc, 1kw, D.
BP-13556-KCTS Fort Smith, Ark., United Bestg. Co., Has: 14100 kc, 500w, D.
BP-13557-WATW Watertown, N. Y., Dennis Bestg. Reg. Request: 13040 kc, 1kw, D.
BP-13565-Bath, N. Y., West Bestg. Inc., Reg. Request: 13500 kc, 1kw, D.
BP-13566-WBGG Greensboro, N. C., Greensboro Broadcasting Co., Has: 13500 kc, 1kw, D.
BP-13567-NEW Yermo, Calif., Berto B. Brown Reg. Request: 14000 kc, 500w, D.
BP-13570-WBFD Bedford, Penn., Associated Broadcasting of Tuscon Inc. Reg. Request: 14000 kc, 500w, D.
BP-13572-KVEC El Paso, Tex., Associated Broadcasting of Tuscon Inc. Has: 17800 kc, 1kw, D.
BP-13576-WGRO Grove City, Penn., James V. Perry Reg. Request: 16040 kc, 500w, D.
BP-13578-WNEP South Williamsport, Penn., Will-Mont Bestg. Co. Has: 14500 kc, 1kw, D.
BP-13579-WOAM Shreveport, La., Blaisdell Reg. Request: 14000 kc, 500w, D.
BP-13581-WLAC-TN (FM) Nashville, Tenn., The Metropolitan Co. Reg. Request: 14000 kc, 500w, D.
BP-13582-KVTC Victoria, Tex., KVTC Broadcasting Co. Has: 13500 kc, 1kw, D.
BP-13583-KVNC Brownsville, Tex., 13540 kc, 1kw, D.
BP-13584-WNDE Carthage, N. Y., New Daylight Reg. Request: 11500 kc, 1kw, D.
BP-13585-WJTC Des Moines, Iowa, The Metropolitan Co. Has: 13550 kc, 1kw, D.
BP-13586-WKTX Falfurrias, Tex., Potts Reg. Request: 13595 kc, 1kw, D.
BP-13587-WKGC & -WKBX N. Y., Mohawk Valley Broadcasting Co. Has: 13515 kc, 1kw, D.
BP-13589-KWRE Warrenton, Mo., KWRE Radio Inc. Has: 7300 kc, 500w, D.
BP-13592-WJGO South Bend, Ind., WJGO Radio Inc. Reg. Request: 13585 kc, 1kw, D.
BP-13593-WLOR-LS Lakeville, Minn., Bob Robinson Reg. Request: 13595 kc, 1kw, D.
BP-13594-WJTV Jackson, Tenn., Captain Trees Co. Reg. Request: 13595 kc, 1kw, D.
BP-13595-WJEO(TV) Fairfield, Calif., John R. Kelley Reg. Request: 13560 kc, 1kw, D.
BP-13597-WJMO Barstow, Calif., Los Angeles River Radio & TV Co. Has: 13590 kc, 1kw, D.
BP-13598-KWJW-LS, 13585 kc, 1kw, D.
BP-13599-KWVW St. Louis, Mo., St. Louis Broadcasting Inc. Reg. Request: 13585 kc, 1kw, D.

BROADCASTING, November 21, 1960
The seventh annual series of informational luncheon-meetings for advertising and broadcast executives seeking specialized news, views and data on current time buying and selling procedures:

You are cordially invited to attend all 15 of these meetings held in the Hawaiian Room of the Hotel Lexington (every Tuesday, 12 noon to 2 pm, November 15 through March 21).

Some of the issues forthcoming: "How trade paper advertising helps us."
"Quality or Quantity in network TV—can you have both?" "Copy as media."
"Public service programs can pay off ... in cash." "Local radio in the 60's."

Some of those who will discuss the issues: ART DURAM, ROD ERICKSON, WREDE PETERSMEYER, BUCKY BUCHANAN, BILL QUARTON, GEORGE SKINNER, WELLS BARNETT, FRANK MAYANS.

Register now by calling PLaza 8-2450 or fill in and mail the coupon below.
OUR RESPECTS to Lloyd George Venard, president, Venard, Rintoul & McConnell

A reputation built on the person to person contact

If you know the man behind the title, you know that Lloyd George Venard, president of Venard, Rintoul & McConnell, does not conform to the frock-coated picture suggested by a given name that happened to belong to a British prime minister more than a generation ago. Mr. Venard's parents named their boy for two entirely different people, and the Lloyd George of today is an unassuming businessman, not at all given to fanfare and formality in the day's work. His door is open to all and he makes a career of personal service.

"Our organization is built on personal relations," Mr. Venard says, explaining: "Station representation is a personal business, from the station to the representative, from the representative executive offices to the salesman, from the salesman to the timebuyer and agency personnel. Every station on the company list came through old clients or personal friendship."

Callers seek out the Venard, Rintoul & McConnell address from all strata and all parts of the country. If hoboes have a yen of mapping backdoors where they're sure of a handout, job-seekers have their own list of front offices where they're sure of help. And 579 Fifth Ave. is one of the first stops for many a young advertising or media man after checking his bags in New York.

Friendly Forest - The surrounding Madison Avenue woods are full of Mr. Venard's friends. An advertising woman remembers the day a colleague got sick and she found herself a time-buyer. She didn't know a kilowatt from a kilocycle but turned to Mr. Venard, who briefed her on broadcasting and sent maps, reference material and availability sheets. By the time the lessons were over she was at home among call letters and avails.

This is the kind of professional help gladly given by a man who has been in advertising all his life.

Turning 21 - Lloyd George Venard started in car-card advertising, selling for the Barron G. Collier Co. in Cleveland. After seven years he switched to radio. Beginning as a salesman for WGAR Cleveland in 1935, he soon took on the added responsibilities of promotion manager. In 1937 Mr. Venard went to WCKY Cincinnati and was general sales manager there two years before radio brought him to New York. He has been there ever since and this fall came of age in the radio business, celebrating his 21st year of national selling in October.

His first base in New York was Edward Petry & Co., where he stayed 11 years. In 1950 Mr. Venard became president of the old O. L. Taylor Co., a representative firm no longer in existence. When the first part of this business was sold in December 1953, a number of the stations asked Mr. Venard to take over as their national representative. Venard Inc. opened for business the first day of 1954 with a staff of five. Venard, Rintoul & McConnell now employs 29 in three cities and has exchange arrangements with regional representatives in other markets.

In 1954 the firm was expanded, becoming Venard, Rintoul & McConnell, Inc. The new partners were James McConnell, who was for many years national sales manager in radio and television for NBC and had switched to repping with John Blair & Co.; the late Steve Rintoul, station owner and rep with The Katz Agency, and the late Abner Lichtman, broker. Now Mr. Venard and Mr. McConnell are co-owners. Steve Rintoul Jr. was elected a vice president after the senior Mr. Rintoul died last year. The Chicago vice president, Howard B. Meyers, has been a Venard associate since the Taylor Co. days.

Strictly Personal - The "service" sign nature of Venard, Rintoul & McConnell is a quality that has remained personal as the firm grew to embrace 45 stations in all parts of the country (major radio markets and medium-size tv). No man for a mimeograph, Mr. Venard is proud that there has never been a general letter to stations on the company letterhead. It's individual contact all the way, and while the emphasis is on selling time, the firm is used to filling all sorts of other demands. A typical request was one a few weeks ago from a western station that needed $100 worth of eastern minted pennies for a promotion. The Madison Avenue bank that got the rep's order had to requisition a special supply of one-cent pieces from downtown, and American Express broke a handcart getting the 70-pound cargo to the train, but the station got the 10,000 pennies on time.

The service policy works just as thoroughly in the advertising agency direction. Venard, Rintoul & McConnell is as close to agency research departments as to account executives and timebuyers.

Twig-bending - Mr. Venard brings to the work a brand of dedication that was demanded of him by a line of school-teacher forebears in St. Louis where he was born Sept. 3, 1904. The taskmasters at home set goals high and he has been striving ever since. Lloyd Venard played high school baseball and basketball, and when he went to the U. of Missouri to study journalism, he earned expenses as a parttime Fuller brush man, "the best experience I ever had," he has concluded since.

After he went to work in Cleveland, Mr. Venard married Myrtle Hazzard, a native of St. Louis, and it was she who encouraged him to make the switch from car-card to radio when he was making up his mind 25 years ago. They now live in Bronxville, N. Y.

He's no joiner, but Mr. Venard has made a single exception, the Radio & Television Executives Society.

The representative feeds his weekend hobby all week long. He carries home trade papers from several fields -advertising, broadcasting, drug, food, retail, electric, electronic and others- and pores over them at week's end as if they were the funny papers.

After a quarter-century in the business, Lloyd George Venard still sees an unlimited growth market. The veteran rep thinks the potential of broadcasting has been but barely realized, that radio and tv are only at the beginning of their eventual volume. He looks ahead to a day when there will be at least a thousand television stations in the country. Television, he thinks, will follow radio's maturing trend of ever more localized service, and am-fm will continue to expand. Venard, Rintoul & McConnell will probably have to add people and telephones, but mimeograph and fax-machine salesemen need not call.
Concentrate the fire

THE Assn. of National Advertisers last week decided to try to do something about improving public understanding of advertising. The plan that the ANA discussed at its annual meeting has the virtue of recognizing that a problem exists, but it shares the defect of all the other plans that have been advanced to combat attacks against advertising. It contemplates a unilateral action by only one element of the advertising world when the need is for a massive action supported by everyone in advertising.

The point made at the ANA meeting last week was that advertising is an essential ingredient in the American economy but that documentation of that fact is lacking. The ANA is setting out to provide the documentation and then communicate it, and this indeed is a laudable aim.

But the job is too big for the ANA to handle by itself or in loose association with other projects and other organizations. It is not the ANA that is under attack. It is the general practice of advertising.

At this point the attack is being met by defenses that are fragmentary and largely uncoordinated. Media associations have been formed or enlarged to advance individual media points of view. The American Assn. of Advertising Agencies has engaged a public relations firm to create an image-building program for that association and its members. A number of corporations, U. S. Steel for one, have undertaken private campaigns.

All these activities represent private enterprise at its most private. Everyone is digging his own foxhole and storing his own ammunition, but no one is attempting to relate one foxhole to another or to make all the guns fire in a pattern that guarantees anything that is shot at will be hit.

In the Nov. 14 issue of this magazine we suggested that The Advertising Council was a ready-made instrument that might be used—with adequate reinforcement, of course—to create and execute a campaign to educate the public on the importance of advertising. The council historically has had all the elements of advertising for support. It has not represented one kind of advertiser or one kind of medium. It has been a universal advertising force.

Another universal advertising force is now needed, it seems to us, to create and execute a comprehensive campaign to enhance the status of advertising. Whether it is a beefed-up Advertising Council or a new organization, it must represent the whole advertising community.

It will not be set in motion unless the ANA, the AAAA and all the other associations in advertising, including those of advertising media, get together. An early meeting of their representatives would be in order.

Fate of the FCC

THERE'S no joy in the ranks of Washington bureaucrats these days. On the heels of the election, President-elect Kennedy named Dean James M. Landis to study and report on the independent regulatory agencies by Dec. 15. The FCC has been fingered by Congress as one of the agencies most likely to be reorganized.

The explosive Dean Landis, who has been in and out of the regulatory agencies during the New Deal, isn't one to quibble. If he follows the philosophies he has espoused he won't be in favor of the status quo on the FCC or on any of the other agencies. He has appeared before the FCC, as counsel and director of Skiatron Electronics, and has testified before congressional committees on the shortcomings of these agencies.

Dean Landis, since his appointment by the President-elect, has said that he foresees no immediate changes but that major alterations will come later. He has been critical of lack of creative thinking in these agencies and of their failure to anticipate problems that should and could have been seen 10 years ago.

There's no question about the need for expediting the hearing processes and reducing costs in the prosecution of cases before the FCC, and possibly before other agencies. There is also the problem of inducing highly qualified people to serve. No small part of that responsibility must be assumed by Congress, which through its seemingly endless investigations in which reputations have been smeared, has caused many eminently suited prospects to shy away from such appointments.

There's widespread belief that these agencies, in addition to dragging their feet, have become so foot-foothy with the people they are supposed to regulate that they are more disposed to serve the private interests of the regulated than the overall public interest. We can't speak for the others, but we do know that in the past several years the FCC has been so cloistered that broadcasters hesitate to call on members or staff even when they have no adversary proceedings pending.

Whatever Dean Landis may recommend, nothing will happen automatically. The agencies were created by Congress and it will be up to Congress to determine their ultimate fate. Senate Commerce Committee Chairman Magnuson (D-Wash.) has served notice that he intends to conduct his own investigation of "regulatory lag."

At times we have been sharply critical of the FCC under both Democratic and Republican administrations. Yet we wonder what public benefits would accrue through a rash, ill-considered move to dismember or abolish the existing commission, whatever its shortcomings. As commissions go, and we have seen them all, the current body compares favorably with the best of the past.

A change in administration augurs changes all down the line. Until the new administration and the new Congress determine a course of action, it is to be hoped that the existing FCC structure will be maintained, with the shift in chairmanship to an incumbent Democrat. There are important matters currently under consideration that should not be interrupted by stop-gap appointments of patronage-seeking Democrats who may have lost out in the elections.
CREATIVITY ... wfmy-tv creates sales in the nation's 44th market*

This fabulous pearl and gem necklace is the product of someone's unusual ability... creativity. Here in the Industrial Piedmont, greater sales are the product of the creativity of WFMY-TV. WFMY-TV is the one station in the area with proven ability to create greater sales and profits for you. To sell the nation's 44th market* (44 counties, 17 cities) ... where 2.3 million customers have 3.2 billion dollars to spend ... call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book
ACTION! DRAMA! Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

"Miami Undercover"

SUDDEN DANGER, HIDDEN INTRIGUE!
Against a background of luxurious hotels, exotic nightclubs... interesting people seeking fun and excitement! A gay, care-free resort that must be kept free of undesirable guests, embarrassing scandal, crime of any sort!

CAPTURES THE ADVENTURE, EXCITEMENT AND ROMANCE of America's fabulous playground!

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Here is superb television entertainment destined to be the season's most unusual success. The Ziv-UA man can tell you if your market is still open.

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LEE BOWMAN as Jeff Thompson
ROCKY GRAZIANO as "ROCKY"