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# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television  
Established February 9, 1937

VOL. 87, NO. 65

NEW YORK, WEDNESDAY, APRIL 6, 1960

TEN CENTS

## TV CODE BEST INDUSTRY CURB

### Celler Urges Solons Consider Broadcast Deeds

**Industry Critic Cites Public Interest Effort In Station Programs**

Washington Bureau of RADIO-TELEVISION DAILY  
Washington, April 6 — The House of Representatives today will be urged "to consider broadcasting's accomplishments" in formulating remedial legislation, in a speech to be delivered by Representative Emanuel Celler (D-N.Y.). Celler is chairman of the House Committee on the Judiciary and of its Antitrust Subcommittee.

Celler has been a frequent and outspoken critic of the  
(Continued on Page 7)

### TV Board Of Directors Elects 7 New Members

Chicago, April 5 — Seven new members were elected today to the 14-man TV Board of Directors to serve two-year terms.

Dwight W. Martin, chairman of the board of WAFB-TV, Baton Rouge, La., was reelected.

New members are: Joseph C. Drilling, executive vice president and general manager, KJEO-TV,  
(Continued on Page 7)

### Kirk Elected Chairman By ABC-TV Affiliates

Chicago, April 5 — Brent H. Kirk, general manager of KUTV, Salt Lake City, has been elected chairman of the board of governors of the ABC Television affiliates.

Other officers elected by the  
(Continued on Page 7)



BALABAN STATIONS  
Bernie Strachota (left), general manager, WRIT, The Balaban Station serving Milwaukee, joins Dolan Walsh, D'Arcy Advertising, St. Louis, during the NAB meeting at the Balaban Stations' "IBM" Automatic logging, affidavit, availability and invoicing center; developed by the group and being put into operation at WIL, St. Louis, KBOX, Dallas, and WRIT, Milwaukee. Advt.

### Ford Says Regulation Can Only Result In Destroying Initiative

By CHARLES A. ALICOATE  
Editor RADIO-TELEVISION DAILY

Chicago, April 5 — Broadcasting will soon emerge from the critical situation in which it now finds itself—but through voluntary adherence to the Television Code rather than the imposition of restrictive measures which can only result in destroying originality and initiative.

This was asserted today by Federal Communications Commission Chairman Frederick W. Ford at a general assembly luncheon of the National Association  
(Continued on Page 21)

### BMI Plans Fee Change On Temporary Basis

Chicago, Apr. 5 — Broadcast Music, Inc., has tentatively agreed to revise its agreements on copy-  
(Continued on Page 22)

### \$1 Million Radio Survey Planned At NAB Confab

Chicago, April 5—Wheels were set in motion at the NAB Convention to have A.C. Nielsen  
(Continued on Page 22)

### Radio Told Use Guts In Media Ad Scrap

By HAL TATE

Chicago — NAB delegates representing over 1100 member stations of the Radio Advertising Bureau heard a hard-hitting talk by RAB chieftain Kevin Sweeney Tuesday telling them to show much more "guts" in dealing with  
(Continued on Page 22)

**BROADCASTERS!**

**You May Be The Winner Of A Westinghouse Hi-Fi Set. Your Number For Today's Drawing Is —**

1870

Complete copy of winning paper must be presented at RADIO-TELEVISION DAILY's hospitality suite, 906, Conrad Hilton Hotel, not later than 6 p.m. A second daily drawing will be held to select a new winner if the prize is not claimed by 6 p.m. on the day of the drawing.

### Continued Code Support Urged By McGannon

Chicago, April 5 — Donald H. McGannon, president of Westinghouse Broadcasting Company and retiring Chairman of the Television Code Review Board of the  
(Continued on Page 21)

ALL NATIONAL OFFICES ARE REPRESENTED — COME SEE US — WASHINGTON, D. C. • RAY V. HAMILTON  
• JOHN D. STEBBINS  
CHICAGO • RICHARD A. SHAHEEN  
• DEWITT (Judge) LANDIS  
DALLAS • JACK HARDFSTY  
SAN FRANCISCO

**HAMILTON-LANDIS & ASSOCIATES**  
MEDIA BROKERS  
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"FOR THE SALE OR PURCHASE OF A RADIO OR TELEVISION STATION."



Established Feb. 9, 1937

Vo. 87, No. 66 Wed., Apr. 6, 1960 10 Cts.

JOHN W. ALICOATE : : President

CHAS. A. ALICOATE : : Edit. & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

BILL SMITH : : : Managing Editor

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, John W. Alicoate, President; Charles A. Alicoate, Secretary-Treasurer; Marvin Kirsch, Vice-President; Jerry Gast Associate Editor; Herb Berg, Associate Editor; Arthur Simon, Advertising Manager.

Second class postage paid at New York, N. Y. Terms (Postage free). United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio - Television Daily, 1501 Broadway, New York (36), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Raidaily, New York.

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### Miner Signed By NTA To Produce 'Play Of Week'

National Telefilm Associates has acquired the services of Worthington Miner as executive producer of "The Play of the Week" Production Company, a new division of the TV film firm.

Miner is known as producer and developer of such outstanding programs as "Studio One", "Toast of the Town", "Medic" and "Frontier."

David Susskind will continue to produce occasional plays for the series. The new company has been formed to handle development and production of TV series on tape to be offered for national, regional and syndicated sales. "The Play of the Week" is currently seen in 24 markets.

**WNJR**  
1st in new york  
dec. negro pulse  
(BASED ON U. S. CENSUS)

## COMING AND GOING

MARTY ROBERTS, NTA, due back on the Coast today after a short business trip to New York and Chicago to attend the NAB convention.

SEYMOUR REED, president of Official Films, leaving for a 10-day stay on West Coast in search of new cartoon and feature film properties.

HAJIME ISHII, representative of the National Audience Board in Japan, to the Coast in preparation for his trip back to Japan on the 15th where he will evaluate TV programming as well as report on Japanese reaction to American TV programs.

B. ANNE TRAYFORS, president of the Academy of Broadcasting Arts, Inc., New York City, in Washington, D. C., for two days to discuss educational matters.

JUDGE ARTHUR C. KYLE and RICHARD L. SAMUNDEFUR, owners of WNDR, Syracuse; WPDM, Pottsdam; WADY, Albany, and WACK, Newark, in town at the Overseas Press Club on business.

ALBERT McCLERRY, producer of the CBS-TV "Manhattan" series and the "CBS TV Workshop" goes to Hartford University on Saturday to lecture at the Department of Speech and Drama.

DON DUNPHY, sportscaster, to Ogden, Utah, on Thursday to broadcast the Friday night fights for NBC radio.

LES KEITER, WINS sports director, back from business trip to Phoenix, Ariz.

BOB MORROW, director of research and sales promotion, WINS, to Lackland Air Force Base in San Antonio, Texas; taking leave of absence.

ROBERT STEVENS, TV director, arrives today to prepare his new one-hour suspense drama series, "The Moment of Fear" which will be aired on Fridays beginning July 1.

JULES BLUM, national sales manager of WDAS-radio, Philadelphia, in town visiting station rep, Bernard Howard & Co.

W. ROBERT RICH, vice president and general sales manager, UAA, to the Coast for sales and production conferences.

JACK BARRY, TV producer, returned from Atlantic City today after attending Packaging Convention.

WALT FRAMER, program producer, to Europe with his family on Sunday for 2-week vacation.

PAUL TAUBMAN, NBC music director, arrived from Los Angeles to produce the Salute to Seasons April 27th for Mayor Wagner.

BROCK PETERS arrived from California to star on ABC-TV's Music for a Spring Night.

JOSEPH D. PAYNE, of the George P. Hollingbery Co., station rep., has arrived in town to take up his new duties at the company's New York TV department after receiving a transfer from Hollingbery's Detroit office.

FRANK COOPER, president, Frank Cooper Assocs., returns from business trip to the Coast on Monday.

### Sontag Appointed By CBS To Film Division Post

David Sontag has left his post as NBC TV Network program department executive to become manager, programs, New York for CBS Films, Inc.

Sontag has been working in talent and program development at NBC TV and was also in charge of weekend afternoon programming for the network. He began his broadcasting career as assistant program director for WUNC-TV, Chapel Hill, N. C.

### Whiting To Clinton Frank

Don Whiting, formerly advertising manager of the Toastmaster Division of McGraw-Edison Co., has joined the Chicago office of Clinton E. Frank, Inc., as an account executive. For several years prior to joining Toastmaster in 1957, he held varied positions with Zenith Radio Corp., in the fields of sales promotion, advertising and public relations. Before leaving Zenith, Whiting concurrently held the posts of dealer advertising manager and international advertising manager.

## FINANCIAL

(Apr. 5)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Ampex	37 3/8	36 1/4	37	+ 1/4
AB-PT	32 1/2	31 7/8	32 1/2	+ 1/2
Am. Optical	45	44 1/2	45	+ 7/8
A. T. & T.	89 3/8	88 3/4	89 3/8	+ 3/8
Avco Mfg.	14	13 1/4	14	+ 5/8
Bausch & L.	42 1/2	41	42 1/8	- 5/8
Bell & Howell	45 1/4	44 1/4	44 1/2	+ 1/2
Crow-Collier	20 1/8	19 5/8	20	+ 1/8
CBS	38 1/2	37 1/2	37 1/2	- 1 3/8
Columbia	17	16 1/8	16 5/8	- 3/8
Decca	26 1/2	24	26	+ 1 3/4
Disney	37 1/2	36 5/8	36 5/8	+ 1/8
East. Kodak	105 5/8	109 1/2	110 5/8	.....
Gen. Prec. Eq.	53 1/4	52 3/8	53 1/4	+ 5/8
Loew's	15 3/4	15 3/4	15 3/4	- 1/8
MCA	29 1/4	27 3/4	29	+ 1 3/4
Magnox	40	39 1/2	39 3/4	+ 5/8
NAFI	34 7/8	35 3/4	34 3/8	- 1/4
Nat. Theatres	8 3/8	8 1/8	8 1/8	+ 1/4
Philo	38 1/4	36 1/2	37	- 1 1/8
Plough	45 1/2	45	45 1/2	+ 1/2
RCA Common	71 1/4	70 1/4	70 3/4	+ 5/8
RCA 1st Pfd.	72 1/2	71 5/8	72 1/2	+ 1
Stew-Warner	24 1/4	24	24 1/4	- 1/8
Starer Co.	27 1/2	27 1/2	27 1/2	- 1/2
20th-Fox	36 5/8	36 1/4	36 5/8	+ 1/2
United Artists	27	26 1/4	26 3/4	+ 1/8
Warner Bros.	44 1/2	44	44 1/8	- 1/2
Westinghouse	51 3/4	50 3/8	51 3/4	+ 1 5/8
West. Pfd.	83 3/4	83 3/4	83 3/4	- 1/4
Zenith Radio	109 1/2	107	107 1/2	- 1/2

### AMERICAN STOCK EXCHANGE

Buckeye	5 1/8	5 1/8	5 1/8	- 1/8
DuMont Labs.	8 5/8	8 1/2	8 1/2	.....
Guild Films	1 3/4	1 5/8	1 5/8	- 1/8
Hazeltine Corp	24	23 3/8	24	.....
Reeves Sound	8 3/8	8 1/8	8 1/8	- 1/8
Technicalor	8 7/8	8 5/8	8 3/4	- 1/4
Teleprompter	8 3/8	8 1/8	8 1/4	.....
TV Industries	2 3/4	2 3/4	2 3/4	.....

### \* OVER THE COUNTER

	Bid	Asked
Bartell	5 3/4	6 1/4
Capital Cities TV	8 1/8	8 5/8
Gold Medal	11 1/8	11 3/8
Jerrold Elec.	9 1/2	10
Meredith Pub. Co.	35	36
Met. Broadcasting	16	16
Official Films	11 1/16	11 1/4
Scranton Corp.	3	6
Sterling TV	1 3/4	2
Taft Broadcasting	13 1/2	14
Wometco	11 1/2	12

\* Courtesy of Steiner Rouse and Co.

**TV-RADIO STATION BROKER**

Opening in the office of one of America's leading business brokers for over 37 years. Rare opportunity for aggressive conscientious salesman. Must be experienced. Excellent commission and other inducements. Reply by mail only.

**DAVID JARET CORP.**  
150 Montague St., B'klyn, N. Y.

*you are cordially invited to visit our hospitality suite*

**1322-23-24**

*at the Conrad Hilton Hotel in Chicago during the NAB Convention*

**Blackburn & Company**  
INCORPORATED

**RADIO-TV-NEWSPAPER BROKERS**

<b>Washington, D. C. Office</b> James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STERling 3-4341	<b>Southern Office</b> Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JACKson 5-1576	<b>West Coast Office</b> Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770	<b>Mid-West Office</b> H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois FINancial 6-6460
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**THE POWER OF PEOPLE**, not machines, or technology, or formula, but interested, thinking, warm-hearted and loyal people are selling your products and services every day at the Balaban Stations. Nothing sells people like people and at Balaban, we've got people... the right kind... the right amount to sell for you. Meet just a sampling of our key personnel.

**WIL**  
St. Louis  
**KBOX**  
Dallas  
**WRIT**  
Milwaukee

**THE BALABAN STATIONS**

*in tempo with the times*  
**John F. Box, Jr.,**  
Managing Director  
**SOLD NATIONALLY BY**  
**ROBERT E. EASTMAN**

**THE MOST EXPERIENCED FLAGSHIP STATIONS IN THE NATION**

*nothing sells people like*

# people

**Parker Haggitt**  
Gen. Sales Mgr., WRIT

**Bill McKibben**  
Asst. to the Vice Pres., St. Louis

**Clark Bennett**  
Program Dir., KBOX

**Milton Hittala**  
Central Auditor, St. Louis

**Johany Borders**  
Production, KBOX

**Bob Unsworth**  
Programming, WIL

**Dan Herford**  
Asst. Exec., WIL

**Larry Clark**  
Programming, WRIT

**Jerry Clemmons**  
Programming, KBOX

**Ed Bonner**  
Programming, WIL

**Gene Chase**  
Night News Ed., WIL

**Irene Fustels**  
Merchandising Dir., KBOX

**Hay Carney**  
Natl. News Dir., KBOX

**Clarke Webber**  
Programming, WRIT

**Heed Farrill**  
Programming, WIL

**Robert Whitney**  
Group Program Dir., St. Louis

**Stanley N. Kaplan**  
Asst. to the Vice Pres., St. Louis

**Jack Carney**  
Programming, WIL

**Ken Vogt**  
Programming, WRIT

**Bernie Strambata**  
Gen. Mgr., WRIT

**Dick Moore**  
News, KBOX

**Ralph Clark**  
News, WIL

**Bill Jenkins**  
Prod. Asst., WIL

**Lloyd George**  
Sales Mgr., KBOX

**Earl Durnam**  
Station Manager, KBOX

**Dick Clayton**  
Programming, WIL

**Gene Hirsch**  
News, KBOX

**John F. Box, Jr.**  
Managing Director  
The Balaban Stations

**Lee Rothman**  
Program Director, WRIT

**Joe Waltman**  
Sales Coordinator, KBOX

**Julius Cae**  
News, WIL

**Dan Ingram**  
Programming, WIL

**Paul Barr**  
News, WIL



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## Our Man in India

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Arthur Godfrey has never been content to coast. He is a perpetually *interested* man—in our world, in the different people and things in it.

Perhaps that is why he is so interesting to others, and so successful in a business in which you must interest others, all the time.

In February, Arthur Godfrey went off to see India and the East. As listeners already know from broadcasts sent back from the scene, it has been an unforgettable time. On his return, they will be sharing even more closely in the adventure. And he knows how to share it.

The Embassy of India in Washington, commenting on his visit, exactly described the impact of Arthur Godfrey on the air. “We are additionally pleased,” they said, “that it is Mr. Godfrey who is bringing these reports to radio listeners in the United States, because we have a rather firm impression that *Mr. Godfrey . . . has a remarkably strong rapport with the American public.*”

And so he has.

Advertisers, as well as embassies, well know it.

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## The CBS Radio Network

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## On-Channel Transmitter For Low-Signal Areas

Chicago, April 5 — A broadcast engineer from upper New York State told his colleagues yesterday how a second, on-channel transmitter was used to beam TV programs into the "shadowed" Hudson River Valley.

Daniel H. Smith, vice president and engineering director for Station WTEN, Albany, N. Y., made the report to the National Association of Broadcasters' 14th Broadcast Engineering Conference.

Smith told the delegates that WTEN's VHF transmitter at Vail Mills, N. Y., could not provide adequate service to viewers in Albany and Troy, only 35 miles distance, because three or four high peaks or ridges of the Berkshire mountains blocked off its signal.

A supplemental, on-channel transmitter was installed on the Hudson's East bank across from Albany and south of Troy to beam the WTEN programs up and down the Hudson Valley.

The installation was made by Capital Cities Broadcasting Corp., which operates WTEN, and operated on an experimental basis with the approval of the Federal Communications Commission.

Smith said the company is convinced that "it is technically feasible to operate a co-channel supplemental transmitter to provide coverage fill-in in a low-signal area that results from the terrain or other causes."

Capital Cities, he added, has asked the FCC to authorize full-time operation of the co-channel transmitter to test public reaction to the system.

In another paper, N. James, a consulting radio engineer from Denver, Colo., pointed out the considerations necessary to prevent a change in antenna characteristics when tower lighting systems are installed.

James covered the use in such installations of a single choke, chokes in tandem and the Austin transformer. He expressed hope that manufacturers would make available more suitable lighting circuit isolation systems.

## Exec. Broadcasting Buys WTYM For \$140,000

Springfield, Mass., April 5 — WTYM has been sold by the Springfield Broadcasting Co. to Executive Broadcasting Corporation for \$140,000. Springfield Broadcasting is owned by Paul Perreault and Art Tacker.

Stanley M. Ulanoff, president of Executive Broadcasting is a partner in Real Estate Syndications, and owns several bowling alleys. Transaction was handled by Edwin Tornberg and Co.

## NAB MANAGEMENT AGENDA WEDNESDAY, APRIL 6, 1960

Time	Event	Location
9:00 a.m.—10:15 p.m.	LABOR CLINIC	Williford Room
	(Closed Session)	
	Presiding: Ward L. Quaal, WGN, Inc., Chicago, Chairman, NAB Labor Advisory Committee	
	Participants: Hulbert Taft, Jr., Taft Broadcasting Company, Cincinnati	
	B. Lowell Jacobsen, National Broadcasting Company, New York City	
	Cecil Woodland, WEJL, Scranton	
	Charles H. Tower, NAB	
	James H. Hulbert, NAB	
10:30 a.m.—12:00 noon	GENERAL ASSEMBLY	Grand Ballroom
	Management and Engineering Conferences	
	Presiding: Payson Hall, Convention Co-Chairman	
	Panel Discussion:	
	FEDERAL COMMUNICATIONS COMMISSION	
	Hon. Frederick W. Ford, Chairman	
	Hon. Rosel H. Hyde	
	Hon. Robert T. Bartley	
	Hon. Robert E. Lee	
	Hon. T. A. M. Craven	
	Hon. John S. Cross	
	Moderator: Clair R. McCollough, Chairman, NAB Policy Committee	
12:45 p.m.—2:15 p.m.	LUNCHEON AND GENERAL ASSEMBLY	Grand Ballroom
	Presiding: Warren L. Braun, WWSA, Harrisonburg, Virginia, Chairman, Broadcast Engineering Conference Committee	
	Invocation: Rabbi Richard G. Hirsch, Union of American Hebrew Congregations, Chicago	
	Presentation of NAB Engineering Award to: The Honorable T. A. M. Craven, Federal Communications Commission	
	Introduction of the Speaker: Payson Hall, Convention Co-Chairman	
	Address: Whitney North Seymour, Esq., President-elect, The American Bar Association	
	THE ANNUAL NAB BUSINESS SESSION	
2:30 p.m.—5:00 p.m.	RADIO ASSEMBLY	Williford Room
	"Radio's Public Relations—Your Job"—Robert L. Pratt, KGGF Coffeyville, Kansas, Chairman, NAB Radio Public Relations Committee	
	Broadcasters' Promotion Association Presentation	
	"Promotion As a Radio Management Function": Charles A. Wilson, WGN, Chicago, Janet Byers, KYW, Cleveland	
	James Bowermaster, WMT, Cedar Rapids	
	John J. "Chick" Kelly, Storer Broadcasting Company, Miami	
	"If I were Your Program Director . . . . ."	
	Mitch Miller, Columbia Records	
	New York City	
2:30 p.m.—5:00 p.m.	TELEVISION ASSEMBLY	Waldorf Room
	Presiding: Mr. Brown.	
	THE TELEVISION BUREAU OF ADVERTISING	
	Presentation: "How Good Must We Be?"	
	Norman (Pete) Cash, President	
	William MacRae, Director of Station Relations	
	George Lindsay, Director, Central Division	
	"SPENDING MONEY TO MAKE MONEY"	
	Moderator: Charles H. Tower, Manager, Department of Broadcast Personnel and Economics, NAB	
	"The Automated Station—A Case History"	
	Roger Read, WKRC-TV, Cincinnati	
	"The Economics of Video Tape"	
	Panel: Russ Baker, Ampex; Lawrence Carino, WWL-TV, New Orleans; Frederick Houwink, WMAL-TV, Washington;	
	George Stevens, KOTV, Tulsa; E. C. Tracy, RCA.	
	"Automation in the Office"	
	Discussion	
7:30 p.m.	ANNUAL CONVENTION BANQUET	Grand Ballroom

## CBS-TV Method Quiets 'Loud Spot' Problem

Chicago, April 5 — The Columbia Broadcasting System reported yesterday that viewer complaints of "unpleasantly loud" spots in its television broadcasts have been eliminated since it installed new equipment and practices to smooth them out.

Robert B. Monroe, manager of the network's audio video systems, said the revision "marks another step forward in television broadcasting and represents one more technical advance to make television viewing as pleasant as possible."

Monroe made the report at the 14th Annual Broadcast Engineering Conference.

He recalled that in 1957, CBS set up a special observation post in its engineering laboratory.

### Sound Levels Vary

"It became quite evident," he said, "that, some television program material did sound louder than other material." Among the "loud" material, he said, were filmed programs inserted in live shows, some opening and closing program announcements, and some announcements at station breaks.

Monroe said the study showed: "An irritating voice, like an irritating sound, often seems louder than a pleasant one even though both may be reproduced at the same volume level."

In some instances, he said, filmed inserts sounded louder than live programs because of the techniques used in producing the soundtrack for the sound-on-film inserts.

Perhaps the most important factor, however, was the "program peaking practice" used at the audio console where the program originated. It had been customary, he said, to transmit the sound portion of the program at a uniform peak volume, but the study showed that the standard volume indicator only measures the volume of a signal, not its loudness.

### Loudness vs Volume

"Inasmuch as loudness is subjective in nature," he said, "it does not readily lend itself to measurement. Even though two program sequences may produce the same deflection on the standard volume indicator, it does not follow that they will sound equally loud."

Monroe said CBS' solution was to install an automatic-gain-control amplifier in the studio audio channel to reduce gain when the signal exceeds a predetermined level. A gain-reduction meter on the console tells the audio operator how much the gain has been reduced and helps him "do a better job of controlling a show."

# Celler Urges Solons Consider Industry's Accomplishments

(Continued from Page 1)

broadcasting industry.

Without condoning any of the abuses or deprecating the need for remedial legislation, the New York legislator said, "I feel that we will do well if any such legislation is considered calmly, in an atmosphere free from the heat engendered by some of the more flagrant disclosures. In this atmosphere, there has been a tendency for the wholesale condemnation of broadcasters' practices, whether justified or not."

## Deferred by Impact

"Too often," said the New York congressman, "we are deterred by the impact of disclosures of wrongdoing from examining the total picture and recognizing positive and significant contributions in the public interest."

Celler first examined what he terms the "dark side" of the broadcasting picture—rigged quiz shows, payola, and deceptive advertising. He also mentioned the antitrust investigations of broadcasting made by his subcommittee.

Celler pointed out that it may be necessary to make legislative provision for direct regulation of the networks, to supervise station sales more closely, and to consider proposals to set aside a specified amount of broadcast time for public service programming.

## Brighter Side

On the brighter side for broadcasting Celler said that he had requested the New York State Association of Radio and Television Broadcasters to make a study of the public service programming conducted by New York City radio and television stations with favorable results.

"From a review of the materials submitted by the stations," said Celler, "it would appear that these broadcasters are making significant day to day contributions to their community."

He pointed out that "they have made their services freely and fully available in times of emergency and disaster. They have acted as a communications medi-

## Arbitron Gives Academy Show New High Rating

American Research Bureau's Multi-City Arbitron on Monday night's NBC TV Network's Academy Award telecast gave the show a 51.0 rating compared to 47.3 of last year. New York had the highest of the seven cities with 61.9 as compared to 50.4 in 1959. The cities covered by the Arbitron are New York, Chicago, Detroit, Cleveland, Baltimore, Philadelphia, and Washington.

um for the United Nations, carrying the concept of international cooperation to children and adults alike. These programs are often carried on school broadcasting systems."

In addition said Celler "they have made air time available to a full range of community groups, representing all races, religious and creeds."

"In short," Celler stated, "broadcasting has been used as an important instrument for the public good and this fact deserves to take its place alongside some of the less creditable facts developed in recent disclosures."

Last year alone Celler found Community Service Programming on the part of the nine stations which participated in the study accounted for more than 220,000 minutes of broadcasting time for an estimated value in excess of \$10 million. During last year also, Celler indicated that free air time contributed for non-commercial spot announcements was worth more than \$6.5 million, while public affairs programs represented 42,000 minutes of air time worth \$1.3 million.

The outlet participants in the congressman's study were WQXR, WMCA, WCBS, WNEW, WABC, WRCA, WOR, WRCA-TV and WOR-TV.

## RKO's O'Neil Confident Of Continued Growth

Akron, Ohio, April 5—Thomas F. O'Neil, president of RKO General, Inc., told the annual board meeting of General Tire & Rubber Co., that commercial TV "will grow in the advertising field at a rate comparable to its growth in the past 12 to 15 years when TV first appeared on the scene."

Referring to the firm's exit from the film field, O'Neil stated that during 1958, RKO showed a loss because of the write-off of the picture company business. In 1959, without any picture company losses, RKO was able to contribute to General Tire's consolidated net profits.

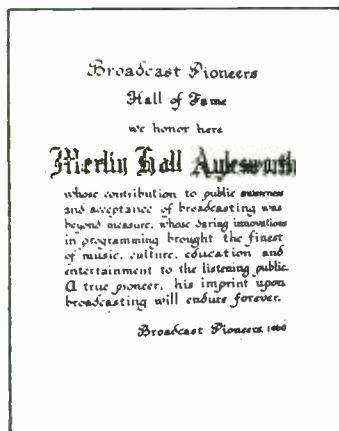
O'Neil indicated that RKO General is giving attention to foreign expansion particularly in Britain and on the continent.

Directors of General Tire and Rubber Co., elevated President William O'Neil to board chairmanship and elected Michael Gerald O'Neil, president. He was formerly executive assistant to the president.

Thomas F. O'Neil was named vice chairman of the board.

## Give Scroll Posthumously To NBC First President

Chicago — The Broadcast Pioneers at their annual banquet here yesterday paid tribute to the first president of NBC, Merlin Hall Aylesworth with the presentation of this scroll given posthumously.



The scroll which names the late Mr. Aylesworth to the Broadcast Pioneer Hall of Fame, was presented to Mr. Aylesworth's daughter.

## TV Board Of Directors Elects 7 New Members

(Continued from Page 1)

Fresno, Calif., representing the Television-Only stations category; Eugene S. Thomas, vice president and general manager, KETV, Omaha, Neb.; Campbell Arnoux, chairman of the board of WTAR-TV, Norfolk, Va.; Henry B. Clay, executive vice president, KTHV, Little Rock, Ark.; William B. Quarton, president, WMT-TV, Cedar Rapids, Iowa, and Joseph S. Sinclair, vice president-manager, WJAR-TV, Providence, R. I.

The election took place at a business session for television owners and managers during the NAB's annual convention.

### Continuing Directors

Continuing members of the Television Board of Directors are: Clair R. McCollough, president and general manager, WGAL-TV, Lancaster, Pa.; W. D. "Dub" Rogers, president, KDUB-TV, Lubbock, Tex.; C. Wrede Petersmeyer, president, Corintian Broadcasting Corp., New York; Willard E. Walbridge, executive vice president and general manager, KTRK-TV, Houston, Tex.; Alfred Beckman, ABC-TV, Washington; William B. Lodge, CBS-TV, New York, and David C. Adams, NBC-TV, New York.

Members of the board will elect their chairman and vice-chairman later.

## Kirk Elected Chairman By ABC-TV Affiliates

(Continued from Page 1)

affiliates, an attendance here at the 38th Annual National Association Of Broadcasters convention, were Howard Maschmeir, general manager of WNHC-TV, New Haven, Conn., vice chairman; John F. Dille, Jr., president of WKJG-TV, Fort Wayne, Ind., secretary, and John T. Gelder, Jr., general manager of WCHS-TV, Charleston, West Va., treasurer.

Four incumbent members of the board were reelected by acclamation. They are Joseph H. Bladky, president of KCRG-TV, Cedar Rapids, Iowa, who served as chairman during the past year; Joseph Bernard, vice president and general manager of KTVI, St. Louis; Joseph Drilling, vice president and general manager of KJEO-TV, Fresno, Calif., and Donald Davis, president of KMBC-TV, Kansas City, Mo.

An award was made to Frederick Houwink, general manager of WMAL-TV, Washington, D. C., in recognition of his efforts on behalf of the board. Also recognized for their valuable contributions to the affiliates were Willard Walbridge, vice president and general manager of KTRK-TV, Houston;

Joseph Herold, general manager of KBTV, Denver, and Harry Lebrun, vice president and general manager, WLW-A, Atlanta.

The affiliates voted a commendation to ABC Television for its "outstanding progress in all facets of television. They also voted unanimously their support of the board in regard to its current activities and its accomplishments, as well as its proposals to the network.

A separate meeting was held by the new board of governors with Oliver Treyz, ABC-TV president, and other officers of the network. Various matters were discussed, and Chairman Kirk reported that both groups basically were in accord on all matters.

## Rembert To Speak

Clyde Rembert, president of KRLD and KRLD-TV, Dallas, will address the Kitchen Cabinet Class of the Church of the Incarnation at 9:45 a.m. Sunday . . . The latest addition to the staff of KYOK, Houston is Joyce Leech and she will handle the station's traffic.

## Gaston, & Beck Winners Of Lucky No's. Contest

Chicago, April 5—Winners of Radio-Television Daily's Westinghouse High Fidelity AM-FM Radio lucky number contest were O. T. "Tony" Gaston, WKZO, Kalamazoo, Michigan and Maurice Beck, "Texas Rasslin," Dallas, Texas.



TOPS IN ITS TIME PERIOD

NEW YORK  
WPIX

24.0  
Rating



TOPS IN ITS TIME PERIOD

CLEVELAND  
WEWS

27.3  
Rating



TOPS IN ITS TIME PERIOD

CHATTANOOGA  
WTVG

30.8  
Rating



TOPS IN ITS TIME PERIOD

JACKSONVILLE  
WJXT

23.2  
Rating



TOPS IN ITS TIME PERIOD

BUFFALO  
WGR

27.0  
Rating



TOPS IN ITS TIME PERIOD

YOUNGSTOWN  
WKBN

20.1  
Rating



TOPS IN ITS TIME PERIOD

SYRACUSE  
WSYR

22.1  
Rating



TOPS IN ITS TIME PERIOD

ROCHESTER, Minn.  
KROC

37.1  
Rating



TOPS IN ITS TIME PERIOD

WASHINGTON  
WTTG

21.3  
Rating



TOPS IN ITS TIME PERIOD

LAS VEGAS  
KLAS

31.4  
Rating



TOPS IN ITS TIME PERIOD

WICHITA FALLS  
KSYO

27.3  
Rating



TOPS IN ITS TIME PERIOD

CHICAGO  
WGN

14.9  
Rating



TOPS IN ITS TIME PERIOD

SALT LAKE CITY  
KUTV

17.6  
Rating



TOPS IN ITS TIME PERIOD

WAGO-TEMPLE  
KCEN

23.9  
Rating



TOPS IN ITS TIME PERIOD

CINCINNATI  
WCPO

32.0  
Rating



TOPS IN ITS TIME PERIOD

LOS ANGELES  
KTTV

16.6  
Rating



TOPS IN ITS TIME PERIOD

ROANOKE  
WSLS

32.1  
Rating



TOPS IN ITS TIME PERIOD

MIAMI  
WTVJ

14.5  
Rating



TOPS IN ITS TIME PERIOD

RICHMOND  
WTVR

18.2  
Rating



TOPS IN ITS TIME PERIOD

SHREVEPORT  
KTBS

23.3  
Rating



TOPS IN ITS TIME PERIOD

HONOLULU  
KHVH

27.0  
Rating



TOPS IN ITS TIME PERIOD

SAVANNAH  
WTOG

26.1  
Rating



TOPS IN ITS TIME PERIOD

TULSA  
KOTV

20.5  
Rating



TOPS IN ITS TIME PERIOD

NEW ORLEANS  
WDSU

16.4  
Rating





TOPS IN ITS TIME PERIOD

MINN.-ST. PAUL  
WCCO

22.0  
Rating



TOPS IN ITS TIME PERIOD

COLUMBUS, Ga.  
WRBL

40.9  
Rating



TOPS IN ITS TIME PERIOD

ST. LOUIS  
KPLR

15.1  
Rating



TOPS IN ITS TIME PERIOD

SEATTLE-TACOMA  
KOMO

32.0  
Rating



TOPS IN ITS TIME PERIOD

TOLEDO  
WTOL

27.7  
Rating



TOPS IN ITS TIME PERIOD

MILWAUKEE  
WISN

21.1  
Rating



TOPS IN ITS TIME PERIOD

NORFOLK  
WVEC

26.7  
Rating



TOPS IN ITS TIME PERIOD

KNOXVILLE  
WATE

32.3  
Rating



TOPS IN ITS TIME PERIOD

DENVER  
KBTV

18.7  
Rating



TOPS IN ITS TIME PERIOD

CHARLESTON, S.C.  
WUSH

20.1  
Rating



TOPS IN ITS TIME PERIOD

OKLAHOMA CITY  
KWTW

21.7  
Rating



TOPS IN ITS TIME PERIOD

PORTLAND, Ore.  
KPTV

21.3  
Rating

# Monotonous?

The kind of rating monotony that makes money for stations and advertisers! That's why we're releasing 72 more of **THE 3 STOOGES!**

Ever since SCREEN GEMS released 78—and then 40 more—of **THE 3 STOOGES** comedies, these mad-cap 2-reelers have been setting the TV world reeling —reaching new rating highs with a new high in hi-jinks!

From the very first telecast in October 1958—in big markets (New York, Cleveland, Chicago, Los Angeles, etc.) and in small markets (Columbus, Rochester, Chattanooga, Las Vegas, etc.), **THE 3 STOOGES** have led the competition virtually without exception every day of the week they've played. That's **THE 3 STOOGES** brand of monotony!

How about **THE 3 STOOGES** for your market?



**SCREEN GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.  
NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

# —NAB BROADCAST ENGINEERING CONFERENCE—

Wednesday, April 6, 1960

SHERATON-BLACKSTONE HOTEL

## TECHNICAL SESSION WEDNESDAY AFTERNOON

2:30 p.m.—Crystal Ballroom

Presiding: CLURE OWEN, Administrative Assistant to the Vice President for Engineering, American Broadcasting Company  
Session Coordinator: BENJAMIN WOLFE, Chief Engineer, WJZ-TV, Baltimore, Maryland

## TV AUTOMATION (2:30-2:55 P.M.)

by: FLOYD R. McNICOL, Manager, Broadcast Systems Group, Radio Corporation of America

Automation of the program assembly function is one of the most promising approaches to cost reduction in operation of a TV station. Developments along this line have reached a practical stage and have been installed in existing stations. Important steps in these developments have been the consolidation of equipment and controls and the introduction of AGC and ALC. This paper will describe the development of basic automation equipment and a system utilizing punched paper tape as the memory device.

## AURAL PROGRAM AUTOMATION TECHNIQUES (3:00-3:25 P.M.)

by: PAUL C. SCHAFER, Schaffer Custom Engineering

This paper explores the basic requirements of an automation system. As a part of that analysis, the description of essential equipment functions provides a background for the explanation of the methods of integrating these functions into an automation program sequence. To further the understanding of this integrated operation, there is

## New Ampex Advance In Videotape Recorder

Chicago, April 4 — Ampex unveiled a new videotape recorder much smaller than its regular machines which can also double as a mobile unit, at the convention here. Additionally, Ampex also showed a newer model of the firm's original machine introduced two years ago.

Ampex executive Neal McNaughten, said the new small sized machine, the VR1001, will range from \$42,950. This would be a stripped down version ex-

a detailed description of the automation circuitry and how it operates. As a conclusion, the discussion of the use of auxiliary equipment summarizes the value of such equipment in enhancing the operation of an automation system. An actual demonstration of the Schafer System will be included in the presentation.

## MAINTENANCE, KEY TO MINIMIZING VIDEOTAPE RECORDER OPERATIONAL COSTS (3:30-3:55 P.M.)

by: JOSEPH ROIZEN, Manager of Application Engineering, Ampex Corporation

The purchase of an Ampex VR-1000B Videotape recorder brings with it the responsibility of adequate maintenance to keep the equipment in top-notch operating condition. Not only does preventive maintenance serve to maintain the machine in prime condition but more important, minimizes the chance of accidental failure while it is being used on the air. With this in mind, the Ampex Videotape recorder has included in its design many innovations which make maintenance relatively easy and help keep down operational costs by rapid check procedures that are incorporated into the operational setup of the machine. This paper will describe such procedures.

## VIDEO TAPE RECORDING INTERCHANGEABILITY REQUIREMENTS (4:00-4:20 P.M.)

by: K. B. BENSON, Manager, Special Audio/Video Systems, CBS Television Network

Interchangeability requires close control of many manufacturing

cluding monitors and other accessories.

On its regular newer model the price will be about \$59,000. Able to use color videotape, it is lower priced than previous models which sold for \$52,950 plus \$19,000 for color accessories.

The new compact model utilizes only 11 square feet of floor space as opposed to 19 square feet for the console. In weight, the small sized unit is only 500 pounds, as compared to 780 pounds in the standard-sized models.

Both the new standard sized model and the smaller model incorporate the latest developments. McNaughten said. Included among its advantages, was production of

parameters and operating standards. Mechanical dimensions of particular importance include those relating to the video track azimuth, pitch, and width as well as the angular placement of the four rotating heads. Essential electrical parameters include the value of carrier frequency corresponding to reference video levels. In addition, response frequency characteristics of audio, video, and carrier frequency channels must be standardized. The significant factors concerning the video signal are discussed relative to proposed Industry Standards and current CBS Television Network practices.

## INTEGRATION OF VIDEO TAPE WITH LIVE AND FILM PROGRAMS (4:20-4:40 P.M.)

by: A. W. MALANG, Video Facilities Engineer, American Broadcasting Company  
M. C. WORSTER, Eastern Division Manager, Television Engineering Operations, American Broadcasting Company

This paper is to be presented in two parts. The first will deal with the operational problems involved in integrating video tape into live programming. The "pros and cons" of the various systems in use today will be discussed. The second part will explore the technical characteristics and limitations of the systems used to date to integrate video tape with live programming.

## NEW IRE ROLL-OFF AS RELATED TO THE BROADCASTER (4:40-4:50 P.M.)

by: G. EDWARD HAMILTON, Director of Engineering

an allegedly clearer picture with greater definition of the gray scale while operational facility and maintenance ease are increased.

Both machines can be equipped for recording color television with a revolutionary new unit, said the Ampex head. This makes possible split screen effects, dissolves, wipes, fades and mixing of pre-taped sequences, live camera pick-ups, filmed sequences, slide sequences, etc., onto one composite tape without splicing.

Several video tape recorders can be locked together with the inter-sync synchronizer, making possible electronic editing of TV tape in addition to opening up an

Operations, American Broadcasting Company

There have been two IRE standards established for the measurement of video levels (1950 & 1958). The advent of color television brought into focus the need for a measuring tool which would evaluate the luminance component of the signal. The 1958 standard was made to insure adequate suppression of the chrominance components thus permitting its use for either color or black and white signals. Application of the new standard has indicated the desirability of its use with a reduction in tolerance such as to provide more uniform measurement of the video levels.

## IMPROVEMENTS IN TELEVISION CAMERAS (4:50-5:20 P.M.)

by: JOHN H. ROE, Manager, TV Camera Engineering, Radio Corporation of America

The utilization of advanced circuit techniques and components has made possible significant improvements in the performance of television cameras. Important among the improvements are better stability and reliability which permit simplified operating techniques and less effort on maintenance. In addition, pictures of noticeably better quality are obtained. Development of improved camera tubes is an important aspect of the situation. New equipment embodying these developments will be described.

**ANNUAL CONVENTION  
BANQUET  
7:30 p.m.  
Grand Ballroom, Conrad Hilton**

unlimited number of special effects, said McNaughten.

With the introduction of a new modulator-demodulator unit, Ampex demonstrated a 6 db improvement in the signal-to-noise ratio over its previous model. A clearer picture is also claimed for the new machines.

Ampex also said there are now in use, some twenty of the new Marconi English made cameras. The new 4 1/2 inch image orthicon import, while selling for 10 to 15 per cent more than regular 3" cameras, is reported to give cameramen more time on picture taking as most video controls are operated in the booth remotely by a technical director.

# BEN FRANKLIN

could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"—it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area

than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

**WPTR** 50,000  
PEOPLE PEOPLE WATTS  
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR  
A Division of SCHINE ENTERPRISES

**In February  
NBC Television  
reprogrammed  
its afternoon  
lineup. Here  
are the dramatic  
results,  
according to  
Nielsen.\***

**Fact...**  
*the big  
daytime trend  
is to NBC.*

*Average rating  
up 22%...from 7.6 to 9.3  
Average share of audience  
up 10%...from 33.5 to 37.0  
Average homes per minute  
up 24%...from 3,193,000  
to 3,956,000*

**Fact...**  
*NBC's morning  
leadership continues.*

*21% greater share  
of audience than the  
second network.*

*87% greater  
share than the  
third network.*

**Fact...**  
*NBC's afternoon  
audience increased 29%!*

*Every time period  
from Queen For A Day  
at 2 pm to Adventure Time  
at 4:30...up in  
share of audience.*

*The Loretta Young  
Theatre... up 63% over  
the former program.*

# ***look what's happening***



**Fact...**

NBC wins half of all top-rated half hours.

NBC... 6 half hours

Net.#2... 6 half hours

Net.#3... 0 half hours

(Every NBC program except one reaches more homes per average minute than any program on the third network.)

**Fact...**

Six of NBC's seven audience participation programs out-pull competing programming on both of the other networks.

NBC Average... 4,100,000 Homes Per Minute

Net.#2 Average... 3,700,000 Homes Per Minute

Net.#3 Average... 2,500,000 Homes Per Minute

**Fact...**

NBC leads in overall average program share.

NBC... 37.0

Net.#2... 36.7

Net.#3... 23.2

**NBC  
TELEVISION  
NETWORK**

**in broad daylight!**



\*NTI Average Audience, 10 am-1 pm and 2-5 pm Mon.-Fri., including NBC sustaining ratings. Feb. I and Mar. I, 1960.

## Windsor TV Station Told To Lift Canadian Content

Montreal, April 4 — Station CKLW-TV, Windsor, Ont., received its one-year license renewal, but the Board of Broadcast Governors sent a warning for the station to raise the percentage of Canadian content in its programming.

The BBG a two-year renewal to CKWS-TV, Kingston, Ont., and also sent a call along with it that the station should improve its local programming within that time.

Twelve other TV stations received renewals varying from two to five years without comment from the Board.

## MBS Presents Series, 'Israel Concert Hall'

The Mutual Broadcasting System will air 13 Sunday evening broadcasts in the "Israel Concert Hall" series starting Apr. 24. The broadcasts have been especially prepared for MBS by the Israel Broadcasting Service.

Each broadcast is 25 minutes long and will be heard at 11:05 p.m. in the time period which was occupied by a concert series by the Oklahoma City Symphony Orchestra for the past 25 years.



Chicago—Broadcasters meet in the RADIO-TELEVISION DAILY hospitality suite at the NAB Convention. L. to R.—Paul H. Goldman, KNOE-TV, Monroe, La.; Ogden R. Davies, WKAP (Rahall Stations) Allentown, Pa.; Robert J. McAndrews, KBIG, Catalina, Calif.; David Mendelsohn, Founders, N. Y. C.; Floyd Farr, KEEN, San Jose, Calif.

## 'Rebel' Renewed; May 1 Start for New Season

Hollywood, April 4 — "The Rebel," filmed by Goodson-Todman in association with Fenker-ADA Productions, has been renewed by Young & Rubicam representing Procter & Gamble, and Dancer-Fitzgerald-Sample on behalf of Liggett & Myers.

## Radio TV Execs in Group To Loosen Ohio News Law

Columbus, O., Apr. 4 — Radio and television personnel are among 24 persons named by Gov. Michael V. DiSalle to a committee working for freer public information.

They include Harold Hageman, of WAKR, Akron; Carl Vandagriff, general manager of KYW radio and TV, Cleveland; Kenneth Armstrong, news executive of WJW-TV, Cleveland; M. C. Watters, vice president of WCOP, Cincinnati, and Robert E. Dunville, president of Crosley Broadcasting Co., Cincinnati. They will see what legal handcuffs can be dropped from Ohio law on public information.

## AIP's Air Promotion

Hollywood, Apr. 4 — American International Pictures has allocated \$30,000 for TV and radio plugs on "Goliath".

## R. C. CRISLER & CO., Inc.

Business Brokers specializing in radio and television properties.

While at the Convention please visit us at Conrad Hilton — Suite 723-A

LINCOLN DELLAR & CO.  
PAUL E. WAGNER  
PAUL R. FRY

## NTA's 'U. S. Marshal' Puts 77th Notch On TV Gun

National Telefilm Associates has completed shooting of the 77th episode of "U. S. Marshal" at Desilu Studios. The final episode in the second year's production of the series will be completed in May when John Bromfield, the series' star, returns from a personal appearance tour.

"U. S. Marshal" is sponsored in 110 markets by Anheuser-Busch, makers of Budweiser Beer. Bromfield previously starred in NTA's "Sheriff of Cochise." Executive producer for "U. S. Marshal" is Mort Briskin and the producer is John Auer.

In addition, NTA completed the 39th episode of "Grand Jury" at the Desilu lot. The series, with Lyle Bettger and Harold J. Stone, is sponsored by DX Sunray Oil Co. in 60 markets. Mort Briskin is "Grand Jury" producer.

## Sees FM Stations Playing Key Role in Conelrad Web

Chicago, April 4 — An official of the FCC urged FM broadcasters yesterday to join the nationwide Conelrad network even though they would be off the air in an actual attack.

Robert D. Linx, field supervisor for the FCC's Western division, said FM stations, once the emergency was over, would play an important role in the one reliable means of communication after an attack.

Linx spoke at an "FM Day Program" sponsored by the NAB at its convention in the Conrad Hilton Hotel. He said a test conducted in cooperation with the Defense Department showed that 192 separate teletype circuits could be broadcast simultaneously by multiplexing through an FM antenna without any interference with the station's normal operations.

"I urge all of you," he said, "to become part of this network."

## The "Big News" At The Convention



and JINGLES  
RICHARD ULLMAN, Inc.  
At Suite 966-A  
Conrad Hilton

## STATION MANAGERS — EVERYONE IS RAVING ABOUT MR. KRACKERJACKET THE MAN WHO CAN SELL YOUR CLIENTS AND HOLD YOUR AUDIENCES WITH MAGIC TRICKS

A TV Series on Film —  
At Prices That Can't Miss!  
Screenings at Any Time

Ask for

**FREDRIC STOESSEL, INC.**  
AT THE HILTON!

Fredric Stoessel, Inc., 119 W. 57th St., New York, N.Y. JU 2-6978

# B'dcasters Warned To Police Selves

By HARRIET MARGULIES

Chicago, April 5 — Warning broadcasters they must immediately start regulating themselves or the government will do it, Cliff Gill, Chairman of the NAB Standards of Good Practice Committee, told radio broadcasters here Monday afternoon that stations now "must put-up or shut-up."

And, added the operator of KEZY, Anaheim, California, if they don't put-up then he will have to shut-down.

So serious is the threat to stations, said Gill, that NAB is permitting all station's in the country to sign-up for the code of good practice whether they are members of the NAB or not.

Annual dues will be 10 times the station's highest one-minute rate with maximum of \$300.

That radio stations are aware of the government threat was revealed by the growth of membership subscribing to the code. From 611 stations several months ago, the membership has jumped to 1305 stations today, said Gill. But, he emphasized, it was imperative for all stations to participate in the code as a question of survival.

Gill revealed that additional personnel would be hired to implement the "good practices program," that effective monitoring of stations would take place and that a tie-up would be made with the still-to-be chosen research organization to work with the "good practices" group both in spot-checking stations and in checking them on a regular basis.

Gill predicted that within a year the FCC would ask for a list of members subscribing to the NAB's "Standards of Good Practice." Gill felt that the FCC would react

(Continued on Page 20)



COURAGEOUS CAT

**Tele Features**  
130 5 1/2 minute episodes  
incorporated

New York: 15 West 44th St. • YUkon 6-4979

## AGENCY NEWSCAST

... personnel, sponsors and notes

**SAUL D. WEINER** has been appointed advertising-promotion department manager at Ziff-Davis Publishing Co. and will supervise the production department as well as act as general office manager. He has been serving as promotion art director for the nine monthly magazines and 13 annuals published by Ziff-Davis.

**ASSOCIATION OF NATIONAL ADVERTISERS** has 12 new members, bringing the total companies to 660. The new members are American Mutual Liability Insurance Co.; Airequipt Mfg. Co.; Avondale Mills; Charles Bruning Co.; Chase Manhattan Bank; Clairrol Inc.; Dow Corning Corp.; Du Pont of Canada; Greyhound Corp.; Masland Duraleather Co.; Women's & Girls' Lingerie Div. of Munsingwear, and Southern Nitrogen Co.

**SMITH, HAGEL & KNUDSEN, Inc.**, has been named to handle advertising and marketing for American SIP Corp. and VDF Lathes Divisions of Ridel Machinery Co., New York, importers of Swiss Hydroptic drill presses and fine tolerance West German lathes, respectively.

**SOFSKIN, INC.**, has appointed Kastor Hilton Chesley Clifford & Atherton, Inc., to handle Sofskin hand cream advertising. The 1960 budget of \$500,000 is allocated for spot television and network radio, in addition to other media. Sofskin will soon introduce a new product at which time national advertising schedules will be announced. Albert Plaut will be the account supervisor.

**GEYER, MOREY, Madden & Ballard** has been named by the Washington, D. C., Rambler Dealers' Assn. as its advertising agency for an intensive TV and radio promotion in the Washington area.

**THE INSTITUTE for Motivational Research** has appointed C. William Paul director of special projects, and Alvin Schwartz research director.

**RCA** has named Leland W. Aurick manager for advertising and sales promotion in the industrial market for its Electron Tube Division. He joined RCA in 1957 as administrator for industrial advertising.

There are four other cards in this hand... giving your station an unbeatable combination of public service and promotion. See us at the convention for the full story.

SUITE 2106  
Conrad Hilton Hotel

KING

"One that holds a supreme or distinguished position or rank" says Webster. Community Club Awards will help your station achieve this rank. CCA isn't an audience-promotion, per se, but it is a King sized promotion that builds good-will, makes friends for station and advertisers alike. They can't eat and sleep CCA and not listen and look more!

The closest thing to the average American home is... school and Church. Over 70% of CCA Clubs are just that!

CCA is a King-size merchandise plan, too! It's based on tabulated, written weekly reports to the sponsors, irrefutably proved by proof-of-purchase.



**SESAC RECORDINGS**

new

**LP PROGRAM SERVICE**

includes

- Popular
- Jazz
- Classical
- Country and Western
- Religious and Band Music

plus

**"DRUMMERS"**  
SESAC's recorded sales starters!

**SESAC INC.**  
THE COLISEUM TOWER  
10 COLUMBUS CIRCLE  
NEW YORK 19, N. Y.

## Surprise Testimony In Anti-Trust Suit

Two government witnesses in the trial of the trust suit charging block booking against six film suppliers in the sale of old theatrical product to TV pulled a surprise in Federal Court yesterday when they testified under questioning of the prosecution that they had been instructed by their companies to sell TV stations anything they wanted.

The witnesses were Seymour Abeles, formerly a salesman for Associated Artists Productions, and Charles McNamee, ex-salesman for National Telefilm Associates and Screen Gems. All three companies are defendants along with United Artists, C & C Super Corp., and M-G-M-TV.

Two other witnesses were heard during the day. They were Berkley Ormsby of KFSD-TV, San Diego, formerly of KTNT-TV, Tacoma, and Richard Pack of Westinghouse Broadcasting. Both testified they had to purchase product they did not want along with that they desired.

### McGavren KLAC Rep

West Coast Bureau of RADIO-TV DAILY  
Hollywood, Apr. 4 — Daren F. McGavren has taken over as national representative for KLAC.

### OVER 700 RADIO STATIONS KNOW Goodman Station Jingles and Station Promos Are Tops!

Now releasing our *Sixth Series* of Station JINGLES. Jingles that your listeners will sing or whistle because the tunes are great. Lyrics custom written to blend perfectly with the music. Every word clear as a Bell that will Ring for your station. Jingles that bring your ratings up. We have the proof, not the noise.

Exclusive Rights Available  
for Each City

### HARRY S. GOODMAN PRODUCTIONS, INC.

19 East 53rd Street  
New York 22, New York

NAB Hospitality Suite:  
1105-A. Hilton



During the NAB meeting in Chicago, Frederick W. Ford (left), Chairman of the Federal Communications Commission, visits with Leonard H. Goldensohn, president of American Broadcasting-Paramount Theatres, Inc.

## El Producto Cigars Buys 52-Week TV Spot Drive

El Producto Cigars has made its largest spot television buy in recent years, signing up for a 52-week campaign beginning May 1. The intensive promotion will take in 40 top markets. The agency is Compton Advertising.

## Minister Heads Company Buying W. Va. Station

Parkersburg, W. Va., Apr. 4—Radio station WPAR, Parkersburg, has been sold to a corporation headed by The Rev. H. Max Good, pastor of Christ Memorial Church, Columbus, O., pending FCC approval. The purchase price was not disclosed. Purchaser is known as WPAR, Inc. The seller is WSTV, Inc.

## Benedict Forms PR Firm

Lowell Benedict, who resigned recently as public relations director for Trans-Lux Corporation, has formed his own publicity organization.

In New York City  
**WLIB**  
has MORE  
Negro programming  
than ALL other  
stations combined

## P&G Buys Contract Year Of TV Spots For Charmin

Procter and Gamble is instituting a 28-market spot television drive to promote Charmin, a toilet tissue it produces. The drive begins this month and will continue through the end of the year. Benton & Bowles is the agency.

## Station Honors Wolf For Advertising Excellence

Detroit, April 4—Abner A. Wolf, president of Abner A. Wolf, Inc., has been honored by CKLW, Detroit, for his contributions to the "highest standards of excellence in advertising and entertainment on radio and television." He was given a plaque on a CKLW-TV newscast, and participated in a program reviewing his career in the food industry.

One of America's largest distributors of nationally advertised brands, the Abner A. Wolf Co. merged a few years ago as a separate division of ACF Wrigley, Inc., and serves a total of 1,200 retail outlets in Michigan and Northern Ohio. Wolf's firm sponsors a weekly daytime program on CKLW-TV.

## The "Big News" At The Convention

**THE BIG  
SOUND**

and JINGLES  
RICHARD ULLMAN, Inc.  
At Suite 966-A  
Conrad Hilton

## TIO With 150 Signed Limits Service To Members

By HARRIET MARGULIES

Chicago, April 5 — Some 150 members have joined the Television Information Office since its inception. With that number, the organization has collected about \$500,000, according to Clair McCollough, member of the TIO board, who made that statement here.

Having achieved some semblance of independence, the TIO will no longer mail its information and other matters on a broadside basis. Starting almost immediately all TIO facts and figures will be available only to its members.

Members in turn will be urged, however, to cooperate with non-members in their areas in the event certain situations involving proper information on programming, etc., arises. An intensive drive to obtain new TIO members, will however, be launched in the immediate future.

In other portions of the TIO meeting, attended by most members of the TIO board, a series of questions and answers were handled skillfully by two speakers. The first was NBC commentator David Brinkley. The second was Vance Wasileski, NAB official.

Brinkley, displaying a dry, sardonic wit, explained the Washington picture and how it might affect broadcasters. His conclusion was that despite all the talk there would be few, if any changes, in the foreseeable future. In replying to a question on payola, Brinkley said one reason why the reaction was so violent was because "the people cared about TV." He cited examples of other industries that were exposed as being rife with corruption. "But nobody really cared, so nothing happened."

Wasileski's replies were chiefly limited to legislative set-ups, election returns and possible personnel changes in both houses if a Republican came to the White House or if a Democrat were elected.

## Meet Set For April 21

Wayland, Mass., April 5 — United Press International Broadcasters Assn. of Massachusetts is holding its annual spring meeting April 21 at Raytheon's Wayland Laboratory here.

Our permanent  
Hospitality Suite  
is in New York  
and we always welcome you

**DURHAM TELEFILMS Inc.**

David A. Bader, President  
521 Fifth Avenue, New York 17, NY





Chicago—F. C. Sowell, WLAC, Nashville, Tenn., chairman of the NAB Radio Board picks the winning ticket at the RADIO-TELEVISION DAILY hospitality suite at the NAB Convention.

### 100-Mart TV Spot Drive Set For DCA Popsicles

The Do-Nut Corporation of America is planning an intensive television spot campaign for one of its summer products. D. C. A. will begin a promotion for Gold Mine Popsicles on May 1 in 100 markets. The drive will last for four to six weeks. The agency is Ted Bates.

### Garroway Taping in Rome For Easter Week 'Today'

Dave Garroway is in Rome taping 10 hours to present on his NBC-TV show, "Today," during Easter Week. The views will include such familiar tourist sights as the Vatican, Spanish Steps and Forum.

To emphasize the Vatican solemnity, the Good Friday telecast will have only opening and closing commercials. Interviews by Garroway to be presented Easter Week include Luigi Barzini, Peter Ustinov and others.

## New Web TV Users Are Small Advertisers

A total of 59 advertisers used network television for the first time in 1959, with 51 of them spending less than \$200,000 each. "With these facts, no one can say that network television is only for big advertisers," said Norman E. Cash, president of the Television Bureau of Advertising.

Many of the companies, he continued, are old and established and it will be interesting to see what sales results come from using this new medium. "I feel it is also significant that the three largest new network television advertisers represent such a great difference in the type of product they make, a testimonial to television's flexibility. There is the Drug Research Corp., Equitable Life Assurance Society of the U.S., and Massey-Ferguson, farm equipment manufacturer."

The network additions also point up the increasing diversification of TV sponsorship. Men's wear, silver and freight are but three of the classifications represented by this group. Many of the new network advertisers, Cash noted, have used spot for various lengths of time and many are continuing their successful use of spot TV.

### WWDC Around Clock

Washington Bureau of RADIO-TV DAILY

Washington April 5 — WWDC "throws away the key." It is now operating 24 hours per day, 7 days per week. Actually, this is an addition of only 6 hours, since the station only went off the air for 6 hours on Sunday night, and the new never-close policy is a result of a general program reshuffling since the sponsor of the Music 'til Dawn show midnight, 6 a.m., moved the show from WTOP to WWDC.

### Capitol Records Chief Ask FCC Reconsider Ruling

Glenn E. Wallich, president of Capitol Records, Inc., has appealed to the Federal Communications Commission for a reconsideration of the FCC's Mar. 16 ruling on radio stations' acceptance of free discs from record manufacturers. Wallich made his appeal in a telegram to Frederick W. Ford, newly appointed FCC Chairman.

### USO Disk-Jockey Net To Link GIs & Home

The USO has invited radio stations to join the USO-Disk Jockey Network, a voluntary organization designed to bring servicemen overseas closer to home ties.

The USO hopes that music will be a common denominator as a link between the one million servicemen stationed overseas and their families back home. The network is open to all American radio stations licensed by the FCC.

Participating broadcasters will be given a certificate indicating that they are full-fledged partners of the USO-inspired effort. At present, USO operates 238 off-post clubs for American GIs including 25 overseas.

### WXIW Promotes Knight

Indianapolis, Apr. 5—Vic Knight has been appointed an account executive on the sales staff of radio station WXIW, Indianapolis. He has been with the station 10 years, serving as continuity editor, music director, and host of the "Music Shop" program.

### Radio Set Sales Rose

West Coast Bureau of RADIO-TV DAILY

Hollywood, Apr. 5 — Radio set sales in seven Southern California counties during February totalled 27,990, up 8 per cent over the previous year, the Electric League of Los Angeles reported.

# WHAT ARE YOU LOOKING FOR AT THE NAB CONVENTION

#### LOOKING FOR FUN

- Governor Television's 3 day continuing Cocktail Party . . . with
- Miss California
  - Non-stop entertainment
  - Hi-speed bar service
  - Continuous smorgasbord

#### LOOKING FOR PROFIT

- Governor Television's Post 1955 American Star Package . . . with
- major company releases
  - leading American stars
  - proven box-office values
  - titles at convention

#### LOOKING FOR VALUE

- Governor Television's Other New Attractions And Proven Winners . . . like
- New! Rendezvous with Adventure
  - New! Wonder World
  - Laurel & Hardy
  - Bucky & Pepito

#### LOOK FOR SUITE 1218-A

Hotel Conrad Hilton  
April 4, 5, 6

Governor Television Attractions  
375 Park Avenue, New York 22, N. Y.



COMEDY CARNIVAL  
Hottest Thing on Reels

**Tele Features**  
incorporated

New York: 15 West 44th St. • YUkon 6-4979

See . . .

**Television Zoomar Lenses**  
for the 4½ inch I-O Cameras.

2½ to 72" . . . remote iris control  
on demonstration at the NAB.

## 'Interpol Calling' Hits \$1.2 Million In Sales

Independent Television Corporation's "Interpol Calling" has grossed \$1,250,000 in its first ten weeks of sales, according to Alvin E. Unger, vice president in charge of syndication.

The series, based on files of the International Police Organization, has sold 83 markets to date with local and regional accounts through national agencies.

Maxon, Inc. placed orders for the Pfeiffer Brewing Company for Detroit and Grand Rapids, alternating with the Citizen's Mutual Insurance. Commonwealth Edison Co. through the Leo Burnett Agency, is sponsoring the show on WGN-TV, Chicago.

Piel's Beer is backing the show through Young and Rubicam over WPIX, New York. Krey Packing Company backs the series in St. Louis. D'Arcy Advertising, Inc. was the agency.

Other recent markets included Sealy Mattress in Pittsburgh and Renault Automobiles in San Francisco. Miller High Life Beer and Pine Crest Realty Corp. co-sponsor the show in Miami. First Federal Savings and Loan Association is the Orlando, Fla. sponsor.

## Mystery Series Summer Replacement For Moore

CBS-TV has set "Diagnosis Homicide," one-hour mystery detective series packaged by Bob Banner Associates and Redwing Productions for the Tuesday night (10-11 p.m.) period starting July 5.

The series, whose leading character is a doctor, will be the summer replacement for "The Garry Moore Show," current tenant of that time period, and which will take off for vacation.

## Wallace Steps Up

Boston, April 5 — Hugh Wallace has stepped up to the post of national sales account executive of WNAC-AM-TV and the Yankee Network. He joined WNAC in '58.



By TONY GRUNER

● ● ● Jack Paar, one of America's top television personalities last week left London after taping five British shows for the NBC Network. Although Paar appears to be a man not without charm once you get to know him, the sad fact was that few of the British press hardly got as far as meeting him. His disinclination to talk to the fourth estate did little to ingratiate himself with the British public who might at some time in the distant future, have become fans of the man who keeps America awake during the late night hours. Mort Hockstein of NBC did a great job in sorting out the bruised feelings of a number of press men who wished to interview Paar, but were unsuccessful. According to John London of the "News Chronicle," Hockstein explained the situation as follows: "The nature of this show is one of extreme tension in the preparation. Right now Paar is out for a walk relaxing. He will have no time for an interview."

● ● ● Peter Evans of the "Daily Express" was more successful, and sat it out long enough to meet the man, who he described, "with awesome talents." Evans asked him: "Why do you think you are so successful?" Paar's reply: "I guess because I am sincere, and people can spot a phoney as quick as hell." Said Evans: "Your programme is reputed to be entirely spontaneous. Why do you employ four writers?" Paar: "They have to think up ideas. They may work a whole day thinking up one idea. Like me wearing a bowler hat and carrying an umbrella because I am in London." Evans: "The American public seem to have a great deal of love for you. What do you think of them?" Paar: "I'm an entertainer, not a father figure. My ambition is to retire. Get out of it. Go fish some place and when I have saved enough money that's just what I aim to do." Evans' comment: "I imagine Jack will soon be fishing. I hope so, for Mr. Paar is a pleasant, sincere man who just happens to have inherited power with his fame."

● ● ● Nevertheless, this aloofness with the press led to at least two very critical reports on the Paar show from journalists who visited Wood Green to watch some of the shows being taped for transmission in the United States. In the case of one acid profile on Paar by Robert Muller of the "Daily Mail," it was followed by a letter of defence from Dickie Henderson, a comedian who appeared on his show. For all that, when he left London last week there was not a single picture or report in any of the national newspapers.

● ● ● Are British viewers interested enough in American politics to stand two and possibly three one-hour programmes presented in peak viewing time dealing with the American elections? Sidney Bernstein, Chairman of Granada Television, certainly is and believes his viewers will be of the same frame of mind. A unit will be sent to the States to cover both the Democratic and Republican Convention and a number of leading American newspaper men, with New York artists who have political sympathies will contribute to the programme. Film material from the three networks, ABC, CBS and NBC, will also be made available to Granada, which will present the first of these shows on July 27 and the second on the day following the election.

## Ratings Key To Public Desire Says Churchill

Chicago, April 5—Ratings were held to be the key to whether the public is getting the kind of programming it prefers, according to a statement made to RADIO TELEVISION DAILY by John Churchill, v.p. in charge of local service for the A. C. Nielsen Company, in attendance at the NAB Convention. "The legislators are trying to blame the operators of broadcasting for foisting certain programs on the public," he said. "If the broadcasters were not guided by ratings," he continued, "I'd say 'yes,' they were not giving the public what the public indicates they want."

However, he qualified, ratings can only show what the public accepts from the programs available; they do not indicate that the public would not want something else.

Regarding criticism of the various rating systems, Churchill said, "It is just a popular thing to do at this time." Rating data, he claimed, was never designed for use by the public. "The public," he stated, "does not and should not have access to ratings." A rating survey, he feels, is a "marketing tool" and as such, should only be used by those who were going to be guided by the results. "Ratings are being brought to the public attention," he said, "by people who are either hurt by them or feel it is a political advantage to talk about it."

He did concede that the public was interested in "size of audience" and therefore this factor was being used to create what he termed an "artificial" public interest in the entire subject.

## McAdoo Exec. Producer of Jaguar's New TV Series

West Coast Bureau of RADIO-TV DAILY

Hollywood, April 5 — First step in the accelerated production schedule of Alan Ladd's Jaguar Productions was the signing of Tom McAdoo as executive producer of a projected television series "Wanted — Next of Kin."

The series, dealing with search for unclaimed fortunes, will be based on actual case histories in the files of various state missing person agencies.

Sales "Multiply" with  
Radio-TV Representatives, Inc.

CONVENTION HEADQUARTERS  
CONRAD HILTON HOTEL  
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NEW YORK BOSTON CHICAGO LOS ANGELES SAN FRANCISCO

The "Big News"  
At The Convention



and JINGLES  
RICHARD ULLMAN, Inc.  
At Suite 966-A  
Conrad Hilton

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... where the action is  
NATION'S FASTEST GROWING  
ORANGE COUNTY CALIFORNIA

E. L. Spencer  
President

L. Benton Paschall  
Exec. Vice-Pres. & Mgr.

## FM No Money Maker Says Roslow Sees Ins. Value

Laurence Roslow, vice president of Pulse, Ins., doesn't have any enthusiastic opinion of FM as a money making operation.

"Anybody who buys an FM station in the hopes of a capital gains deal, is out of his mind," he said.

"The chief value of an FM outlet is its insurance that if some day the Government decides to recapture some of its AM facilities, the holder of such a franchise could protect himself if he had an FM license at the same time."

Asked if he anticipated any such recapture of the AM frequencies by Government sources, Roslow said, "The army will almost certainly ask for some of the AM frequencies now licensed to broadcasters — some other branches of the Government may also ask for them. There's only one place these can be obtained, and that is from already established stations."

## Audience Board Praises NAB Self-Rule Efforts

Chicago, April 5—The National Association of Broadcasters was commended yesterday for its "continuing efforts to encourage self-regulation in the television industry," by National Audience Board, non-profit organization of civic leaders that evaluates public reaction to TV programming.

In an editorial in their April-May "Newsletter," David J. Colton, General Counsel for the Board, also asserted that "affirmative action by industry is the sole means of averting excessive legislation by Congress." He concluded by stating: "Punitive legislation is not only unnecessary, but dangerous."



By TED GREEN

• • • One of the youngest station owners at the convention, to our knowledge, is 28-year old Tony Bridges. . . . Tony owns KLUE in Longview, Texas and KMHT-AM & FM in Marshall, Texas . . . we had the pleasure of meeting him and his beautiful wife, Jo Ann (she handles the moola dept.), in the Mutual suite. . . . Norm Baer still here??? . . . CBS Films occupies the same hospitality suite as last year and the same heavy traffic flows in. . . . Fred Mahlsted and Walter Scanlon, scored again with their "home away from home" atmosphere assisted by a bevy of beauties . . . leave it to Walter.

• • • In case you chaps in N. Y. would like to know the whereabouts of Joe Durand . . . yes, he is the lad that directed "County Fair" (which should still be on the air) at NBC-TV . . . he is now with telePrompter and produces for them at the U. S. Army Ordinance Guided Missile School, Redstone Arsenal, Alabama. . . . Get a load of Adam Young's Steve Machcinski, mmmmmmm boy soot trim, but on him it looks good . . . keep it that way, Steve, you look great. . . . Aldo De Dominics, prexy of WHAY in Hartford, looks younger every year. . . . Carl Lee of WZO-TV-AM, Kalamazoo, and John E. Fetzer of Fetzer Broadcasting in a huddle . . . what's up fellows? . . . Tom Gilchrist, WESH-TV, Daytona, giving Betty Luster a great big bear hug.

• • • Yesterday, RCA's Ben Selvin, head of A & R for Thesaurus, took time out from his busy schedule to wax a flock of new recordings by David Le Winter, maestro at the famous Chicago Pump Room. . . . Ben, you should hear Marie Janice . . . the gal's great . . . in Printer's Ink suite, Jack Willcut and Roger Thorsen having laughs with Max Savitt, co-owner of WCCC, Hartford. . . . Max informs that they go FM next week. . . . KQAQ's Lester Gould and his pretty wife Camer over to say hello. . . . Sitting in M-G-M-TV's hospitality suite was a real beauty of a spy from King Features. . . . Rozilka Carroll . . . that's right fellows, that's her Monicker, but you-all can call her Roz.

• • • Stopped in on the Balaban suite and the first greeter was that tall, handsome smiling John Box and had the pleasure of meeting his stunning wife . . . incidentally, speaking of beauties, talent, scouts and casting directors will be interested in Jean Jenkinson, who is acting as hostess for Balaban at the convention. . . . Jean will be in N. Y. on the 15th for the Auto Show, appearing at the Ford import exhibit . . . she'd be a great bet for fresh, new commercials. . . . Joe Bryant, of KBRC, Lubbock, Texas, just walked by with a great big hello . . . this guy always looks good. . . . Winslow Porter from WMMS, Maine, really talking it up with broadcasters.

• • • Senator Kennedy just arrived with his beautiful wife, Jacqueline, and such handshaking . . . hosting CBS Films suite, along with administrative V.P., Sam Cook Digges, are Jim Victory, newly appointed director of syndication and Jim McCormick appointed Eastern sales manager. . . . George Koehler, general manager of WFIL in Philadelphia will be elected president of the Rotary Club there, the second largest rotary, incidentally, in the country . . . congratulations, George.

## Gunther 'High Road' Wins NANA Education Award

The North American Newspaper Alliance has awarded "John Gunther's High Road" its 1960 Spotlight on Education plaque for using commercial TV as a teaching aid.

The program aired over ABC-TV Network is sponsored by Ralston Purina Co. Dr. Benjamin Fine, NANA education editor, will present the award to Gunther and Robert L. Eskridge, advertising manager of Ralston Purina Co. on Apr. 9.

## Quality Group Stations Hold Programming Clinic

Chicago, Apr. 5—Quality Radio Group member stations will hold a two-day programming, promotion and public relations clinic this June, it was announced here by Ward L. Quaal, vice president and general manager of WGN, Inc. and president of Quality.

Gustav Brandborg, general manager of station KVOO, Tulsa, was named chairman of the committee planning the clinic.

## Engineers Get Preview Of NAB's New Handbook

Chicago, April 5 — Broadcast engineers go a preview here of the NAB's new engineering handbook covering all phases of broadcasting.

A. Prose Walker, NAB's manager of engineering, described the handbook and gave tips on its use at the 14th Broadcast Engineering Conference being held here in conjunction with the NAB's 38th annual convention.

The 1,742-page handbook, with 1,272 illustrations, in preparation for the past three years and the only technical handbook of its kind, deals with all aspects of radio and television broadcasting from the engineer's viewpoint, and puts them in their most logical order for easier reference.

Published by McGraw-Hill, the handbook is distributed free to NAB members, and is expected to be ready for mailing next month. Others may obtain the book from the publisher later.

## Life Magazine Sponsoring WCBS Early Morning Show

Life Magazine has signed to sponsor 10 minutes of WCBS's 7:45 a.m. news three times each week, effective April 25. Young & Rubicam is the agency.

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52 new color cartoons available immediately

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Taped programs for

**AUTOMATIC BROADCASTING**

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**MAGNE-TRONICS, INC.**  
Dept. N., 49 W. 45th St.  
New York 36, N. Y.

## B'dcasters Warned To Police Selves

(Continued from Page 15)

favorably if the stations themselves actually did a conscientious, successful job of policing themselves so that government intervention would not become necessary.

Also announced at the radio meeting Monday was the forthcoming circulation study to be made this fall by Nielson in cooperation with the broadcasters. Interested parties held meetings in the Crosley Stations' hospitality suite to discuss this matter more fully.

Lawrence Webb, managing director of the Station Representatives Association, predicted that 1960 would be the biggest year in the history of spot radio with more than \$200-million being spent on spot this year surpassing last year's record-breaking \$176,782,000 spent on spot.

### Faulty Image

Warren E. Baker, Washington lawyer and chairman of FCC Bar Association's legislative committee, warned the broadcasters that the public image of the broadcasting industry was miserable. The public, he said, thinks of the radio station operator as a flim-flam artist, a fast-buck operator and a sensationalistic rating seeker. He said this image can be changed in either one of two ways — either the government will do it by regulation, or the broadcaster themselves must do it. Baker said a way must be found to knock off excesses of bad taste. Even though a very small portion of broadcasters might be guilty it was the entire industry that is suffering, said Barker. He said: "We will all be judged by the worst of us—not the best of us." Baker said the best regulation in the field of taste was by the industry itself and concluded "self-regulation is in reality self-preservation."

### Sound Proposals

Another Washington lawyer, Frank U. Fletcher, said that if broadcasters had followed the proposals made by the late Harold E. Fellows last year, stations today would not find themselves in their present predicament.

Chairman of the Monday session on radio was John F. Meagher, Vice President for Radio, NAB. Other speakers included F. C. Sowell, WLAC, Nashville, Chairman of the NAB Radio, Board of Directors; Robert T. Mason, WMRN, Marion, Ohio, Chairman of the All-Industry Radio Music License Committee and Manney Dannett, Counsel to the Committee.

## CONVENTION HIGHLIGHTS

By HARRIET MARGULIES

Hal Golden, of MCA-TV's syndication sales Chicago office, getting ready for his transfer to New York next week . . . and caught between trying to sell his Highland Park house and finding one in Conn. . . . Anyone want to swap? . . . Wynn Nathan, V.P. with MCA-TV syndication sales, reading RADIO-TELEVISION DAILY issues very closely this year, especially the numbered copies for the Westinghouse hi-fi drawing. . . . Wynn held the lucky paper two years ago at the NAB convention in Los Angeles and he reports the RCA color TV set he won then is working fine, thank you. . . . Also present and accounted for at the MCA-TV hospitality suite 2400: Dave Sutton, V.P. in Charge of Syndication and Lou Friedland, V.P. in charge of racking up those big sales for the firm's package of Paramount features.

★ ★ ★ ★

Richard H. Ullman, Inc., producers of "The Big Sound" inviting broadcasters to suite 966A, to view their new jingle package and news service, the latter called "Dateline Washington." . . . Arthur Alexander busily greeting conventioners in the M & A Alexander hospitality suite, 2419A, and revealing what their "V.I.P. Package" stands for. . . . "Very Important Pictures, Personalities and Products." . . . And a doff of the chapeau to Arnold Stern for dreaming it up. . . . Aside from their features, Larry Stern reports M & A Alexander are busy in Hollywood producing 100 color cartoons, starring of course, "Q. T. Hush, Private Eye."

★ ★ ★ ★

Dropped by suite 2406 to say hello to MGM-TV, to be greeted by their sales managers from all over the country. . . . Richard Harper, General Sales Manager, introduced us to Richard Yates, in charge of southern sales, Charles Alsop from the West coast, and Paul Mowrey, eastern sales manager. . . . Harper, it seems to us, has the right idea about his firm's attendance at the NAB. . . . "Our prime objective in attending the convention," he said, "is customer public relations." . . . Since MGM-TV's features are in over 200 markets, and it's not possible to get into these markets as frequently as possible, he told us, he was glad of the opportunity to see so many people at one time, and on a social basis.

★ ★ ★ ★

Managed to see Richard Brandt, President of Trans-Lux Television Corp., before he dashed back to N. Y. . . . Brandt stopped to tell us about Trans-Lux and its diversified activities in the syndication field. . . . Children's show for one, and educational series for another. . . . They've coined a new word for the latter: "edu-tainment". . . . which describes their Encyclopedia-Britannica film library and their newest addition, "The American Civil War," a series of 13 half-hours originally made by Westinghouse. . . . In the children's field, Trans-Lux has already produced 260 "Felix the Cat" episodes in N. Y. and Brandt expects to announce a couple of new series shortly.

★ ★ ★ ★

Delighted to see another femme at the convention. . . . Dale Clark, who co-ordinates activities on the East coast for the National Audience Board, looking not a bit flustered with the slight confusion arising from her being listed with the N.A.B. . . . We'll avoid confusion and call her a member of the board. . . . And this is the board's first participation at an NAB convention. . . . They were invited this year as observers, to report the broadcasting scene to the public. . . . Maurice Beck stopped by to tell us about his new idea for a station contest to create sponsor traffic and mail. . . . It's called "Show Texas Rasslin'". . . . and it's an innovation for broadcasters who can now run their own promotional contest through sponsors. . . . Winners will receive two free days in Dallas. . . . Maury is in suite 844A and he'll tell you all about it.

★ ★ ★ ★

George Crandall told us the sad news that Bob Schmid, V.P. of Headley-Reed, was critically injured when his horse threw him Sat. night. . . . Bob Miller, prexy of WAIT, Chicago, informed that his wife was busy baby-sitting for Stan Dale, musicaster with the station, while Stan paced the hospital floor awaiting (no pun intended) another arrival. . . . He's 7 lb., 5 oz. and he will be called Rex. . . . Congratulations, Stan. . . . WAIT, Mutual's new affiliate in the Windy City, had its first special events origination yesterday when it did a pick-up of Sec'y of State Herter's NAB luncheon speech. . . . WAIT will repeat today with the same job for the Network when it covers FCC Chairman Frederick Ford's address.

## Storer Names Kamin Midwest Sales Mgr.

The Storer Broadcasting Co. has appointed Donald C. Kamin midwest sales manager, effective immediately. He replaces George Lyons, who is transferred to the Storer New York sales office, in charge of national sales for Storer Station WSPD-TV, Toledo.

Kamin comes to Storer after five years with the Katz Agency in Chicago, where he served as national representative of several of the Storer stations. Previously, he served as a radio salesman for the George P. Hollingberry Co. in Chicago.

## Buyers Exploring WMGM Purchase, Says Hurwitz

Washington Bureau of RADIO-TV DAILY

Washington April 5 — Some 30 potential buyers have talked to RKO Tele-radio about the purchase of WGMS, promotion director Sol Hurwitz said today in answer to rumors involving the pending sale. He said negotiations are still continuing. WGMS is to be sold to permit RKO to buy WRC AM-FM-TV from NBC, which in turn will permit exchange of the NBC Philadelphia properties for the RKO Boston properties, with NBC dickering independently to buy a San Francisco TV station.

## BBG Denies License Bid For Eskimo Station

Montreal, Apr. 5 — The Board of Broadcast Governors turned down the Eskimo Broadcasting Corporation's bid for a northern radio station to program in Eskimo.

The BBG's recommendation for denial of the license was on the grounds that the station would be a religious one.

## OK \$3.5-Mil. Settlement

West Coast Bureau of RADIO-TV DAILY

Hollywood, April 5 — Motion picture, television-film and recording musicians at a mass meeting approved acceptance of a \$3,500,000 settlement for four multi-million dollar trust fund law suits against the American Federation of Musicians and other defendants.

## TODAY'S THOUGHT

★ THE beauty of life lies in struggle and change and making tough decisions.

—ROBERT FROST

# TV Code Best Industry Curb

# Continued Code Support Urged By McGannon

(Continued from Page 1)  
 ciation of Broadcasters in the Conrad Hilton Hotel here.

Ford said, "In general, when the commission is faced with a problem indicating the need for corrective action, the fundamental question in my mind is not whether the commission has the authority to take corrective action, but to determine precisely what remedy is required and whether it is the commission's responsibility to apply that remedy.

"If it should then appear that further statutory authority is needed before the remedy is applied," he continued, "it becomes the commission's obligation to inform Congress of that fact and propose necessary legislation." However,, the FCC chairman added, "We can all agree on the

*In an interview prior to his NAB talk, Ford told RADIO-TELEVISION DAILY, "I don't make the law, I just interpret it." He was referring to a question about Public Section 317, which concerns sponsor identification. Ford noted, "Section 317 has been a part of the law for some time. When we called attention to it, we just reaffirmed the law."*

principle that the least government is the best government, or in more modern terms—the least regulation is the best regulation."

Ford reminded the NAB group that the FCC was created by Congress to insure that licenses meet their obligations "to operate in the public interest." He indicated this includes granting local groups time to bring "matters of importance to the attention of the community," and "stimulating the community's use of his station as an outlet for local expression."

"Operation in the public interest," the FCC chairman declared, "begins to crystallize when viewed in this light. When an effective station policy is established in this regard, an important element of operation in the public interest is delineated."

### Greater Responsibility

But Ford noted that "events of the past year or so have sharply pointed up the need for greater licensee responsibility to insure that stations are operated in the public interest. The four areas in which this problem has been frequently mentioned are (1) fixed quiz shows, (2) payola, (3) excessive violence and (4) obligation to meet community needs.

"Although the industry acted promptly in establishing more effective internal controls to prevent a recurrence of the problems," he said, "the commission nevertheless believed that, in order to avoid a repetition of such a fraud on the public—whether through negligence or willfulness—it was necessary to propose

rules which will require that in any program involving intellectual skill or knowledge where the result has been predetermined, the public shall be informed of that fact and of the nature of the assistance rendered.

"In addition," Ford stated, "we have prepared for submission to Congress a proposed statute which will hold persons outside the jurisdiction of the commission criminally responsible for any deceptions of this nature. There have been bills along this line already introduced in The House of Representatives. We expect measures of this nature to become effective in the near future."

### Proposed Rule

Ford also pointed out that in order to remove all doubts as to the licensee's obligations in the area of 'payola', "we have issued a notice of a proposed rule which will require each station to establish reasonable internal procedures to assure itself that the statutory requirement of an announcement that all matter paid for or furnished shall be made at the time it is broadcast is being observed. We have also drafted legislation," he said, "to include other persons as well as the station owner in this requirement so it will be applicable to the stations and employees alike."

The commissioner disclosed that a recent inquiry to each radio and TV station on the air revealed

*First order of business by Ford will be an administrative reorganization of the FCC. When he gets through, said Ford, he'll "know everything that's going on there, every minute, from the basement to the top." Other problems of the FCC, will be handled on an individual basis as they arise, he said.*

that 88 per cent of them, or 4,131, stated they either received no "payola" or it was limited to free records which were not announced at the time they were aired as being furnished. This leaves 11 per cent, or 515 of them in which the station or its employees had received cash or other consideration for broadcasting material without the required announcement being made.

Ford also commented on complaints received from the public about "excessive violence", noting that a number of witnesses at recent hearings on programming testified that in their opinion, "action looking toward a solution to this problem was of the utmost urgency."

Emphasizing he is "aware of the effort of television broadcasters to be constantly alert to potential harmful effects of the medium and to be responsive to constructive criticism," Ford asserted, "I cannot help but feel that

all that needs to be done in this area is not being done."

"It is not merely a question of whether there is too much of this type or that type of program or advertising matter. Rather, it is the question," said the federal official, "of whether this industry will measure up to its self-imposed responsibilities with respect to the advancement of education, religion and culture; the provision of wholesome entertainment; its special responsibility toward children, decency and decorum in production; its unique position as a vehicle for community affairs, and in its factual, fair and unbiased treatment of news, public events and controversial issues.

"It is axiomatic that the broadcaster's success hinges on his ability to get people to tune to his station. To do this, he must offer a program schedule which appeals to the listener or viewer. Only in this way is the advertiser attracted to his station." Ford stated, "There is no doubt that the average station operation has to be viewed this way from the dollars-and-cents point of view. In this respect, the broadcaster is a businessman like the theater owner or newspaper publisher.

### Obligation To Public

But he asserted that "the law demands of the broadcaster that his operation be responsive to the public interests. There are imposed certain obligations which cannot be sidetracked by, or subordinated to, the business aspects. It is a task which requires thought, perseverance and considered judgment.

"The job now ahead "is to profit by experience and to go forward in other areas to make the broadcast medium all that it is capable of, namely a vital force for the good of the social, cultural, educational and political life of the nation," Ford concluded.

### Balaban Group Stressing Basic Merchandising Plan

Chicago, April 5—The Balaban Basic Merchandising Plan at the Balaban stations is being highlighted during the NAB Convention at the company's suite.

The plan consists of securing maximum buyer interest and maximum retail distribution at the Balaban Stations, WIL, St. Louis; KBOX, Dallas; and WRIT, Milwaukee.

Victor Williams, Director of Merchandising for Balaban, states that the company is increasing the scope of its merchandising activities.

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National Association of Broadcasters, has urged continued support of the code to avoid government control.

McGannon told the television assembly of the NAB convention that code membership is now at the highest level in code history—380 members as compared to a recent low of 269. He said this represents almost 75 per cent of all TV stations in the United States.

"But it is imperative that this progress be continued and, hopefully, in an atmosphere that is far less pressurized than that

*The Television Code Review Board today adopted a resolution expressing appreciation for the service of its retiring chairman, Donald H. McGannon, noting "he has served diligently and faithfully as a member and the fifth chairman" and "during his administration great progress has been made in advancing the cause of the Television Code."*

which we have experienced in the last 8 or 10 months. Our future consists of the perfecting of the basic plan.

"On the one hand, we must guard against the impractical, the unnecessarily puristic, or the tendency to be more onerous or more restrictive than perhaps even the governmental agencies might be if our self-regulatory efforts were to fail.

"On the other hand, our problem is one of demonstrating that self-regulation is not just a cliché. It means just what the words imply—a control, a disciplining of our own business and business activities with a view to protecting our public from deception, from impropriety, from bad taste, from excesses, from blatancy . . .

"We must guard against status-quoism and reject the concept 'relax and it will all blow over.'"

E. K. Hartenbower, KCMO-TV, Kansas City, Mo., is the incoming chairman of the code review board. Other members are Mrs. A. Scott Bullitt, KING-TV, Seattle, Wash.; Joseph Herold, KBTW, Denver, Colo.; Gaines Kelley, WFMY-TV, Greensboro, N. C.; and new members Robert W. Ferguson, WTRF-TV, Wheeling, W. Va., James M. Gaines, WOAI-TV, San Antonio, Tex., and George Whitney, KFMB-TV, San Diego, Calif.

### Prince To BTS

Broadcast Time Sales has appointed Peter Prince to its New York sales staff, effective immediately. He was last an account executive with Prince & Co., a Detroit advertising agency specializing in automotive and insurance accounts.

## BMI Plans Fee Change On Temporary Basis

(Continued from Page 1)

right fees in a way which might save broadcasters \$50,000 to \$100,000 a year. That announcement was made to an assembly of radio executives at the NAB Convention by Robert T. Mason, president of station WMRN, Marion, Ohio, and chairman of the all-industry radio music license committee, and Emanuel Dannett, the committee's counsel.

The agreement, on a trial basis for six months beginning May 1, revises the methods of computing costs in determining BMI's license fees. Dannett said individual broadcasters have the choice of computing BMI fees on the basis of past practices or an earlier agreement with the American Society of Composers and Publishers.

Sydney Kaye of Broadcast Music advised broadcasters they should write to BMI for new account forms that would give them the right of selection in computing their fees.

Mason and Dannett said the music license committee's next move would be to "explore" the possibility of similar negotiations with SESAC.

## RCA Victor Hide-Away Wins Hess TV Citation

A special citation in the 1960 Hess Brothers' "Versatility in Design and Use Contest" has been given to RCA Victor's Hillsborough TV set, a hide-away console.

Tucker P. Madawick, manager, industrial design, accepted the award for RCA. The citation was given by Max Hess, president of the Allentown, Pa. department store.

## Engineers Shown How

Eleanor McElwee, a technical editor in the commercial engineering activity of the RCA Electron Tube Division, gave her male colleagues a "do-it-yourself course" during the technical meetings of the Institute of Radio Engineers recently at the Waldorf-Astoria Hotel.

## Truman Likes Radio-TV But Not For Politics

Chicago, April 5—Former President Harry S. Truman thinks radio and television "are wonderful," but he didn't think it would replace the personal contact so necessary to a political campaigner. Here for an address at the Broadcast dinner tonight, Truman earlier told RADIO-TELEVISION DAILY that "personal contact is what people judge a candidate on, not radio or TV." However, he noted, "I certainly watch when Margaret (his daughter) is on."

## Sweeney Says Show "Guts" Fighting Print Media For Ads

(Continued from Page 1)

competitors and "don't let them push you around."

Sweeney told a jam-packed session to editorialize; to call on advertising managers who favor newspapers and point out radio's effectiveness; and to write anti-radio national advertisers pointing out radio's qualities rather than putting the blame on the station's rep for not getting certain national business.

In a slide and sound presentation lasting over two hours, Sweeney dealt with radio's enemies including newspapers, TV, magazines, outdoor ads and even radio broadcasters, themselves, who fight other stations for the advertising dollar.

### RAB Execs Assist

Sweeney was assisted by a trio of RAB executives; Miles David, Vice President and Director of Promotion; Warren J. Boorum, Vice President and Director of Member Services; and Robert H. Alter, Manager of Sales Administration.

As an example of fighting against newspapers and magazines, Sweeney said stations shouldn't hesitate to point out that the printed competition receives a \$200-million annual subsidy from the government for special mailing privileges. Sweeney also commended CBS' recent decision to review the press and urged local stations to do likewise.

In addition to showing guts, Sweeney also urged operators not to stab other stations—especially with May being National Radio Month and to utilize radio's own facilities at least twenty times daily for next three months to improve radio's image and acceptance. He urged usage of RAB's own transcribed jingles stressing "You Get More Out of Life with Radio" and the Westinghouse Stations' jingles—the latter available at cost to all stations.

Sweeney also recommended stations develop their stories against newspapers and have salesmen make at least one daily presentation stressing this point. Finally, Sweeney told stations to enlarge their own audience by better programming and better promotion.

What to do when a big national agency places practically none or very little spot radio? While not mentioning any names, the Leo Burnett Agency's Vice President in Charge of Media Research has stated: "You can not reach a mass audience with radio." Sweeney urged stations to call on district managers of clients represented and other key local executives by the unnamed agency and, after

a thorough analysis of the client's problems, make a detailed recommendation to the agency and advertisers.

Sweeney cited several agencies, who after thorough study, put a tremendous amount of their advertising budget into spot radio: Cunningham & Walsh, Grey Advertising Agency, N. W. Ayer, SSC&B, William Esty, and Erwin Wasey, Ruthrauff & Ryan.

Sweeney and the RAB trio took all competitive media and listed in detail all their advantages and disadvantages.

With nearly \$12-billion to be spent in all advertising this year, Sweeney said stations had to fight and get a greater share than they have been getting.

While admitting radio got a larger share of the advertising dollar last year than in 1958, Sweeney said still greater increases should be given spot radio. Radio jumped from \$616 million to \$638 million last year but gave these other figures for other media: newspapers; from \$3.192 billion in 1958; TV; to \$3.517 billion in 1959; TV; from \$1.354 billion in 1958 to \$1.525 billion in 1959; and magazines from \$767 million in 1958 to \$866 million in 1959.

Five big objections commonly voiced against local radio were: no-one listens, no results, too many stations, better results from other media and "can't afford it." Sweeney went into detail how to overcome these objections including statistics on more sets sold, radio's mobility, increase in car radios and other pro-radio factors. He cited the sale of Japanese radios alone of 4 and a half million here last year as one example of radio's tremendous growth. In addition two agency surveys show more listening being done today than ever.

RAB's own claims, citing J. Walter Thompson survey which showed an average daily listening of two hours, 54 minutes per day and McCann-Erickson's survey of four hours, 36 minutes per day average listening.

Magazines were cited as starting to go after regional business and radio stations were given ammunition to fight this growth. Sweeney cited Look Magazine which had \$48 million in regional ads for the last part of 1959 and already have \$100 million on books for this year. Arguments advanced against magazines included fact they can't sell full price subscriptions—that 62 per cent had to be sold at bargain prices; magazines miss one-third of all families; seven of largest

## \$1 Million Radio Survey Planned At NAB Confab

(Continued from Page 1)

conduct a \$1 million radio survey to begin late this year in conjunction with the 1960 census.

A detailed account of how many are listening to radio on a daily, weekly and monthly basis would be given. It would break down radio listening on a county by county basis.

### Outlines Plan

Outlining the plan to a group of 50 radio station representatives was Peter Lasker, vice president of the Crosley Broadcasting Company. Nielson executives on hand were Vice Presidents Henry Rahmel and John K. Churchill.

## Radio Execs Told Unite To Ward Off Challenges

Chicago, April 5—A veteran radio broadcaster told his colleagues today they must wade together through "the most troubled waters we have ever faced."

F. C. Sowell, vice president and general manager of WLAC, Nashville, Tenn., and chairman of the Radio Board of Directors of the National Association of Broadcasters, delivered opening remarks at an assembly of radio executives attending NAB's 38th annual convention.

### Broadcasters Badgered

He said broadcasters, badgered by "scads of critics and do-gooders" and their "alleged sins emblazoned on the first pages of newspapers," face the greatest challenge in its history.

"It is time someone was extolling our virtues," he said. "If we must do it ourselves, let's do it."

Sowell said one way to do this is through subscription to the NAB's Standards of Good Practice for radio broadcasters. He pointed out that the NAB now has 2,066 radio members and that 63 per cent of them subscribe to the Standards of Good Practice.

He dismissed as "hogwash" complaints by small non-member broadcasters that NAB only helps large stations, and complaints from large non-member stations that it only helps the smaller ones.

Broadcasting's best answer to its problems, he said, is a "united front to ward off these attacks."

"We must march in solid formation to meet whatever challenges lie ahead."

magazines miss 44 per cent of people over ten; cost per thousand of magazine ads is too high and magazine ads do not develop mass circulation.

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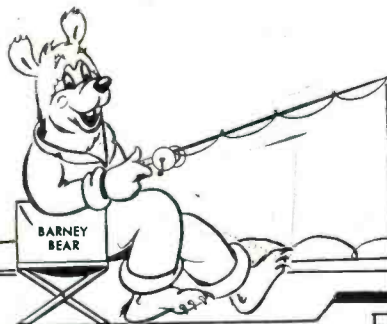
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