Pay TV close as Hartford bid nears approval; cable plan set in Little Rock.............. 23

TV likely to continue hot, despite upped costs of talent, Petry study says .............. 28

Spray-it-on starch competition means new money for radio and TV promotion........ 32

No Dak State University or Agric & Applied Science Library
Fargo No Dak
"R.C.M.P." Always Gets Its Audience. Into whatever city the Royal Canadian Mounted Police ride, audiences surrender willingly. A review in Variety tells why: "If there is anything new under television lights... ("R.C.M.P.") is it... the freshness lies in... every character, major and minor... Top thesping and solid casting get the credit here, plus some of the nicest lensing ever shown... will reach top acceptance wherever it goes... high drama and suspense in every show." No wonder audience count soared 800% over previous programming when the "R.C.M.P." series paraded into Atlanta over WLB-A. And Nielsen reveals: Baltimore, WBAL-TV — viewers up 37%; Cleveland, KYW-TV — up 85%; Columbus, WLW-C — up 71%; New York City, WNEW-TV — up 138%; in Los Angeles, KTTV — up 48%; San Diego, KFMB-TV — a rise of 20% Success Over And Over Again. In Boston, over WAZ-TV with a 29.9 rating and 51% share, "R.C.M.P." leads all programs in its time period... captures more than twice the audience of its nearest competitor. In Cadillac- Traverse City, Michigan, over WWTV, "R.C.M.P." doubled the ratings of previous programming with a 38.6 rating and a 78% share of audience. "R.C.M.P." is the only dramatic series based on the experiences of the world-famous Royal Canadian Mounted Police ever to receive its official endorsement and cooperation. To capture bigger audiences, mount up and ride with "R.C.M.P."

CNP

they always get their audience
THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station’s many activities dedicated to inspire and enlighten the viewers it serves.

WGA-L-TV Channel 8
Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Rochester $6.5 million deal

In final stage last weekend was three-way $6.5 million transaction wherein Transcontinent's ch. 5 WROC-TV would be sold to time-sharing stations on ch. 10 (WHEC-TV and WVET-TV). Three Rochester entities would finally become two full-time stations. Acquired would be assets of Transcontinent's WROC-TV with Gannett's WHEC-TV operating fulltime on ch. 10, and Veterans' WVET-TV acquiring assets of ch. 5 WROC-TV. Two would jointly hold real estate and supporting tower from which both stations operate but Gannett would acquire Transcontinent's FM station.

In nutshell, Transcontinent would receive $6.5 million figure for its TV-FM assets and real estate. Under related contract, Gannett exchanges its half-interest in WROC-TV for assets of WVET-TV. Final agreement covers Gannett's acquisition of its FM and real estate for $1,135,000 figure. Transcontinent hopes to acquire another TV station to restore its quota to maximum of five VHF's. (It also owns one VHF - WNEP-TV Scranton-Wilkes Barre, Pa.)

Plum for TVAR?

Deal is all but set for Television Advertising Representatives Inc., house rep for Westinghouse tv stations, to pick one of richest representation plums to be dangled in years. If negotiations go through, TVAR on June 25 will begin representing WTOP-TV Washington, WJXT (TV) Jacksonville, Fla., and WBTV (TV) Charlotte, N. C., which have been looking for new rep since CBS-TV Spot Sales — their rep for many years — was ordered by FCC to quit representing stations not owned by CBS Network.

About 7 million annual spot billings reportedly are involved. WTOP-TV (ch. 9) and WJXT (ch. 4) are owned by Washington Post and WBTV (ch. 3) by Jefferson Standard Life Insurance Co. All three are primary CBS-TV affiliates. This would be TVAR's first representation of stations not owned by Westinghouse.

Abolish ratings?

Will effort be made under New Frontier auspices to abolish program ratings? Gaining momentum is notion that ratings should be done away with because of depressing effect on quality programming which loses out to mass appeal programs in lower level entertainment classifications.

This thesis may develop in House Commerce Committee investigation of rating surveys now in paper-work stage. Some light also may be thrown on administration sufficiency at confirmation hearings on nomination of Newton N. Minow for FCC chairmanship, tentatively set for Feb. 8.

Minow's mandate

One and only mandate given to FCC's incoming Chairman Minow from President Kennedy was to raise level of programming. Mr. Minow has emphasized that his effort will be in that direction although he recognizes anti-censorship mandate of First Amendment and of Section 326 of Communications Act. In this regard, he's believed to see eye-to-eye with FCC's outgoing Chairman Fred W. Ford who, however, will remain member of commission.

Scotus censorship dilemma

Because of dire consequences that could ensue from Supreme Court decision in motion picture censorship case (story page 62), publishing interests are strongly urging petition for reconsideration by losing Times Film Corp. While chances of Supreme Court reconsideration usually are remote, attorneys feel that in light of sharply divided court (5 to 4) and strength of dissenting opinions, reconsideration might be entertained.

First to urge immediate petition to rehear was American Book Publishers Council Inc., which indicated it would support this move amicus curiae (as friend of court). American Newspaper Publishers Assn. likewise was being imparted to lend its support and it was learned Friday that strong segments among broadcasters favor amicus curiae participation through NAB in light of precedent-shattering opinion which would invoke censorship "before the fact." NAB Board session in Palm Springs, Calif., Feb. 8-10 will consider participation.

Aubrey talks turkey

CBS-TV is still running into some areas of heavy resistance in selling its rotating-minutes sales format to affiliates, but officials say these areas are diminishing and they're now confident plan will succeed. To speed acceptance, President James T. Aubrey Jr. went on closed circuit last Thursday with what some described as "facts of life" talk to stations. What he said in effect was that new plan — sale of minute announcements in 10 a.m. to 12 noon block, effective Feb. 13 (BROADCASTING, Jan. 16, 23) — was dictated by competitive practices of other networks, that CBS-TV had held line as long as it could but that combination of higher prices and less flexibility for advertisers in that morning block left no choice but to face up to changing conditions and meet competition. Last there be any doubt about seriousness of his appeal and of network's need for more morning business, he suggested only alternative just might be cutback in morning programming.

Study report far away

Despite FCC's action last week breaking legal impasse (see story, page 61), Network Study Staff on programming still is more than year away. After completing talent agency and program packaging phase of inquiry, commission plans to quiz at least two other groups before making final findings. Network staff, headed by Ashbrook Bryant, will turn to big tv producers, such as David Susskind and Robert Saudek, after completing Hollywood phase. Final group on agenda will be 3 tv networks, still months away.

Hours have it

You can now discount any vague inferences (and possibly hopeful talk) from agency folk that there will or won't be more-or-fewer hour shows on networks next season. Trend seems assured: there'll be more hour shows in prime-time than at any past period in networking.

Murrow to USIA?

Newscast on CBS Radio Friday night reported that Edward R. Murrow would be appointed director of United States Information Agency. Late Friday there was no confirmation from White House or Mr. Murrow who was enroute to New York from Birmingham, Ala., and not available. Among others who were known to have been under consideration for job was Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International and former NBC president and chairman. He has been member of USIA Broadcast Advisory Board for past two years.

Published every Monday. 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1703 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.
New York is giant in size and sales. It is not easily sold! wpix-11, New York's Prestige Independent, delivers the “right tool at the right time” — minute commercials in prime evening hours in a “network atmosphere” of fine programming, advertisers and audiences. Programs like Air Power, M-Squad, Bold Journey, San Francisco Beat, The Honeymooners. Advertisers (98% of wpix advertisers are national) like General Foods, General Motors, P&G, Coca Cola, R. J. Reynolds. A. C. Neilsen has proved there is “no significant difference” between wpix’s Audience and the leading network station in terms of income level, age, occupation, etc. wpix-11 is a giant-beating opportunity in New York television.

where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT
There are signs of a showdown in the long-pending fight by pay TV advocates as FCC approval of a Zenith on-the-air trial in Hartford looms. Telemeter grants cable franchise to community antenna operator in Little Rock. See . . .

PAY TV'S DECISIVE TEST . . . 23

Hope is appearing for continued and stiff competition in television despite increased costs of spot production under new union contracts. Petry analysis holds talent costs should not be a controlling factor in campaign decisions. See . . .

TV SPOT STILL COMPETITIVE . . . 28

The versatile Goodson-Todman television team is about to spread out into new types of live and filmed programs, may get into station ownership and syndication. See . . .

NEW GOODSON-TODMAN GAME . . . 44

That simple item in the household laundry, starch, has become one of the exciting features of the current marketing world due to the introduction of spray cans. Radio and TV should benefit from growing competition in field. See . . .

STARCH TO BLOOM IN SPRING . . . 32

A top agency executive, Marion Harper Jr. of McCann-Erickson, wants advertising and marketing services to make a more intense effort to improve their own productivity. He suggests seminars and distribution workshops. See . . .

HARPER ASKS MORE PRODUCTIVITY . . . 36

President Kennedy makes communications history when he allows live broadcasting of his first news conference. Despite the gloomy forecasts of print media, it was a newsworthy and fast-moving conference. See . . .

JFK'S FIRST NEWS CONFERENCE . . . 52

Broadcasters more than lived up to their promises that Sec. 315 relief would bring improved coverage of 1960 political campaigns, according to Sen. Vance Hartke in address to National Religious Broadcasters convention. See . . .

POLITICAL COVERAGE IMPRESSIVE . . . 56

The FCC's suggestion that broadcasters be prevented from selling stations until they have owned the properties three years seems to have struck an unhappy note in the industry. If trafficking is suspected, FCC can act, it's felt. See . . .

THREE-YEAR SALES BAN HIT . . . 58

The FCC wins a legal victory when U. S. Court of Appeals approves its plan to revoke the ch 5 grant in Boston and to reopen case. See . . .

COURT OK'S FCC IN BOSTON . . . 54

The U. S. Supreme Court engages in some intramural feuding when it issues a 5-4 decision upholding Chicago's censorship of the film "Don Juan." The consequences may be far-reaching. Minority opinion is bitter. See . . .

HIGH COURT OK'S CENSORSHIP . . . 62

Two ABC-TV shows, "The Rifleman" and "Peter Gunn," seem to be holding the attention of CBS-TV, which apparently would like to purloin them for next season. See . . .

CBS-TV EYES TWO SHOWS . . . 38

DEPARTMENTS

AT DEADLINE ................. 9
BROADCAST ADVERTISING .... 28
BUSINESS BRIEFLY .......... 42
CLOSED CIRCUIT ............. 5
COLORCASTING ............. 48
CHANGING HANDS .......... 66
DATEBOOK ................... 15
EDITORIAL PAGE .......... 94
FATES & FORTUNES .......... 72
FOR THE RECORD .......... 79
GOVERNMENT ............... 52
INTERNATIONAL .......... 69

LEAD STORY .................. 23
THE MEDIA .................. 64
MONDAY MEMO ............... 20
OPEN MIKE ................... 18
OUR RESPECTS ............... 93
PROGRAMMING ............... 44
WEEK'S HEADLINERS ......... 10

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00; Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1125 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.
What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a whale of a lot more families of course listen to both WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say—us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for all the facts!

*According to BOTH SRDS and Sales Management, Fall, 1960.
NABET taking ABC strike vote

Threat of strike at ABC developed Friday when National Asnn. of Broadcast Employees & Technicians announced in Cincinnati it has instructed its local members at ABC installations throughout the country to vote over weekend on strike authorization against network (see story, page 48). Present contract expires midnight Jan. 31.

Clifford Gorsuch, NABET director of network relations, said union took this step after ABC negotiators stalled on union's demand to establish pension plan at ABC. He reported ABC was notified Jan. 24 that further talks on new contract would not be pursued until ABC agreed to concept of pension plan. Mr. Gorsuch added that since ABC had made no overtures by last Friday, NABET negotiators decided to seek strike authorization from its members. He said it would not be "accurate" to say that negotiations had broken down with ABC, since network can resume talks by offering to discuss pension plan.

NABET has been meeting with negotiators from both ABC and NBC since early this month. Mr. Gorsuch said negotiations are still continuing with NBC, which has pension plan for NABET members through RCA. He summarized progress at NBC negotiations this way: "It's still in a state of trading. Things are not quite as bad as at ABC."

ABC officials declined to comment on developments. It was reported network had alerted its non-union employees, who had technical training, to stand by for any emergency.

International Brotherhood of Electrical Workers and CBS which held week-long conferences in Washington, planned to continue sessions this week. Main issue is job security, according to union.

CBS-TV autumn planning ahead of other networks

CBS-TV is closest of three networks to firming its nighttime program schedule for next season, exact reversal of situation last year at this time when CBS-TV was late in planning. Only night badly in need of repair: Thursday, with possibly entire 7:30-9 p.m. block to be reprogrammed. New hour show is expected to fill vacancy on Wednesday, 8:30-9:30, while there's talk Aquanauts may be moved from earlier hour that night; Tuesday starts at 7:30 with Gunsmoke repeats followed probably by Rifleman. New shows mentioned: Defenders and Joey Trouble, both hour-long, while new one-hour Gunsmoke goes into Saturday, 10 p.m. spot.

ABC-TV's scheduling is already taking on substance with sales pitches settling on at least two programs: hour-long The Corruptors (Four Star) and Dr. Kate (Telman Productions). Of interest among several other shows on ABC-TV's probabilities: Hubbell Robinson's Studio 61, made up of hour-long dramas, and Warner's latest, Las Vegas File, also one-hour series. Half-hour possibilities: Warner's Room For One More (situation comedy) and Small Town D.A. (Ziv-UA). NBC-TV's line-up is furthest from settled, mainly because of near-complete revamp said to be as high as 70% of nighttime schedule and possibly higher.

New legislation prescribes ethics for Capitol Hill

Continuing Congressional concern with ethics in government reflected in legislation introduced last week.

New York's Republican Senators Jacob J. Javits and Kenneth B. Keating proposed measure to deal with conflicts of interest in legislative branch as well as executive. Rep. John Lindsay (R.-N.Y.) is sponsoring similar bill in House.

New Yorkers' bill would require member of Congress or employee of either House to disclose financial interest of $10,000 or more in any activity subject to regulatory agency jurisdiction. Measure would also require any ex parte exchange between Congressman or Senator and regulatory agency to be made part of public record.

In separate development, joint resolution was introduced calling for creation of Commission on Ethics to help implement Government's code of ethics. Commission would be nine-member quasi-judicial body, composed of representatives of executive and legislative branches and public.

Resolution is being sponsored in Senate by Sen. William Proxmire (D-Wis.) and in House by Rep. Charles E. Bennett (D-Fla.).

Milwaukee stations to switch networks

Exchange of CBS-TV and ABC-TV affiliations in Milwaukee is coming up in April, when Hearst Corp.'s ch. 12 WISN-TV switches from ABC-TV to CBS-TV, and Storer Broadcasting's ch. 6 WITI (TV) moves from CBS-TV to ABC-TV.

WISN-TV signing with CBS-TV was announced Friday by William Goodnow, vp and general manager of station, and Carl Ward, CBS-TV vp and affiliate relations director. WITI alignment with ABC-TV was announced, also Friday, by Lee B. Walles, executive vp of Storer. Effective dates of changeovers were given as April 30 for WITI, and "In April" for WISN-TV; presumably dates will be made to coincide. Hearst publishes Milwaukee Sentinel. WTMJ (TV), ch. 4, owned by Milwaukee Journal, is NBC-TV outlet in Milwaukee.

KMSP-TW Twin Cities joins ABC-TV, replacing WTCN

KMSP-TV Minneapolis-St. Paul (ch. 9) will replace Time Inc.'s WTCN-TV (ch. 11) as ABC-TV primary affiliate in that area effective April 16. Signing of currently independent KMSP-TV was announced last Friday by Julius Barnett, ABC vice president for affiliated stations, and Don Swartz, president-general manager of station. KMSP-TV is owned and operated by United Television Inc. Signing of KMSP-TV was preceded by reports of differences between network and WTCN-TV regarding affiliation relationship, despite ABC-TV's recent and apparently still untroubled association with WTCN-TV's parent, Time Inc., in co-production of four documentaries this season (Broadcasting, Nov. 21, 1960).

4.18 viewers per household shown by ARB profile

Average of 4.18 different viewers per household—1.98 males, 2.2 females—watch television in average week, according to ARB. More at Deadline page 10
**WEEK'S HEADLINERS**

**Lester Gottlieb** appointed director, special programs, NBC-TV, effective Feb. 16. He replaces Richard Linkrum who returns to studio production. Mr. Gottlieb for the last year has been vp of General Artists Corp. talent agency with supervisory responsibility for *Perry Como* show. He formerly spent 11 years with CBS serving as vp, radio programs, director, daytime tv programs, and director, tv program development.

**Jack W. Minor**, director of marketing, sales and advertising for Plymouth, Valiant and DeSoto, joins Don Fedder-son Productions, Hollywood, as vp in charge of sales and development. One time media salesman in East, Mr. Minor was vp of Grant Adv., Detroit, and supervisor of Dodge account before moving to Chrysler Corp., first as advertising-merchandising director of its Dodge Div., then as Plymouth sales vp before his three-model directorship. At Fedderson he will work closely with MCA, which represents majority of company's projects.

**Roger La- Reau**, account executive for past five years in New York office of Petry TV, appointed to newly-created post of vp and director of client relations for Edward Petry & Co., parent organization. His new responsibilities will encompass both radio and tv and will involve liaison with advertisers and Petry-represented stations. Earlier Mr. LaReau had served in executive sales capacities with Crosley Broadcasting Co., WRDW-TV Augusta, Ga., and WTVN (TV) Columbus.

For other personnel changes of the week see *FATES & FORTUNES*.

According to American Research Bureau's first "comprehensive" national audience profile report, made public Friday. Based on ARB surveying conducted in November 1960, it shows largest male groups viewing are in 30-39 and 6-12 age groups (average: 0.3 persons in each group per household); among female viewers, biggest groups are 18-29 category (0.36 per household) and 30-39 bracket (0.32 per household). Report, now being received by agency, advertiser and network subscribers, presents breakdown on audience characteristics per network program (BROADCASTING, Dec. 26, 1960).

**Tv music license group names two subcommittees**

Two subcommittees have been named by NAB's All-Industry Music License Committee to handle details of negotiations with ASCAP. Current tv contracts with ASCAP expire Dec. 31. Named by Hamilton Shea, WSVA-TV Harrisonburg, Va., to finance subcommittee were Campbell Arnoux, WTVN Norfolk, Va., chairman; Clifford M. Kirtland, Transcontinental Television Corp., and B. Fuqua, WJBF (TV) Augusta, Ga. Mr. Shea is chairman of all-industry group, which held first meeting Jan. 26 in Washington.

William Grant, KOA-TV Denver, was named chairman of subcommittee to study legal aspects of music situation. Also on subcommittee are Charles C. Woodard Jr., Westinghouse Broadcasting Co., and John E. McCoy, Storer Broadcasting Co.

"Hong Kong" test popular

ABC-TV's "experimental" telecasting of two different episodes of *Hong Kong* in different time slots but on same evening (BROADCASTING, Jan. 16) was "resounding success," network reports. Series, normally seen 7:30-8:30 p.m. (EST) time slot Wednesday, was also seen 10-11 p.m. period Jan. 25. Latter showing, pre-empting *Naked City* for evening, won 20.9 Trendex rating and 42.1% share audience. *Naked City* usually captures 43% share audience.

**Voice plans super-power portable transmitters**

Plans for movable super-power radio station that can be set up in any world crisis spot within month were announced Friday (Jan. 6) by Henry Loomis, Voice of America director.

He will ask Congress for $1,859,000 for portable transmitter which includes one 50kw standard broadcast unit and three 50 kw shortwave units that can be linked together. Entire facility would be mounted on trucks and could be driven, flown or shipped to desired area. Emergency station, it was reported, could be built within year after congressional approval and could be set up anywhere within 30 days.

**Lever shifts two to JWT**

Lever Bros., New York, is announcing today (Jan. 30) transfer of Air-Wick account from Foote, Cone & Belding, New York, and its Dinner-Redy account from Kenyon & Eckhardt, New York, and assigning both to J. Walter Thompson Co., New York. Both are active in tv, with Air-Wick billing about $800,000 and Dinner-Redy approximately $650,000 in television. K&E will retain Lever's Imperial Margarine and Pepsodent, and K&E will keep company's Praise, Spry and Handy Andy products.

**Kennedy liked conference**

President John F. Kennedy was pleased with first news conference Jan. 25, according to Andrew Hatcher, his assistant news secretary. In Columbus, Ohio, talk, he said President plans more live conferences, with number up to networks. He said all news conferences will be conducted on "open" basis with as few restrictions as possible.

**TIO activities praised**

Review of 1960 activities of Television Information Office highlighted meeting held Friday in its N. Y. headquarters and attended by committee members. Sixty stations in 19 cities which issue tv informational bulletins were praised as well as TIO's new interaction publication, library service and addition of four stations as spon- sors. Meeting presided over by Clair McCollough, Steiman Stations.

**Business briefly...**


Northam-Warren Corp. (Cutex lipstick, hand care), Stamford, Conn., doubling tv budget. On Feb. 20 firm starts participation in three daytime shows on ABC-TV and seeks night participation. tv spot schedules start in April in top 20 markets. Agency, Doherty, Clifford, Steers & Shenfield, N. Y.
leads in movies
KETV is the movie station in Omaha for the 14th consecutive rating period. KETV’s nighttime Movie Masterpiece has an 18.5 average rating, Tuesday through Sunday. Runner-up Station Y has only a 5.8 average rating.

leads in news
More people in Omaha and Council Bluffs, Iowa, watch news on KETV at 10:00 p.m. than on any other station — every night of the week:

- KETV 23.0 average
- Station Z 21.3 average
- Station Y 21.2 average

leads in prime time
KETV is the leading station in Omaha from 6 p.m. to midnight — every night of the week:

<table>
<thead>
<tr>
<th>Time</th>
<th>Station Z</th>
<th>KETV</th>
<th>Station Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 p.m. to 9 p.m.</td>
<td>31.0</td>
<td>36.0</td>
<td>32.0</td>
</tr>
<tr>
<td>9 p.m. to midnight</td>
<td>31.0</td>
<td>40.0</td>
<td>28.0</td>
</tr>
</tbody>
</table>

leads in top-ten network shows
KETV has five of the Top-10 network shows in Omaha.

Source: Nielsen Station Index, December, 1960

CALL H-R NOW

Ben H. Cowdery, President
Eugene S. Thomas, V.P.
and Gen. Mgr.

OMAHA WORLD-HERALD STATION
ABC TELEVISION NETWORK
The Embassy of Spain

Senorita Mercedes de Areilza, daughter of His Excellency Jose Maria de Areilza, former ambassador of Spain to the United States, photographed at the Spanish Embassy in Washington, D.C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.
NEW HORIZONS IN COMMUNICATIONS

The Bell System will spend 2½ billion dollars for new equipment, new services and new ideas this year to grow with America

That's a lot of money.

But the Bell System has been investing in additional plant at a high rate for the past five years.

With those dollars, during that time, we've opened up some far-reaching frontiers.

For example:

We put nearly 15 million more telephones into service. We added facilities for a billion more Long Distance calls a year.

We bounced telephone calls off the moon and Echo I as a prelude to a world-wide satellite communication system.

We developed Data-Phone service so that electronic business machines can "talk" to each other over regular telephone lines. (Some day, machines will do more talking than people!)

We extended Direct Distance Dialing so that more than half our customers can dial their own Long Distance calls quickly and easily.

We introduced the lovely little Princess phone that lights up for easy dialing—and the Call Director telephone that gives business a versatile, efficient intercom system in one compact instrument.

More Advances Ahead

We're testing pushbutton phones that are faster than dialing—and an Electronic Central Office that provides telephone services never known before.

We're launching Bellboy—a small pocket receiver that tells you when someone wants to reach you on the phone.

These are only a few of the notable new products and services from Bell Telephone Laboratories being made available for nation-wide use.

Our job is BIG—and growing at a fantastic rate. Right in the midst of America's population explosion, telephones have been multiplying faster than people!

More Capital Needed

To meet this demand...to improve and extend your service...takes dollars by the billions. And investors will continue to put up the billions only if they expect to be reasonably well paid for the use of their money.

Only with continued adequate earnings can we conduct the research and plan the orderly expansion that keep the quality of your telephone service going up—while holding the price of it down. All these things benefit the telephone user, of course.

But, in addition, those dollars generate local jobs and opportunities—add to national progress and prosperity—and further advance the finest, fastest telephone service in the world.

FREDERICK R. KAPPEL, PRESIDENT
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
DATEBOOK
A calendar of important meetings and events in the field of communications
*Indicates first or revised listing.


Jan. 30-Feb. 3—National Retail Merchants Week sponsored by 11,500 stores of National Retail Merchants Assn., with slogan, "Retailing Serves America.


FEBRUARY
Feb. 1—Television Bureau of Advertising, showing of "The Progress of Discontent." The Statler Hilton Hotel, Washington, D. C., 8 a.m.

Feb. 1—New deadline for comments on FCC's revise annual financial report (Form 204) due from all broadcast stations, including condensed balance sheet, annual report, and audited statements. New income statement and a new breakdown of revenue. Docket 13,045.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information programs. Entries will be accepted for radio-station networks and stations, advertisers, daily and weekly newspapers, news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NMC also will administer Alfred P. Sloan Radio-Tv Awards for Highway Safety from among recipients of Council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill. (212-732-6634) or from Printed Matter, Inc., Conshohocken, Pa. (215-577-9017).


Feb. 1—AP Broadcasters Assn. Holiday Inn, Minneapolis.


Feb. 3—American Press Institute Broadcasters of Minnesota, winter meeting. Leamington Hotel, Minneapolis.

Feb. 3—Directors Guild of America, annual awards dinner dance. Beverly Hilton Hotel, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in the cinematographic motion pictures. Live and film tv programs.

Feb. 5-6—Texas Assn. of Broadcasters spring convention. Commodore Perry Hotel. Austin.


Feb. 6-7—Texas Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Feb. 6-10—NAB Board of Directors winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb. 6; Distinquished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; TV Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—International Broadcast Awards banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—Michigan Assn. of Broadcasters annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state. Feb. 8—NAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.


Feb. 11—American Women in Radio & Television, Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV), Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of McCull's magazine, and Sid Bernstein, editor of Advertising Age.


Feb. 15—Hollywood Ad Club in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president. Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on FCC's proposals to change ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.


Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcasters Assns. Shoreham Hotel, Washington, D. C.

Feb. 23—Broadcast Pioneers. New York chapter, first of a series of annual salutes to stations, WLW Cincinnati to be honored, 8 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 25-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).


MARCH

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

Advertising Federation of America annual legislative IHR Conventions

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C. April 7-9—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

Got a tough market to crack? Call in CBS Films’ "The Brothers Brannagan."
In seven-station New York, this brand-new detective-action series consistently tops all competing shows!* And reports from more than 100 other markets sold to date—Atlanta to Providence, Dallas to San Diego—indicate the Brannagans are taking audiences by storm.

Sponsor action? Camel, Standard Oil of Indiana, American Stores, Blue Plate Foods, Chesebrough-Pond’s, Campbell Soups, Rheingold are staking out customers with 39 Brannagan half-hours.

Co-stars Steve Dunne and Mark Roberts have just completed a month-long, nationwide personal appearance tour, making legions of new friends for the show and its sponsors! Now is the perfect time for you to get in on all the excitement. Just call...

© CBS FILMS
"...The best film programs for all stations." Offices in New York, Chicago, Detroit, Los Angeles, Boston, St. Louis, San Francisco, Dallas and Atlanta. And in Canada: S. W. Caldwell Limited, Toronto.
TROUBLESHOOTERS!
OPEN MIKE

Crime & classics

EDITOR: The following paragraph is from a letter to me from my brother David, who is on the editorial staff of *Architectural Forum* and lives in Nutley, N.J. I thought it might interest you. John, quoted in the letter, is a second-grader:

John asked me last night: “What was the name of that program where that woman wanted that man to stab that other man and he did stab him and he died?” “What?” I asked, wondering what these kids doing at that television when I’m not around to see that they watch the wholesome stuff. And John said: “You know—that program that had the three witches and all that.” Then—and only then—did I remember that we had sat together several weeks ago and watched Macbeth! I tell you, there’s some awful stuff on television these days.

W. F. Allison, Account Supervisor, Ketchum, MacLeod & Grove, Pittsburgh.

For viewing only

EDITOR: We were very pleased with your excellent treatment of our new “total tape center” [The Media, Jan. 9] and wish to thank you for your efforts.

It certainly is ungenerous to point out an inaccuracy . . . but we would like to draw attention to the statement: “The tape control center is linked with the company’s large production studio in East Rutherford, N.J., two smaller studios adjoining the control center at 36 W. 44th . . .”

Actually, we do not have two studios at West 44th Street; we have two client viewing rooms . . . —Jack D. Bežaříž, Vice President, Sports Network Inc., New York.

Premature Ph. D.

EDITOR: I enjoyed your piece on Mr. Minow . . . and think you made it remarkably comprehensive as well as interesting . . . I am flattered to have been included—though I would have corrected one bit of misinformation [Closed Circuit, Jan. 16] if I had remembered that Mr. Minow might still be under the impression that his secretary has a Ph.D. (I broke off my studies when I went into the Stevenson campaign in 1952, and never returned to them.)—Roxane Eberlein, Secretary to Mr. Minow, Stevenson, Rijkind & Wirtz, Chicago.
In this era of accelerated scientific accomplishment, moon shots, and electronic brainpower, fewer and fewer manufacturers would risk turning their products loose on the market without first testing them in the laboratory, then in the field.

Yet many of these same companies—spending proportionately as much on promotion as they are on new product development—still aren’t taking even the most rudimentary precautions before committing large sums of advertising monies.

Let’s Test Commercials • Take tv commercials, for example. We all recognize that there is no substitute for the genuine creativity and educated instincts of experienced professional advertising men any more than there is for the performance of a highly-trained product development team. But most products continually undergo careful analysis before they are marketed while many tv commercials still are aired without benefit of adequate testing.

Erwin Wasey, Ruthrauff & Ryan’s program for testing tv commercials was, in effect, pre-tested by our own people for more than six months. And today—in spite of the enthusiastic reception from our clients and our own personnel—we are constantly refining it.

On May 17 of last year, 25 women sat in EWR&R’s Los Angeles projection room, watching an hour-long rerun of a Sugarfoot episode, complete with six commercials. Frankly, the initial results of this first experimental test were less than successful. We found women were bored watching reruns and took the opportunity during the commercials to talk to their neighbors.

However, after five such small sample tests dedicated to “learning the hard way,” we launched the final large-scale test at CBS on July 9. This test proved highly successful and gave official birth to our continuing program; since then we have completed three tests and plan another shortly.

To provide geographical representation, each test is conducted in five cities across the nation—Peoria, Ill., Springfield, Mass., Santa Ana, Calif., Birmingham, Ala., and Dallas, Texas.

A Solid Foundation • We launched the program by sending members of our own and client research departments to each of these cities to hire and instruct interview supervisors and interviewers. At the same time, they arranged also for facilities where tests could be held. Then, to recruit respondents, we sent out letters to names selected at random from phonebooks.

Response to this original request for respondents resulted in approximately a 5% return. Information on return post cards—including age of the housewife, education and family-size—then helped us to develop cross-sections.

More than 100 of the persons returning a card were called by a local interviewer and personally invited to a test. Acceptance and show-up varies from city to city, but averages 80%-90%.

When respondents enter each auditorium, they are greeted by the interviewers, given questionnaires to fill before the program (providing us with additional classification data) and ushered to their seats. As soon as the attendance is complete and questionnaires filled out, the interviewing supervisor in each city delivers a short talk describing the purpose of the test.

When we recruit respondents, and again in this talk, we tell them we are interested strictly in their opinion of the programs. No mention is made of our interest in the commercials because we want to approximate the situation in the home when a person views a television show.

Show’s the Thing • Respondents view an hour-long program consisting of two half-hour pilot films. To date, these films have consisted of “preview” episodes of Pete and Gladys and a half-hour episode of a western that appeared on television several years ago. Three commercials were spliced into each of these shows. After the two shows have run, respondents are given a second set of questionnaires to complete, describing their reactions to the show (i.e., to the characters in the shows, etc.). No comment on the commercials is called for at this time.

On the following day, five interviewers in each city complete calls to between 40 and 50 respondents. At this time, we state that we would like to find out what commercials the respondent remembers and what points she can recollect about each commercial.

Our interviewers tell respondents that it is their opinions which count whether favorable or unfavorable and urge them to be completely honest. Judging from the amount of comments and criticism we are receiving, we appear to be getting just this. We, quite honestly, have been amazed by the cooperation to date. Telephone interviews have averaged almost an hour and respondents frequently ask if they can come back to participate in another test.

Do They Get Message? • Our telephone interviews provide us more than simply recall data: they probe into what points in commercials appeared particularly important to respondents; elements which are considered to be exaggerated or unbelieveable; respondents’ opinions on the main themes the commercials were trying to convey, etc.

Results have proved quite stable between tests. To examine statistical deviation, identical commercials have been placed in identical positions from test to test. Variance has been slight. Experiments indicate the only commercial receiving an added benefit because of positioning is the opening commercial. Recall scores between commercials have ranged between 12% and 61%. The average respondent recalls, unaided, three commercials.

We recognize that there are many refinements yet to be made, but we feel our clients are already realizing significant benefits from a blending of qualitative and quantitative information in depth that will result in better and more effective commercials.

Roger Johnson joined the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan Inc., as director of marketing research 10 years ago and was promoted to vice president in 1956. He earlier was associated with George Fry Associates, management consultants, Chicago, and Ford Sammis, Marketing Research and Consulting, Los Angeles. Mr. Johnson taught night classes in advertising and marketing at the University of Southern California during an eight-year period.
LOCAL RETAILERS DEMAND IMMEDIATE RESULTS
IN PHILADELPHIA RADIO, THEY BUY WPEN

SNELLENBURGS DEPARTMENT STORE has bought WPEN for Nine consecutive years. No other radio station can make that statement.

RENAIRE FOOD PLAN selected only WPEN to promote a Sunday open house. More than a thousand people responded.

PENN FRUIT SUPERMARKETS uses more time on WPEN than on any other two stations combined.

In the Past 5 Years WPEN HAS CARRIED MORE RETAIL ACCOUNTS THAN ANY OTHER LOCAL STATION.

OUR BEST SOUND IS A RINGING CASH REGISTER

WPEN PHILADELPHIA

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

BROADCASTING, January 30, 1961
KRNT-TV is very big in Des Moines

Big in total audience – see all surveys
Big in total adult audience – see all surveys
Big in service to the community – see Central Surveys
Big in news – five years of dominance – see all surveys
Big in personalities – see Central Surveys
Big in believability – see Central Surveys
Big in local business – see FCC figures
Big in the lives of people in the community – see the people
Big in sales impact – see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION
Now beginning: pay tv's decisive test

WILL CONTROVERSIAL SYSTEM BE ON AIR, WIRE, BOTH, OR NEITHER?

A showdown struggle among promoters of rival systems of subscription television began to shape up last week.

It was triggered by the imminence of FCC approval of a test of Zenith's on-the-air system in Hartford, Conn.

The two principal advocates of wired pay tv responded with expansion plans:
- * International Telemeter Corp. announced it had granted its first domestic franchise for a cable system—to a well-financed community antenna company in Little Rock, Ark.
- * TelePrompTer Corp. disclosed intentions to distribute a live telecast of the second Patterson-Johansson championship fight to community antenna systems on a fee basis and to install its own pay tv devices on one of its own catv systems some time next spring.

The Hartford test that the FCC a week before had announced it would authorize (Broadcasting, Jan. 23) will be conducted by RKO General which bought a uhf station for the purpose.

The Zenith Phonevision system will be used. Zenith has been promoting pay tv more than a decade and is the leading advocate of on-the-air transmission of pay tv.

International Telemeter is a pioneer in wired pay tv development. A number of years ago it operated a small system on its own community antenna set-up in Palm Springs, Calif. For the past year it has been operating in a suburb of Toronto, Canada (see story next page). Last week it announced it had granted a franchise to Midwest Video Inc., a $5 million catv combine owning 10 community systems in the South and Southwest, to run a Telemeter system in Little Rock. Among the stockholders of Midwest is Winthrop Rockefeller.

International Telemeter President Louis A. Novins said that the company was "now prepared to move ahead" with wired pay tv elsewhere in the U.S.

TelePrompTer is a relatively recent entry in subscription television. Its president, Irving Kahn, said last week he expected about 100 community antenna systems to carry the March 13 fight and to collect fees from subscribers. TelePrompTer has also developed its own Key Tv subscription device and intends to make the first installation next spring on one of its own catv systems in Liberal, Kan.

Telemeter's Plan * In announcing the Little Rock franchise Telemeter's President Novins said the development of Telemeter in the U.S. will be on a "grass roots" basis. "In each area, Telemeter rights will be licensed to a local group that includes important local interests with high standing in the community," Mr. Novins said.

Midwest Video, the Little Rock franchise holder, started its first community tv systems in Greenville, Miss., and in Clovis, N. M. in 1953. Since that time it has added antenna systems in Paducah, Ky.; Duxter and Poplar Bluff, Mo.; Rapid City, S. D.; Austin, Paris, Bryan and Victoria, Tex. The 10 systems serve about 38,000 subscribers.

C. Hamilton Moses, president of Midwest, last week called pay tv "one of the big, fantastic industries of the future." He said if he were 40 years

A new era in presidential reporting begins

All the nation, and much of the rest of the world, received an instantaneous record of President Kennedy's news conference last Wednesday (Jan. 25), the first ever carried live on radio and television. Nearly 400 broadcast and print newsmen attended the conference. Despite all the gloomy predictions of newspaper reporters, the conference was unmarred by camera-seeking reporters. Besides, their questions were as sharp and persistent as at the conferences held by President Eisenhower where radio-tv pickups were recorded and broadcast on a delayed basis. The big State Dept. auditorium accommodated vast quantities of electronic and optical gear, permitting many camera angles. The new CBS "Kennedy Special!" rifle microphones, extremely directional, caught reporters' questions. They solved a vexing problem that marred the Eisenhower conferences, where mikes scattered around the room had difficulty picking up questions. (Story on page 52).
PAY TV'S DECISIVE TEST continued

younger, he would devote his life to it.
"It's bound to come," he said. "Certainly it should be given a chance in the market place."

Midwest Plans · The Midwest investment won't be large. Facilities and programs will be leased; the only capital expense will be for a studio to originate programs. This will cost about $40,000 to $50,000.

The Midwest group believes it can get started about 60 days after the state Public Service Commission issues an order to Southwestern Bell to furnish the facilities. It plans to initiate an all-out promotion plan to sign up subscribers, while it also begins construction of its studio and gathers together a technical crew.

It is planning to handle tapoffs from main Bell circuits itself.

The system will be a three-channel affair, with two channels purveying box office attractions for a fee. The third channel will be a "public service" circuit, providing educational programs, music and other "non-commercial" features, gratis.

The operation will be strictly intra-state, it was stressed. All programs will originate in the studios in downtown Little Rock. There are no plans at present to pick up program material from out of state.

Mr. Moses, the president of Midwest, is the senior partner of the Little Rock law firm of Moses, McClellan, Arnold, Owen & McDermott. He was at one time chairman of the Arkansas Power & Light Co. and also of the Louisiana Power & Light Co. He also has served as president of the Arkansas State Chamber of Commerce.

Winthrop Rockefeller, a Midwest stockholder, has extensive holdings in Arkansas.

Another stockholder is Walter E. Hussman who represents his own family and that of the late C. E. Palmer. Their holdings include KCMC-AM-FM-TV Texarkana, Tex.; KAMD Campbell, Ariz., and minority interests in KVMA Magnolia and KKAR Hope, both Arkansas. The interests also own these newspapers: Texarkana Gazette and News, Jacksonville Progress, both Texas; Hot Springs New Era and Sentinel-Record, El Dorado News-Times, Magnolia Banner-News and the Hope Star, all Arkansas.

Others in the Midwest syndicate are A. B. Cobb, banker; Col. H. Byrd, oilman and a principal stockholder in the Ling-Temco electronics firm; David Grundfast, Sterling Stores, and E. O. Cartwright, Merrill Lynch, Pierce, Fen-

What Telemeter has learned in a year's operation

Programming staple on Telemeter's Canadian system has been first-run movies. Alfred Hitchcock's thriller, "Psycho," starring Tony Perkins and Janet Leigh, was shown last November, drew a 47% tune-in at $1 fee.

A working laboratory for the Telemeter system of wired pay TV has been in operation in Etobicoke, a Toronto, Canada, suburb, nearly a year. The company has learned enough from it to confirm its belief that there's a big future for its cable coin-box.

The Etobicoke venture has been losing money, especially on programs with high costs, but the percentage of tune-in looks good to Telemeter officials when they project it to an expanded system.

Example: Comedian Bob Newhart appeared a few weeks ago for three nights on Etobicoke pay TV at a $1.25 box-office charge. He drew a total tune-in of about 30% of the 5,800 subscribers. The total take of some $2,175 failed to cover Mr. Newhart's usual fee ($2,500 per performance), but Telemeter officials counted the program a success. It proved in their view that profit is possible with a system less than twice the size of Etobicoke.

Comedian Bob Newhart made three appearances on Telemeter system, drew 10% tune-in each night.

As Louis A. Novins, president of International Telemeter, put it: Forget the dollars and cents of Mr. Newhart's Etobicoke appearances. Think if a national pay TV system were in existence and 10% of the subscribers tuned Mr. Newhart in every night for three nights.

Future Telemeter operators—like the Little Rock group that announced its plans last week—will have a vast store of information to draw upon
The Phone Tie-In • Just why Midwest had to initiate proceedings with the state Public Service Commission to force Southwestern Bell to furnish the facilities is not known.

A Bell system spokesman said that it is necessary to determine whether pay tv is in the public interest and, if so, what rates should be charged.

He was unable to explain why the same procedure was not required during the 1957-58 operation of a pay tv system in Bartlesville, Okla. This was sponsored by theatre chain Video Independent Theatres Inc., also with a major subsidiary operating catv systems in the southwest.

The Bartlesville “theatre in the home” ran for nine months, but was suspended after reaching a peak of about 800 subscribers and losing more than $100,000. The trial began in September 1957 and lasted until May 1958. Subscribers paid $9.50 monthly, a fee later dropped to $4.50, and could watch anything on the two channels. The facilities were built by Video Independent, sold to Southwestern Bell and leased back to the movie chain.

The agreement between Telemeter and Midwest is a regular contract providing for a percentage split between the licensee and Telemeter, it was explained. Terms are fairly flexible, it was stressed, since the Little Rock operation is a pioneering effort for the United States.

Little Rock (pop. 150,000) has about 88,000 tv homes. The Midwest pay tv operation will begin when the town is wired up. There will be no wait for a minimum number of subscribers to sign up.

Broadcast Pay TV • The on-the-air system of subscription tv in Hartford will be undertaken this spring by RKO General, in association with Zenith Radio Co., Chicago radio-tv manufacturer and developer of the Phonevision system of pay tv.

Phonevision originally started with the decoding signal transmitted over telephone lines. It is now an all-broadcast system.

Under a contract with Zenith, RKO General last June applied to the FCC to run a three-year demonstration over ch. 6 WECT (TV) Hartford, Conn. RKO General bought the uhf station for this purpose. The application, which stated RKO General proposed to spend $10 million on the project, was filed under the FCC’s 1959 order that stated the commission would accept applications for a test.

The RKO General application was argued before the FCC en banc last October. It was opposed by Connecticut theatre owners. The commission two weeks ago announced it had tentatively approved the test request (Broadcasting, Jan. 23).

The FCC formal authority is expected to be forthcoming next month. RKO General Vice President Jack Poor has said that the company expects to begin operating in six to eight months when it has 2,000 subscribers signed up.

The Hartford operation will have decoders and encoding equipment supplied by Zenith. An agreement also has been reached which provides that Teco Inc. will perform programming and other services for the RKO General project. Teco is principally owned by Zenith officials and stockholders.

TelePrompTer’s Plans • Irving Kahn, TelePrompTer president, reported the company is now negotiating with various catv systems to carry the closed-circuit telecast of the Floyd Patterson-Ingerman Johansson heavyweight championship bout from Miami Beach on March 13. The closed-circuit telecast, staged by TelePrompTer, will be presented in approximately 200 locations—theatres, arenas, halls—and Mr. Kahn estimates that about 100 catv systems also will beam the telecast.

He recalled that he experimented with presenting closed-circuit bouts to community systems last June with the second Patterson-Johansson contest, at which time 14 such installations carried the telecast. Viewers were placed on an “honor” system to pay $2 for watching the telecast. Approximately $23,500 was contributed, Mr. Kahn said.

For the upcoming telecast, he added, he hopes to use another system of collecting funds. Before authorizing the telecast to be piped into a catv system, he will request a written guarantee for a certain sum from the owner-operator. He noted that no community system will be serviced if its coverage area con-
Fair trial for pay tv is urged by Pastore

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he favors "a fair trial" for pay tv. "But," he added, "we must ever be careful that free tv is preserved."

He said he will oppose any subscription tv until it can be proven to his satisfaction "that the viewer and listener of free tv will in no way be denied the privileges and opportunities he presently has."

He said the "mistake" pay tv proponents have made in the past has to be included, in their proposed programming, events and programs already available, at no cost, to television.

Television baseball was mentioned specifically by the senator, who said that "certain baseball moguls" had claimed baseball couldn't live without pay tv. In 1957, Walter O'Malley, owner of the then Brooklyn Dodgers told the House Antitrust Subcommit tee a poll had convinced him that pay tv "was the thing" for baseball.

"But you can get any kind of a baseball game—even the 'World Series'—on free tv," said the senator. "The minute they started to include (baseball), it was the worst kind of propaganda.

"You need programs that won't interfere with free tv—something . . . that wouldn't directly or indirectly cause the advertiser to lose interest in this medium" and, consequently, withdraw support of the programs they now sponsor, he said.

Sen. Pastore feels that tv proponents have the "task and responsibility to prove to the satisfaction of the public that the millions upon millions of investors in tv sets will not be relegated to receiving only mediocre and inferior types of programs, while those who have the financial means will be in the group to receive the best type of programs."

Flicks with a theatre or other location that is booked to present the closed-circuit telecast of the ball game, or if it will be burdensome to provide coaxial cable connections. TelePrompTer's Key tv system will not be ready for operation for the upcoming telecast, Mr. Kahn said.

In a related move, Mr. Kahn reported last Thursday (Jan. 26) that a closed-circuit telecast of the ball game from New York's Madison Square Garden has been arranged as a benefit for the New York Heart Assn. The association will sell all seats at prices ranging from $100 for the "golden circle" to $3.50 for balcony seats. Under the terms, all receipts of sales by the association above $5.50 per seat will be donated to the heart organization. Mr. Kahn said he hopes the telecast will establish the effectiveness of such special closed-circuit programs as a medium for raising funds for worthwhile causes.

The Key tv Plan • A spokesman for TelePrompTer said the company intends to proceed with its plans to test its Key tv system of pay television in Liberal, Kan., sometime this spring. He noted that TelePrompTer already has a community antenna tv system in Liberal, amounting to approximately 2,000 subscribers.

TelePrompTer's plan is to use Key tv as a pay tv system in part and also as an advertising-merchandising vehicle and as a carrier of public service-educational programs. Its push-button device, the spokesman said, makes possible the receiving of information from subscribers. In this connection, he added, TelePrompTer has received inquiries about possible advertising possibilities of the system from mail-order houses and credit card companies, which could receive orders for products or services by the push-button device.

TelePrompTer also is planning to establish a subsidiary, in association with Henry Kaiser, to operate both a catv and Key tv operation in Hawaii Kai, the Kaiser-owned luxury housing development. It would be operated on the pattern of the Liberal project.

Catv's Wave of the Future • Both TelePrompTer and Telemeter have been promoting community antenna operators. At last June's annual convention of the National Catv Assn., an organization representing about 700 of the 1,000 cable systems operating in the United States, Mr. Kahn and Paul A. MacNamara, Telemeter vice president, were the featured speakers. Both urged the catv operators to set their sights on pay tv as the coming thing for wired tv companies. It was then that Mr. Kahn introduced his Key tv device (BROADCASTING, June 27, 1960).

The pay tv battle has been raging since 1947 when the late E. F. McDonald Jr., president of Zenith, proposed programs be sold to viewers.

Both the FCC and Congress have considered subscription tv at various times over the past five years. There have been bills pending in Congress to prohibit tv for pay, but these have never gone far. Opponents of pay tv, however—chiefly theatre exhibitors—have threatened to renew efforts to get Congress to stop pay tv development.

WSPD-Radio
No. 1 Salesclerk in a $355,000,000* SUPERmarket
Puts you on Top in Toledo

WSPD—number one by every audience measurement—Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD-Radio NBC TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

WS 5

BROADCASTING, January 30, 1961
On Charlotte's channel 9... everything's fine!

WSOC-TV takes 74.2% of evening quarter hours in Charlotte

In few major markets of America do advertisers find such massive evening preference for one television station. From 5 to 11 p.m., Monday through Friday, WSOC-TV leads in metro Charlotte quarter hour ratings 74.2% of the time. A preference more than 3 times that of Station B's 20.8%!

Latest ARB, which shows this domination, also reveals many other significant gains by WSOC-TV. Get more for your money. Get on WSOC-TV... one of the nation's great area stations.

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

CHARLOTTE 9—NBC and ABC. Represented by H-R
Spot still competitive, fee study shows

COMPARISON PROVES TALENT COSTS FOR NETWORK COMMERCIALS HIGHER

The nation's television stations last week got the most encouraging word they've had on the new AFTRA-SAG performers' union contracts since the early, explosive stages of those negotiations late last year.

The word: Rough as they were on spot broadcasting, and despite earlier fears that spot television might suffer heavy losses to network tv or other media, the new contracts as a rule still keep spot competitive—or better. The significance of this assurance stems from the fact that a number of advertisers, particularly middle-sized and smaller ones, had protested earlier that the new contracts' hikes in talent payments for commercials used in spot television might force them to curtail their spot spending, divert spot money to network or possibly get out of television altogether (BROADCASTING, Dec. 26, 1960).

The source of the new encouraging word was an analysis of the complex new contracts as compiled by the television division of Edward Petry & Co., station representative. Petry officials acknowledged that as spot advertising salesmen they had a point of view to be advanced by the conclusions reached in the analysis. But an independent check of a number of agency sources by BROADCASTING found general agreement, based on their own evaluations, that the fundamental Petry conclusion was sound in holding that talent costs should not be a controlling factor for most clients in deciding between spot and network or, indeed, between spot and any other medium.

Network Participations • If advertisers switch from spot to network tv, the report observed at one point, it will not be because of talent fees but because of networks selling participations, an increasingly sore point with reps and many stations (BROADCASTING, Jan. 23).

The gist of the Petry analysis is to show that although talent rates for commercials used in spot television rose much more than those for network or syndicated program usage, the spot rates started from a much lower base under the old contracts and hence could accommodate a larger hike without surpassing the network or syndicated rates. "Spot commercial costs will still be lower (than network or syndicated) in most instances," a summary of the Petry report concludes. "The only situation in which the network commercial rate compares favorably with wild spot occurs when an advertiser buys less than 20 markets. Obviously this is not a practical advantage in view of the pattern of network buying."

The spot tv rates are tied to a unit system, based on the population of cities, with a higher rate of payment for larger cities. When a commercial is used on a network program or a syndicated program, the unit system does not apply. The initial fee covers production and first use; subsequent uses are paid on a progressively downward scale (example: first use, $95; second, $70; third, $60 and so on).

Guide to Effectiveness • In releasing the analysis, Martin L. Nierman, Petry executive vice president, said he hoped it would "dispel whatever misunderstandings may have developed from various reports on both the negotiations and the final agreement." He voiced the hope that the study also would "help point the way toward even more effective use of television advertising—and spot television in particular."

Mr. Nierman said: "We prepared this analysis for the stations which we represent and for advertisers and advertising agencies—three groups with an equally large stake in the matter. Television is the largest and most productive of all advertising media. There should be no confusion regarding any factor which affects it or affects the cost of its commercials."

The original threat of reductions in spot tv followed disclosures that talent fees in this area, tied to a unit system, were raised from 30-50%, depending on the number of markets used, while network fees were boosted from 3 to 15%, also depending on the number of uses, with the average about 7% (BROADCASTING, Dec. 19, 1960).

Payment Examples • Petry's analysis provided examples of residual payments for one actor, on camera, and compared the talent fees in comparable situations for spot and network (or syndicated program) tv. In one example the company's computations showed that for a 13-week cycle (unlimited use) the wild spot fee for 21 selected cities would amount to $213.75 as against $795 for 13 uses in 13 weeks in network or syndicated program in the same markets. In the same 21 cities, plus New York and Chicago, the spot fee is placed at $320 (for a network or syndicated program, $795); for eight specific "good-sized markets," an example of the less-than-20-market category mentioned, the spot fee is $223.75 (for network or syndicated program, $210); for the top 150 markets, the spot fee is $385.50 (for a network or syndicated program, $795). All of the examples are in terms of residual payments for one-on-camera performer.

In its general summary, the Petry report asserts: "One point we believe should be made is that the total production cost of commercials including use fees is only about 5-7% of the total tv budget. Even if the increases have been sizeable, the amount in most cases is still not large enough to influence the greater percentage of advertisers. Furthermore, savings can be made by cutting down
During 1959, **wmca 570kc** ranked as one of the top three radio stations in **15 out of 30** regular New York rating reports...

During 1960, **29 out of 30.**

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports
NSI, Monday-Sunday, 6 am—12 Mid.—6 Reports
Pulse, Monday-Friday, 6 am-12 Mid.—12 Reports
IN NASHVILLE...
WSIX-TV8
...located in the NATION'S 47th TV MARKET

* BOTH NIELSEN & ARB REPORT
WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8,000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has: top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

** TELEVISION MAGAZINE
DEC. 1960
now credits NASHVILLE, TENNESSE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville... to name just a few.

NOW... TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV8
NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by: PETERS, GRIFFIN, WOODWARD, INC.

30 (BROADCAST ADVERTISING) BROADCASTING, January 30, 1961
Why MT. WASHINGTON TV Bought Warner's "Films of the 50's"

Says John Guider

"You might think we didn't need them"

"We already had what may be the largest film library in the country, including all four major packages.

"But we felt we could not miss this chance to sweeten our schedules with these strong late releases. We owe it to our sponsors.

"They're not only great audience-getters in their own right but they give balance to the good but older pictures in our popular EARLY SHOW and late WORLD'S BEST MOVIES."

Warner's Films of the 50's...money makers of the 60's

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradburry Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).
STARCH TO BLOOM IN SPRING

Spray brands waiting for warmer weather to resume heavy broadcast buys which paid off last season

A revolution last year in the $100 million (estimated annual retail sales) starch industry spilled over with profitable benefits to broadcast media, and 1961 holds even greater promise. A handful of the newly developed spray starch brands was introduced on tv and radio last summer, and only the winter weather is restraining them, and other new brands from openly renewing a competitive battle that barely got moving before the cold weather hit.

As cotton apparel replaces woolen garments on the nation’s consumers this spring, these are some of the brands that will be clamoring for acceptance via tv and/or radio: Glis, Aeromagic, Easy-on, Jet Starch, Lestoil Spray Starch, Liquid Mist Reddi Starch, Perk-Up, and Free Time. There are at least half a dozen others, according to one manufacturer, that have come on the market recently in various parts of the country. Glis and Liquid Mist Reddi Starch are reported to be the only ones having national distribution to date.

Report to Date - The brand-by-brand report that follows below includes tv expenditures during the first nine months of 1960 as revealed last week by Television Bureau of Advertising-N. C. Rorbaugh Co.


Lestoil Spray Starch (Lestoil Inc., subsidiary of Adell Chemical Corp.); no figures available as the product reportedly just got off the ground in the third quarter. Agency: Sackel-Jackson Co., Boston. Broadcast outlook: tv spot in best available time periods.


Aeromagic (General Aerosols Inc., Shelton, Conn.) $34,000 in spot tv. Spot radio was also used last year, but no figures available. Agency: Lampert Adv., New York. Distribution: currently moving west into Michigan from central New England. Broadcast outlook: plans to increase use of tv spot this year. Dr. Winston H. Reed, president of General Aerosols, is credited as the inventor and originator of spray starch. Aeromagic, which he introduced in May, 1959, was the first brand introduced in U.S.


Hamm’s Tops ARB List

Favorite commercial of viewers for sixth month

American Research Bureau’s November tally of the nation’s favorite tv commercials showed Hamm’s beer (Campbell-Mithun) in the No. 1 spot for the sixth consecutive time. Runners-up honors went to Ford (J. Walter Thompson) and Piel’s beer (Young & Rubicam), a reverse of their positions in the September ranking.

Based on ARB’s tv-national report, results were tabulated from diaries placed during the week of Nov. 10-16, in which each diary-keeper noted his favorite tv commercial for the survey week.

The top 25 favorites and the agencies were:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Commercial Mention</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hamm’s beer (Campbell-Mithun)</td>
</tr>
<tr>
<td>2</td>
<td>Ford U. Walter Thompson</td>
</tr>
<tr>
<td>3</td>
<td>Piel’s beer (Young &amp; Rubicam)</td>
</tr>
<tr>
<td>4</td>
<td>Alka-Seltzer (Wade)</td>
</tr>
<tr>
<td>5</td>
<td>Wrigley’s gum</td>
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<tr>
<td>6</td>
<td>Burgermeister beer (BBDO)</td>
</tr>
<tr>
<td>7</td>
<td>Falstaff beer (Dancer-Fitzgerald-Samp)</td>
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<tr>
<td>8</td>
<td>Maxwell House (Benton &amp; Bowles)</td>
</tr>
<tr>
<td>9</td>
<td>Mr. Clean (Tatham-Laird)</td>
</tr>
<tr>
<td>10</td>
<td>Johnson baby products (Benton &amp; Bowles)</td>
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<tr>
<td></td>
<td>Dodge (BBDO)</td>
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<tr>
<td></td>
<td>Ivory soap (Compton)</td>
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<td></td>
<td>Kellogg’s cereal (Leo Burnett)</td>
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<tr>
<td></td>
<td>Mayo cereal (Fletcher, Richards, Calkins &amp; Holden)</td>
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<tr>
<td></td>
<td>L&amp;M (Dancer-Fitzgerald-Samp)</td>
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<tr>
<td></td>
<td>Jax beer (Doherty, Clifford, Steers &amp; Shenfield)</td>
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<td></td>
<td>7-Up U. Walter Thompson</td>
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<tr>
<td></td>
<td>Snowdrift (Fitzgerald Adv.)</td>
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<tr>
<td></td>
<td>Post cereal (Benton &amp; Bowles)</td>
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<tr>
<td></td>
<td>Oreo cookies (McCann-Erickson)</td>
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<tr>
<td></td>
<td>General Electric (Young &amp; Rubicam)</td>
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<tr>
<td></td>
<td>Jello (Young &amp; Rubicam)</td>
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<tr>
<td></td>
<td>Campbell soups (BBDO)</td>
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<tr>
<td></td>
<td>Texaco (Cunningham &amp; Walsh)</td>
</tr>
<tr>
<td></td>
<td>New-Sof (Fitzgerald Adv.)</td>
</tr>
</tbody>
</table>

These listings do not attempt to measure audience size or effectiveness, but only indicate a preference for the commercial.

A full-house for Detroit’s WJBK

In what was believed to be “the most concentrated media advertising purchase” of its kind, the Detroit district of the Lincoln-Mercury (and Comet) Dealers Assn. bought every available spot on WJBK Detroit for a two-week period, beginning Monday (Jan. 23). The buy, placed through Kenyon & Eckhardt, Detroit, on behalf of 21 Mercury and Comet dealers in the Detroit area, consists of a total 2,613 one-minute announcements, plus 92 five-minute newscasts. The average per day comes to more than 200 one-minute announcements during each 18-hour broadcast period.

An unusual sidelight to the purchase was this: K&E submitted the proposal for the campaign on Jan. 20 and it was accepted by the dealer association committee on Jan. 21. The commercials were created by K&E’s creative team in New York that same day and produced that night and the following day (Jan. 22) which was a Sunday. A special radio line rented from NBC fed the recorded material to the station in Detroit that same day. It was edited by K&E producers and station technicians that night and the first announcement was broadcast on WJBK at 6:01 a.m. last Monday. Less than three days passed from campaign conception to execution.
WONE DAYTON APPOINTS... H-R REPRESENTATIVES, INC.
Their exclusive national representatives.

HR Radio is proud to represent Dayton's powerful and greatest radio station, in one of the nation's wealthiest markets.

WONE & H-R are now working with...

RONALD B. WOODYARD / President WONE
C. J. THORNQUEST / Vice-President WONE

HR Radio salesmen coast to coast will be telling you how WONE can sell best for your product.
Your HR man will sell you soon. He's a specialist in the best of Dayton radio.

RADIO 98 WONE ONE OF THE NATION'S GREAT RADIO STATIONS
...AND NOW, THE
There are no more telling tests of network leadership than those occasions when all three networks broadcast the same event. In recent months this has happened often: the conventions, The Great Debate, the elections. And because it provided the most comprehensive, responsible and perceptive coverage, more people watched each of these events on NBC than on any other network.

Last Friday, the Inauguration ceremonies for President John F. Kennedy were covered by all three television networks.

During those hours when all three networks were simultaneously covering Inauguration events more than half the viewing audience chose to watch NBC. NBC’s audience was larger than the combined audiences of the other two networks. In New York alone, WNBC-TV’s share was 70% greater than the next station’s.*

NBC’s coverage reached 28,000,000 families, the largest home audience for any single event or program in television history.**

The reason for this preference? NBC’s continuing commitment to the nation’s viewers to present all the news with speed, accuracy, clarity and responsibility.

**NBC TELEVISION NETWORK**
HARPER CALLS FOR MORE PRODUCTIVITY

Advertising, marketing, government asked to help

Advertising and marketing services must make a more intensified effort to improve their own productivity, Marion Harper Jr., president of Interpublic Inc. (formerly McCann-Erickson Inc.), said in Chicago last Monday in a talk on marketing and economic growth. Among other things, he called for a better audit of advertising and media performance.

He asked the government to aid, too, by trimming personal income taxes, revising laws that fail to encourage full competition and by widening circulation of basic marketing information to eliminate wasteful duplication of research.

Mr. Harper also urged the advertising and marketing industries to establish a "distribution productivity center" as a "workshop for conducting distribution studies and holding seminars." Such a center also "would assemble case histories of programs and methods that have reduced the effort of moving a product between producer and prospect" and would be a central repository for the literature and research of the field.

The claim that we are living in a mature economy with saturated markets "is literary fantasy," Mr. Harper said. In the context of the same argument, advertising is held to be the villain, forcing more goods on people who don't need them, he observed.

Victim, Not Villain • "Rather than being the villain of the piece," he said, "the advertising-marketing profession in a sense is the victim. For the last increment of sales, it must expend excessive funds and energy. In a growing economy, however, the additional sale is much more economical. Energy can be devoted to developing consumer values that meet minimum buying resistance and not be diverted into offensive salesmanship."

How can advertising and marketing improve its own productivity? Here are Mr. Harper's suggestions:

• "We should refine methods for auditing of advertising programs to measure their actual accomplishment. We should assign specific objectives to an advertising program; establish benchmarks of awareness and attitudes among prospects, and measure what an advertising program contributes in relation to these benchmarks."

• "We should develop new forms of cooperation within the marketing field. This might include new measurements of effectiveness of mass communications in a period when advertising itself has become an almost $12 billion industry, with the prospect of doubling over the next 10 years."

• "Each of us should be a kind of missionary for investment in communications research—market research, media research and advertising research."

• "While continuing to improve skills in advertising—the largest share of paid communications—we should help build the stature of professionalism in all other marketing communications skills. Too often research, promotion, merchandising and public relations are placed in the shadow of advertising."

• "We should encourage investment in product innovation, based on a continuing knowledge of the market."

• "We should contribute to the continuing development of market philosophy, both in a practical and theoretical sense. This job should not be left solely to the universities."

• "We should shy away from the generalities of advertising's daily vocabulary—nebulous talk about images, impact and reach. This, in itself, would be a gain in productivity."

• "The advertising and marketing field might give far less time to introspection and preoccupation with its own image; and devote the time saved to clients and customers."

Raise Output • Touching on the national economy Mr. Harper said we shouldn't spend time debating whether growth rate should be 3%, 5% or 10%. Instead, he said, "if we concentrate on a major program for heightening our productivity—a concerted effort to raise output of goods and services, both public and private—I think we'll be satisfied with the growth rate that emerges."

As for the saturated market argument, Mr. Harper noted that one out of every three American automobiles is at least seven years old. Their replacement would create a market as large as all car ownership outside of the U. S. and would absorb about 3 1/2 years of auto production at its present rate, he said.

Holding that continuing wartime tax rates "are now reaching down into incentives for growth and reinvestment and into the supply of funds for personal spending," Mr. Harper said a 10% cut in personal income taxes "would add approximately $4 billion to the after-tax income of consumers." Even if the immediate impact were initially modest, he said, "its cumulative impact in time would far outweigh the tax reduction itself."

He further urged that leaders in government, business and labor who are responsible for creating a favorable economic climate become "more keenly aware of marketing as an economic stimulant." Manufacturing advances are constantly winning attention while "marketing hardly ever rates a mention in contributing to productivity."

Benefits • Advances in marketing, he said, have resulted in better and fuller use of our human resources and thereby have increased productivity. Household innovations, for example, have freed housewives from 12- and 16-hour workdays and added them to the labor force in larger numbers than men in the past decade, he said.

"Appliances, convenience foods, new cleaning aids are all products of manufacturing," he noted, "but almost all of them have been conceived and developed within the area of marketing. They have come about through intensified concern with the changing needs and wants of the consumer. We have no measurement of this total contribution to the national product, but we can judge it to be considerable."

New products are a primary stimulus of economic growth, Mr. Harper continued, and their successful marketing raises total production and living standards. He said government can best "help marketing help national growth" by insuring free competition and effective communications. He called for re-examination of legislation that has protected individual segments of industry or sought to preserve a status quo "under the name of stability." He questioned whether fair trade laws and fixed prices "penalize the efficient for the sake of the inefficient."

Mr. Harper said, "We are experiencing what I might call the marketing frustration of 1961. Like all frustrations, it can best be relieved by determination to do something about it."

His talk was made before a joint luncheon meeting of the Chicago Federated Advertising Club, Sales Marketing Executive Clubs and American Marketing Assn.

36 (BROADCAST ADVERTISING)
LONGER LIFE EXPECTANCY THAN EVER BEFORE!

First there was the RCA-6166. It gave, and is still giving, outstanding service. But an exploding-growth technology demanded more:
- It demanded more rugged construction
- It demanded longer life expectancy
- It demanded higher voltage and plate dissipation ratings

To meet these demands—to fill these needs—we proudly announce the new RCA-6166-A/7007, a forced-air-cooled beam power tube.

Designed for vhf service in television and as an rf power amplifier in cw applications, this new tube features: Maximum plate dissipation of 12KW • Coaxial-electrode construction • Large-area, low-inductance rf electrode terminals • And efficient external radiator for forced-air cooling.

The RCA-6166-A/7007 can deliver a synchronizing-level power output of 14KW in broad-banded television service at 216 Mc; a carrier power output of 6KW in plate-modulated telephony service using conventional grid-drive circuits operating at 60 Mc; and a power output of 12KW in class C telegraphy service using grid-drive circuits operating at 216 Mc.
CBS-TV looks hungrily at two ABC-TV shows

network programming sweepstakes

CBS-TV drew a bead on two spots on the ABC-TV night schedule as the competitive battle line for next fall's network programming sweepstakes in prime-time began to take shape last week.

The two programs CBS-TV reportedly asserts corral are The Rifleman and Peter Gunn. Both are among the few which are advertiser-controlled on ABC-TV. A spokesman for Procter & Gamble, sponsor and controlling advertiser of Rifleman (now slated in the Tuesday, 8:30-9 p.m. period), said the matter was being discussed. But there was no indication that P&G is ready to move the show (it would be placed by CBS-TV in the same Tuesday period). There were no reports P&G might expect CBS-TV, along with Rifleman, to take The Law and Mr. Jones (also P&G-controlled and currently in the Friday night ABC-TV lineup at 10:30 p.m.). Bristol-Myers has been controlling advertiser (R. J. Reynolds now alternates on Peter Gunn, which at the beginning of this season was moved by the advertiser from NBC-TV to ABC-TV).

While CBS-TV eyed P&G and other blue-chip business on ABC-TV, Revlon, Ford and NBC-TV were in the talking stage on Revlon's anticipated move into regular TV series sponsorship next season. Revlon during this season has been picking up sponsorships along the way, mostly specials, but says it needs regular bread-and-butter exposure on network TV to add to Splash Pot's promotion via one-time shot productions. The two possibilities on NBC-TV are Alfred Hitchcock (Tuesday, 8:30-9 p.m.) and Wagon Train (Wednesday, 7:30-8:30 p.m.) in which Ford already participates.

Revlon seeks to obtain half of Ford's sponsorships in both shows: giving Revlon one-fourth of hour-long Wagon Train and half of the 30-minute weekly Hitchcock.

Agency planners, heads now deal in time buys

Agency media people at the planning and supervisory levels now deal also with broadcast time salesmen—it's no longer a matter of the salesman making contact with just the timebuyer.

This fact of agency life came last week from Herbert Zeltner, vice president and media director, Lennen & Newell, at a timebuying and selling seminar held in New York under auspices of the Radio & Television Executives Society.

Mr. Zeltner also had two important pieces of advice: (1) salesmen ought to tailor their presentations to specific agency contacts and thus eliminate unnecessary effort and time; (2) they should concentrate on faster servicing, now more important than in the past because agencies are finding it increasingly necessary to speed up account servicing, and buyers are becoming more market-knowledgeable.

The Lennen & Newell media head also discussed possible sources of new personnel, suggesting that media people might expedite plans to obtain new blood from colleges, universities and from formal training programs instituted within the agencies themselves. As several other media executives in the past few weeks have done, Mr. Zeltner urged that agencies eliminate "haphazard job-hopping and talent raiding.”

Mr. Zeltner also recommended a harder agency look at available rating and audience research, warning that the point has been reached where there's too much to be understood and properly used, and the total cost of these to an agency is becoming excessive.

The top spenders in network television

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION
Source: TVB/LNA-BAR

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<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$157,193</td>
<td>$1,602,456</td>
<td>$1,497,287</td>
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<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>877,720</td>
<td>6,749,477</td>
<td>4,938,309</td>
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<td>Automotive, automotive accessories &amp; equip.</td>
<td>7,176,596</td>
<td>45,013,630</td>
<td>37,857,558</td>
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<td>Beer, wine</td>
<td>7,851,913</td>
<td>6,848,061</td>
<td>5,443,261</td>
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<td>Building materials, equipment &amp; fixtures</td>
<td>113,473</td>
<td>1,850,591</td>
<td>2,633,477</td>
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<td>Confectionery &amp; soft drinks</td>
<td>1,309,589</td>
<td>1,191,926</td>
<td>9,867,941</td>
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<td>Consumer services</td>
<td>387,930</td>
<td>2,987,941</td>
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<td>Drugs &amp; remedies</td>
<td>7,925,860</td>
<td>68,204,355</td>
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<td>Entertainment &amp; amusement</td>
<td>24,840</td>
<td>96,307</td>
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<td>Food &amp; food products</td>
<td>10,582,460</td>
<td>93,204,07</td>
<td>93,166,657</td>
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<td>Freight, industrial &amp; agricultural development</td>
<td>49,470</td>
<td>296,800</td>
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<td>Gasoline, lubricants &amp; other fuels</td>
<td>1,295,635</td>
<td>12,785,424</td>
<td>7,881,940</td>
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<tr>
<td>Horticulture</td>
<td>1,250</td>
<td>249,608</td>
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<tr>
<td>Household equipment &amp; supplies</td>
<td>2,556,983</td>
<td>25,321,594</td>
<td>25,147,965</td>
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<td>Household furnishings</td>
<td>301,475</td>
<td>4,634,754</td>
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<td>Industrial materials</td>
<td>1,901,144</td>
<td>19,436,713</td>
<td>16,956,539</td>
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<td>Insurance</td>
<td>988,397</td>
<td>10,766,454</td>
<td>8,477,567</td>
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<td>Jewelry, optical goods &amp; cameras</td>
<td>1,816,937</td>
<td>9,751,660</td>
<td>9,466,295</td>
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<td>Office equipment, stationery &amp; writing supplies</td>
<td>476,063</td>
<td>2,869,357</td>
<td>3,492,078</td>
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<td>Political</td>
<td>839,128</td>
<td>908,218</td>
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<td>Publishing &amp; media</td>
<td>30,047</td>
<td>1,796,256</td>
<td>5,261</td>
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<td>Radio, tv sets, phonographs, musical instruments, accessories</td>
<td>555,496</td>
<td>4,513,909</td>
<td>4,420,591</td>
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<tr>
<td>Retail or direct by mail</td>
<td>66,509</td>
<td>93,401</td>
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<td>Smoking materials</td>
<td>6,148,353</td>
<td>63,632,607</td>
<td>62,484,911</td>
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<td>Soaps, cleansers &amp; polishes</td>
<td>6,224,557</td>
<td>58,000,324</td>
<td>56,181,359</td>
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<td>Sporting goods &amp; toys</td>
<td>407,768</td>
<td>2,234,000</td>
<td>1,871,646</td>
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<td>Toilettries &amp; toilet goods</td>
<td>8,459,147</td>
<td>93,565,510</td>
<td>84,827,329</td>
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<td>Travel hotels &amp; resorts</td>
<td>765,173</td>
<td>879,795</td>
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<tr>
<td>Miscellaneous</td>
<td>751,497</td>
<td>7,157,062</td>
<td>6,793,795</td>
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<td>TOTAL</td>
<td>$63,816,480</td>
<td>$557,618,526</td>
<td>$510,314,480</td>
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TOP 15 NETWORK COMPANY ADVERTISERS
Source: TVB/LNA-BAR

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<tr>
<th>October 1960</th>
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<tbody>
<tr>
<td>Procter &amp; Gamble</td>
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<tr>
<td>General Motors</td>
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<tr>
<td>American Home Products</td>
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<tr>
<td>Lever Brothers</td>
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<tr>
<td>General Mills</td>
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<tr>
<td>Gillette</td>
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<tr>
<td>Colgate-Palmolive</td>
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<tr>
<td>General Foods</td>
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<tr>
<td>J. E. Reynolds</td>
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<tr>
<td>Sterling Drug</td>
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<tr>
<td>Texaco</td>
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<tr>
<td>E. I. duPont de Nemours</td>
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<tr>
<td>Liggett &amp; Myers</td>
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<tr>
<td>Philip Morris</td>
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<td>Kellogg</td>
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TOP 15 NETWORK BRAND ADVERTISERS
Source: TVB/LNA-BAR

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<tr>
<th>October 1960</th>
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<tbody>
<tr>
<td>Anacin tablets</td>
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<tr>
<td>Gillette razors &amp; blades</td>
</tr>
<tr>
<td>Winston cigarettes</td>
</tr>
<tr>
<td>Oldsmobile passenger cars</td>
</tr>
<tr>
<td>Prestone anti-freeze</td>
</tr>
<tr>
<td>Betty Crocker cake mix</td>
</tr>
<tr>
<td>Bayer aspirin</td>
</tr>
<tr>
<td>L &amp; M cigarettes</td>
</tr>
<tr>
<td>Chevrolet passenger cars</td>
</tr>
<tr>
<td>Salem cigarettes</td>
</tr>
<tr>
<td>Longines watches</td>
</tr>
<tr>
<td>Texaco, Inc. (general promotion)</td>
</tr>
<tr>
<td>Commander cigarettes</td>
</tr>
<tr>
<td>Dristan tablets</td>
</tr>
<tr>
<td>Pontiac passenger cars</td>
</tr>
</tbody>
</table>
We've given birth to a new statistical fact . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.
Suit Yourself

Every advertiser wants to look his best on television, for he knows that how he looks to his vast audience can greatly affect his sales. And how he looks often depends on the kind of program he sponsors.

For instance, a western or a mystery may be tailor-made for one advertiser while a comedy or drama may bring the best results for another. In short, different advertisers require different types of programs—depending on their products and their marketing objectives.

But to any advertiser, the crucial test of a network's performance is: How well is the network doing with the type of programming he wants to sponsor?

The advertiser who applies this test will find that the CBS Television Network attracts the biggest average audience in every category of entertainment—as shown by these nationwide Nielsen ratings for all regularly scheduled nighttime programs (6-11 pm, Oct-Dec. 1960):

<table>
<thead>
<tr>
<th>Program Type</th>
<th>CBS %</th>
<th>NET R</th>
<th>NET C</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMEDY</td>
<td>19.9</td>
<td>18.1</td>
<td>17.0</td>
</tr>
<tr>
<td>DRAMA</td>
<td>13.9</td>
<td>NONE</td>
<td>13.8</td>
</tr>
<tr>
<td>VARIETY &amp; PERSONALITY</td>
<td>20.1</td>
<td>14.8</td>
<td>18.5</td>
</tr>
<tr>
<td>WESTERN</td>
<td>25.2</td>
<td>20.7</td>
<td>22.4</td>
</tr>
<tr>
<td>MYSTERY &amp; ADVENTURE</td>
<td>19.6</td>
<td>16.3</td>
<td>14.5</td>
</tr>
<tr>
<td>NEWS, PUB. AFFAIRS, SPORTS</td>
<td>13.5</td>
<td>9.6</td>
<td>13.8</td>
</tr>
<tr>
<td>TOTAL NIGHTTIME</td>
<td>19.3</td>
<td>18.0</td>
<td>17.6</td>
</tr>
</tbody>
</table>

The CBS Television Network also wins the biggest average audience for all nighttime programs with the most evenly balanced schedule in network television—as shown by these percentages of network time devoted to various types of programs:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>CBS %</th>
<th>NET R</th>
<th>NET C</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMEDY</td>
<td>25%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>DRAMA</td>
<td>13</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>VARIETY &amp; PERSONALITY</td>
<td>19</td>
<td>6</td>
<td>21</td>
</tr>
<tr>
<td>WESTERN</td>
<td>12</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>MYSTERY &amp; ADVENTURE</td>
<td>20</td>
<td>47</td>
<td>25</td>
</tr>
<tr>
<td>NEWS, PUB. AFFAIRS, SPORTS</td>
<td>11</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that suits them best. It also explains why for the past six years advertisers have committed more of their budgets to this network than to any other single advertising medium. They like our styles.

CBS TELEVISION NETWORK

*Program titles on request.*
Gillette adds million to network TV output

Gillette Safety Razor Co., Boston, is putting an extra $1 million in network TV before next spring. This is on top of the regular boxing, bowling, baseball and football budget and should bring the total somewhere near $13 million for the year that started last fall.

The new money is divided among eight nighttime shows on three networks, a total order that calls for 106 minute commercials for the period culminating on Father's Day, June 18. Augmenting the year-around Friday fights and boxing on ABC will be The Roaring 20's, Stagecoach, and The Islanders (and the new Asphalt Jungle which replaces The Islanders in April). On CBS Gillette will have minutes in the new Gunslingers, which replaces The Witness this week, and on NBC The Americans, Michael Shayne, The Outlaws, and Laramie.

A. Craig Smith, vice president and advertising director, said the extra TV would give the company exposure during the first half of the year comparable to that in the second half when Gillette sponsors the All Star baseball games, World Series (both on NBC, TV and radio), NCAA football (ABC-TV) and year-end football specials (NBC, TV and radio), all in addition to the continuing boxing-bowling Saturday hour on ABC-TV.

Informed outside estimates are that the new winter-spring package brings the Gillette yearly TV billing above the record level reported last spring, when Gillette contracted for an $8.5 million TV-baseball-football package on ABC-TV (Broadcasting, March 21, 1960).

Schick moves to NC&K as A.S.R. appoints B&B

The second stage of a chain reaction conflict of product interests occurred last week when broadcast-heavy Schick Inc. took its electric razor account (it billed more than $3 million in 1960, half of which was spent in broadcasting) from Benton & Bowles to Norman, Craig & Kummel.

Earlier this month, B&B was appointed to handle the Gem safety razors and blades, Pal injector and Personna blades account (Broadcasting, Jan. 23, 1961) for A.S.R.'s products, a division of Philip Morris Inc. A.S.R. had billings of $1.6 million, or ony one half of the amount earned in the Schick account, but B&B also handles the advertising for Parliament cigarettes, another Philip Morris product. It was this conflict which is believed responsible for the agency accepting the A.S.R. account, formerly handled by Kenyon & Eckhardt.

Hamms signs contract for baseball colorcasts

Theo. Hammm Brewing Co., St. Paul, Minn., signed a $1.2 million two year contract with WGN-TV Chicago last Wednesday for the colorcasting of the daytime home games of the Chicago Cubs and White Sox. Hamm's will be half-sponsor of the games.

The rapidly growing beer firm has sponsored baseball on WGN-TV for the past eight years, with last year the first in color. Night games are in black-and-white. Campbell-Mithun, Minneapolis, is Hammm's agency.

A heavy broadcast advertiser that is aiming for eventual full national distribution, Hamm's this season will sponsor the new Minnesota Twins (formerly the Washington Senators) at home and on the road on radio and TV. Hamm's will use a regional radio network of some 40 stations in five states and a TV network in that area of 10 to 12 stations. Key outlets have not yet been selected. Hamm's owns the radio-TV rights to the Twins.

The broadcasting company this season will be in the second year of its two-year contract for sponsorship of the Baltimore Orioles on WBAL Baltimore and a regional radio network of 40 stations and on WJZ-TV, that city, and a regional TV network of four stations. Hamm's owns radio-TV rights to the Orioles. The firm took over the Gunther Brewing Co., Baltimore, in 1959.

Business briefly...

Procter & Gamble Co., Cincinnati, through Benton & Bowles, N. Y., will sponsor three special programs on NBC-TV this spring—How Tall is a Giant, a repeat presentation of a drama presented under the Wing & Gun auspices last June and now scheduled for March 23 (7:30-8:30 p.m. EST); the annual presentation of the television industry's "Emmy" awards on a date still undetermined, and The Square World of Jack Paar, consisting of filmed sequences of Mr. Paar's various trips abroad, which is set for Jan. 31 (10-11 p.m. EST).

Carling Brewing Co., Carling's Black Label beer, Cleveland, and The Mennen Co., Morristown, N. J., signed co-sponsorship of the Patterson-Johansson heavyweight championship fight March 13 (Monday) on ABC Radio. There will be no home TV coverage of the fight, which will originate in Miami. The entire radio package for the fight is valued at over $350,000, according to Robert R. Pauley, ABC vice president in charge of the radio network. Agencies: For Carling—Lang, Fisher & Stashower, Cleveland; for Mennen—Warwick & Legler Inc., N. Y.


Parker Brothers Inc., games, Salem, Mass., has launched a four-week spot radio campaign, reportedly the most intensive in the company's 78-year history, in 23 southern cities. More than 1,500 one-minute spots for the game of "Rook" will be aired in the eight-state campaign that ends in mid-February. Agency: Badger & Browning & Parcker Inc., Boston.

Rep appointments...

• KTEN (TV) and KADA Ada, and KSHW Wevoka, both Oklahoma: Weed as national representative. Clarke Brown Co. remains south and southwest regional representative.

• WRIM Pahokee, Fla.: Breen & Ward as national representative.
"More than $3,000 a week in billing—both announcement and program—dependent on one Ampex tape machine. That's a typical week here at Channel 5," says Fred Fletcher. "We've been in business with Videotape® for slightly over two years and our one machine shows 3,272 hours of use and service... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do... Sure, we see every reason for getting a second machine—and we shall eventually, but we've done a phenenental job with one for two years. There's no question about our choice of Ampex. They are TV tape recording, no doubt about it." •••• To get an informative file of reports from your associate TV broadcasters showing how an Ampex VTR fits in as a basic, pay-its-own-way component of any complete TV facility, write to Ampex today. Department BF.
New Goodson-Todman game: diversify

FOOT SOLIDLY IN NON-GAME TV SHOWS; EYE ON STATIONS, SYNDICATION

Program packagers Mark Goodson and William Todman, whose abilities in establishing television's top quiz-and-game-show attractions have made them the kingpins in that category, are on the way to diversification into other types of programs—live and filmed.

And Goodson-Todman Productions, New York, also has an eye out for a possible move into station ownership and the syndication field.

Though only one of the three Goodson-Todman programs to start on the networks in January is of the non-game variety (One Happy Family, a situation comedy, on NBC-TV), G-T has a half-dozen other non-game shows, all adventure series, in various stages of development: The Yank, Las Vegas, U.S. Secret Service, Medical Detectives, Tigerero and The Cop. Las Vegas, an hour-long series starring Peter Graves, starts next season on NBC-TV.

Bud Austin, executive vice president of the company, needed few words to tell exactly why Goodson-Todman is diversifying: "To keep growing, it's an economic advantage to have all your proverbial eggs in one basket." Besides program development, there is talk at G-T of expansion into station ownership and the syndication field. He said various station properties have been "looked at," and "we think we can bring great creativity to a network affiliate."

First Winner • Goodson-Todman is building on a firm foundation. In 1946, a $15 investment in a demonstration record launched a CBS Radio quiz show titled Winner Take All, set off a long string of audience participation programs. Although earlier program ideas had failed to sell, Mr. Goodson, as an announcer, and Mr. Todman, a writer-director, were earning in the five-figure bracket and could take some risks.

Programs produced by the company last year represented more than $20 million in gross time and talent costs and the gross total accruing to the company exceeded $5 million. The tv packagers recently announced that 1960 represented a 25% increase over 1959, and they predicted a 30% increase in 1961, "when we expect to achieve a 50-50 ratio between live and film shows without any loss of the former."

The shop produced a succession of long-lived programs based on the formula that people like to play simple, uncomplicated games and make guesses: What's My Line? (10 years), The Price Is Right (5 years), To Tell The Truth (4 years) and Play Your Hunch (2 years). The premieres this month of Say When on NBC-TV (Jan. 2) and Number Please on ABC-TV, which replaces Beat the Clock today (Jan. 30), indicate no loss of interest in tv games and panel quizzes by Goodson-Todman, the networks or advertisers. "In fact, advertisers are more interested than ever in sponsoring them," according to Mr. Austin.

Altogether, including a situation comedy, One Happy Family, which started Jan. 13 on NBC-TV, G-T's share of network programming stands at a highly respectable total of 25 half-hour segments per week.

Wet Feet • Mr. Austin, who joined the company five years ago as assistant to Mr. Todman, expressed G-T's approach to filmed shows this way: "We're in the film business to stay. The tempo is being stepped up and we hope to bring the kind of imagination to films that has been demonstrated in our live programming. We're getting our feet wet slowly because we are methodical and thorough. Much time, energy, and money goes into our researching and development of new programs . . . to the point of abandoning many projects after we have gotten quite far into them. We seek built-in longevity through uniqueness and audience empathy."

In 1959, he continued, "we had two pilots—Rebel and Philip Marlowe—and we sold both. Rebel was renewed by Proctor & Gamble and Liggett & Myers long before their options were up. In 1960, we also offered two pilots, One Happy Family and The Yank. Yank is under option to ABC-TV and may get an April start. We've never shown a property we didn't honestly think would be a smash hit."

Though they normally wet their toes slowly, they can jump in fast when necessary. To illustrate, Mr. Austin said the U.S. Secret Service project was started when Harris Katleman, executive vice president of G-T's film arm in Hollywood, called Mr. Todman to tell him he had just finished reading a book about the government service and he went on to describe how a film series could dramatize its work. Within 10 minutes after the call, Messrs. Todman and Austin were on their way to Washington to start the ball rolling. They received promises of cooperation and access to files. Mr. Katleman was called

Cross-country script meetings via AT&T's "Speak-A-Phone" system (note small speaker box on the telephone stand) are a daily routine between New York and Hollywood offices of Goodson-Todman Productions. Harris Katleman (inset, r), west coast executive vice president, is shown here in a typical script consultation with (l to r): Bill Todman, Bud Austin, Mark Goodson.
to assign writers, and the first scripts now are nearing completion.

The work of the U.S. Public Health Service will be treated in Medical Detectives, a series derived from New Yorker magazine articles later published in book form. The program fits G-T's requirements for uniqueness, Mr. Austin explained, because it informs as well as entertains. Dealing with mysterious diseases that strike individuals or communities, Medical Detectives, he said, "is really like a mystery when you watch these public servants as they uncover the problems and find the necessary remedies."

'Marriage' Plan - New ideas in live series are being generated at G-T, too. Without going into specifics, Mr. Austin indicated that "genuine public affairs shows with strong emphasis on entertainment" are in the developmental stage. He refers to these plans as a "marriage of public affairs shows and game shows." In the syndication area, Mr. Austin said, "there is nothing definite yet regarding Goodson-Todman's plunge into it, but there are plans afoot to organize a syndication operation."

Long, thoughtful consideration goes into a G-T game show, with most of them taking a year to make ready. One example: The Price is Right cost $50-60,000 by the time it was up for sale. "It turned out to be a smash daytime show," Mr. Austin said, "and when it moved to a 7:30-8 p.m. slot on NBC-TV it clobbered the competition immediately. It's been in the top 15 rated shows list ever since its inception and every time it has changed time periods."

Is Goodson-Todman bored with panels and games? Far from it. "We feel a special thrill every time we see one of them start on the air," asserts Mr. Austin. "Every opening for us has the same magic and excitement that an opening night has for a Broadway producer."

Networks and sponsors, however, maintain a more nervous attitude. Mr. Austin claims game shows build audiences slowly. The networks and sponsors "have a tendency to cancel them too quickly," he says, as in the case of

**Tv film shows do big job for Texas Optical Co.**

The Texas Optical Co., Houston, can say with reason that "the eyes of Texas" are on television. It has the sales charts to prove it.

Back in 1956, Texas Optical dipped into tv for the first time, using Ziv TV's Boston Blackie series in five markets in the state. In subsequent years, it poured more and more money into the medium, sponsoring Ziv-UA programs largely, and now spends almost $500,000 in tv.

In the past four-and-a-half years, the company has had a Texas-sized growth, more than doubling the number of offices to a present total of 82 in 44 cities. And television is credited with playing a most significant role in this expansion program. Ed Allen, advertising-public relations manager for Texas Optical, points out that each customer is required to fill out a form, including one question on the source of his recommendation to the optical house.

"It is out of this 'depth research,' Mr. Allen observes, "that we have been able to compute reliably that three-quarters of our clients have been attracted to the company by tv, with another one-quarter listing radio and newspapers as the trigger of their interest" in the firm.

Texas Optical's most recent purchase has been Ziv-UA's Miami Undercover, starring Lee Bowman and Rocky Graziano, in three Texas markets. The company plans to add more markets throughout the state by March 1. In addition, Texas Optical is currently using spot tv generally and sponsoring three other Ziv-UA programs—Sea Hunt starring Lloyd Bridges; Tombstone Territory, with Pat Conway and Richard Eastham and Lock Up, starring Macdonald Carey. The company's agency is Erwin Wasey, Ruthrauff & Ryan, Houston.

Mr. Allen cited his company's continuous reliance on Ziv-UA shows for its regional exploitation in these words: "We have great success with them." He gave one dramatic example of tv's sales-pulling power. During the past year, the company advertised its contact lenses exclusively on tv—and sold more than 25,000 pair during that period, said to be about 10% of all the contact lenses sold in America.

Texas Optical was founded in Beaumont, Tex., in 1905 by Dr. S. J. Rogers. At the inception, the company consisted of Dr. Roberts and one girl. Today the company has more than 600 employees and two laboratories for its 82 offices in 44 cities throughout Texas.
Play Your Hunch, which started on CBS-TV, moved to ABC-TV and finally settled at NBC-TV.

He says the fact game shows present no special production problems is one reason why the networks like them. But a major obstacle G-T has faced through the years has been the lack of trained people in this program category. Since there is no other training ground, G-T has been developing its own people—from producers on down. To name one: Jean Kopelman, producer of Beat the Clock and Number Please, who started as a secretary and was Messrs. Goodson and Todman's first employee. (G-T's current staff totals 100, while some 350 others work on the actual physical production of programs.)

Another bane of the company is the job of finding skilled m.c.'s for game shows. These have the difficult role of being "on-air producers," according to Mr. Austin, and they are "rare fellows." He said more than 100 personalities from all over the country were interviewed before Art James of NBC-TV was named m.c. of the new Say When show.

So Little Time • "The big problem with tv today, and it's true of everyone in it," asserts Mr. Austin, "is that there is no time for anything. Networks and agencies do not fully recognize the need for enough time to prevent mistakes. When you stop to consider that a tv series is shot in 15 weeks, which is the average amount of time it takes to film one feature-length movie, you have to admit the idea is preposterous." G-T joins many other producers in dreaming of the day when an agency or a network says: "Here's the money, take a year and come up with something good."

He said G-T allows enough time to prevent errors in production. Writers, he said, "also must have time and that is a reason why we develop our own." He criticized the writers of "cold, calculated hokum in the script factories of Hollywood, where they hit upon a formula and from then on merely reassign roles, change the stars and shift the locale." It's his understated observation that "great writers don't work that way."

Goodson-Todman's pride in "being different" sometimes goes beyond the production effort. No one is more aware of this than the management of New York's Seagram Building. When Messrs. Goodson and Todman negotiated their lease for space in the bronze skyscraper they were against a central lighting system that would keep their ceiling fixtures illuminated throughout the night. Both men insisted they could not work at night, as they frequently do, with uncontrolled lights. The special alteration work was done, and their darkened windows are the only flaw in an otherwise perfect plan to make the building a nighttime landmark.

NETRC makes appeal to industry for funds

In an unusual and first public appeal for financial support from industry, the National Educational Television & Radio Center, New York, last week distributed a booklet, "The Fourth Network," to more than 2,000 business organizations throughout the country.

The booklet describes the activities of National Educational Television (NET), the tv arm of NETRC, which provides programming to 49 educational tv stations throughout the U. S., and suggests that industrial organizations consider supporting NET programming as a public service-public relations effort.

The work of the center has been supported largely by various foundations, but contact with individual business organizations has resulted in financial aid from such companies as International Business Machines, Mead Johnson Labs., Eli Lilly & Co., American Cyanamid Co. and Field Enterprises. Companies receive a brief credit mention on each program.

This initial success has prompted the center to make a more direct and public appeal for broadened financial support from industry.
KELO-LAND TV Swamps America’s 103-County Market More than 3 to 1

Your new ARB Television Audience Report gives you the incredible story of KELO-LAND’s rating superiority in every page of the report, every hour of the broadcast day, every day of the year!

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

MONDAY THRU FRIDAY
6:00 P.M. to Midnight
KELO (CBS-ABC) 47,800
Others 10,900

SUNDAY
Sign-on to 6:00 P.M.
6:00 P.M. to 10:00 P.M.
10:00 P.M. to Midnight
KELO (CBS-ABC) 17,400 60,500 29,700
Others 5,000 19,500 5,500

METRO AREA SHARE OF AUDIENCE SUMMARY
SATURDAY
6:00 P.M. to Midnight
KELO (CBS-ABC) 76.1
Others 19.9
Others 4.0

market-by-market comparisons of ARB TV Audience Summaries show that KELO-TV SIOUX FALLS with its KELO-LAND booster hookups gives you —

24.8% more viewers than the highest rated Omaha station.
27.7% more viewers than the highest rated Des Moines station.
93.0% more viewers than the highest rated North Dakota station.
51.6% more viewers than the highest rated Duluth-Superior station.

KELO-LAND
CBS • ABC

General Offices: SIOUX FALLS, S.D. • JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Benton, Vice-Pres.
Represented nationally by H-R In Minneapolis by Wayne Evans & Associates
Midcontinent Broadcasting Group
KELO-LAND/TV & radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO Des Moines
NBC-TV rushes news on Portuguese pirates

With the aid of remote audio pickups, still photos, sketches, library films and rear screen projections, NBC-TV news produced a half-hour, special news report in less than 48 hours on the disappearance of a Portuguese cruise ship Monday morning (Jan. 23). Entitled Piracy in the Caribbean, the special (Tuesday, Jan. 24, NBC-TV, 10-10:30 p.m., EST) climaxed a whirlwind day of network activity.

After conferring with Julian Goodman, vice president for news and public affairs, and William R. McAndrew, executive vice president for news, NBC President Robert E. Kintner decided at 10 a.m. Tuesday to present a special news report on the missing ship Santa Maria at 10 p.m. EST that evening.

It was to pre-em the first half-hour of a scheduled repeat of Life in the Thirties and gave NBC news 12 hours to get the show on the air.

The Gulf Oil Corp. (Young & Rubicam) immediately agreed to buy the program as part of the arrangement under which the company sponsors NBC Special News Reports (Broadcasting, Dec. 12, 1960), which may be scheduled only before air time.

Chet Hagan, appointed to produce the special, chose Robert Priaulz to direct, Robert Snowson as film editor and Frank McGee (flown in from Pittsburgh where he was addressing a sales meeting) to narrate.

With a minimum of visual material available, NBC supplemented its coverage with special visual and audio effects that included sketches of the Portuguese rebels who seized the ship and remote audio inserts from San Juan, P. R., Washington and St. Lucia.

CBS-TV programmed its missing ship report on Eyewitness to History (Friday, Jan. 27, 10-10:11 p.m., EST). News correspondent Walter Cronkite narrated the report, which included a study of the political events in Portugal which led to the vessel's takeover. The material was gathered by camera crews and correspondents dispatched to San Juan, Lisbon, Guatemala and Brazil.

ABC-TV gives up 'Game,' may set sports special

ABC-TV has given up on a baseball Game of the Week and is showing prospects a tentative sports special for Saturdays.

With addition of two more major league cities, the network has stopped trying to piece together a network under the baseball blackout requirement that in effect eliminates prime markets from a network. ABC tried the Game of the Week last season as part of the big Gillette package of fights, bowling, football and baseball. The games were scheduled 4-6:30 p.m. (EST) Saturdays, after the CBS-TV Game of the Week.

Now ABC is considering a flexible two-hour Saturday special that would move around the country covering a variety of events. The program switch was learned after announcement of new winter-spring plans for Gillette, which has revealed no baseball plans for this summer beyond its traditional All-Star Games and World Series, both on NBC (for Gillette plans, see page 42).

Union talks accelerated

With the end of contract deadline at midnight tomorrow (Jan. 31), negotiations between the Alliance of Television Film Producers and the Assn. of Motion Picture Producers with IATSE and the so-called "basic craft unions" accelerated to three sessions last Wednesday.

An evening session added to the previous daytime and afternoon schedule ran until 1 a.m. as representatives of producers and unions attempted to reach an agreement on a new contract before the expiration of the present one.

Company presidents Dick Powell of Four Star Television and Taft Schreiber of Revue Productions, as well as Joseph Vogel of MGM and Barney Balaban of Paramount, attended Wednesday's meetings, first time any top company executives had been present.

Program notes...

Midas touch • Lyricist Alan J. Lerner, who has the Midas touch—Broadway's Camelot is his latest gold mine—has been named executive producer of the new MGM-TV series, Harry's Girls. The show, a romantic comedy, is based on the adventures of an American song-and-dance troupe travelling through Europe. Larry Blyden stars in the series with Ralph Levy producing and Joseph Stein as head writer and script supervisor. The first three episodes have already been filmed on the Riviera, with additional scripts to be shot in Rome, the Mediterranean area, Paris and London.

Extra mileage • Highlights of the 1960 Winter and Summer Olympic Games will be presented Feb. 12 on CBS-TV's The Sunday Sports Spectacular (Sun. 2:30-4 p.m. EST). CBS-TV, which had exclusive coverage of the games, will review 26 of the events in the special program, which will be produced by Peter Molnar and narrated by sportscaster Bud Palmer.

Total of 39 • Carlton Fredericks Living Should Be Fun radio show has been sold to WFLA Tampa; WJMX Florence, S. C.; WSOR Windsor, Conn., and WAQC Baltimore. This brings the program's total markets to 39.

Gratis • Alice in Washington, a travel motion picture that takes Lewis Carroll's character to Washington, D. C. via jet plane, is available for free-to-air to television stations, clubs, churches and community organizations from Association Films Inc., N. Y. The 19-minute color film, presented by American Airlines, shows many Washington sights and includes side-trips to Mt. Vernon, Williamsburg, and Jamestown.

Korea closeup • A full-hour Project 20 treatment of the Korean War will be produced for presentation on NBC-TV next season, according to David R. Levy, president, programs and talent. Donald B. Hyatt, NBC director of special projects and producer-director of Project 20, will be in charge of the new program, tentatively titled The Korean War.

English series • An NBC-TV task force flew to England last week to tape a
Features of the RCA 11 KW VHF Transmitter that have clicked with engineers and managers

(features that make it easy to operate and improve performance)

1. **UP TO 180,000 WATTS E.R.P.**—when combined with an RCA high-gain antenna. Channels 7-13. Or can be used as a driver to obtain higher power.

2. **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.

3. **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.

4. **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury-vapor rectifier tubes.

5. **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.

6. **OVERLOAD PROTECTION** prevents extensive damage in case of circuit fault. If overload is momentary, operation is immediately restored while light remains on to indicate point of overload.

7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.

8. **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.

9. **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.

10. **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

Get the complete story from your RCA Broadcast representative; or write for descriptive literature to RCA, Dept. PE-58, Building 16-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal

RCA Broadcast and Television Equipment, Camden, N. J.
series of four religious programs at Oxford U. with the National Council of Catholic Men. The series, titled *England Revisited*, will be presented on the *Catholic Hour* in August (Sun., 1:30-2:30 p.m. EST).

Cronkite re-anchors *CBS News* correspondent Walter Cronkite has returned to the *Eyewitness to History* series (Fri., 10:30–11 p.m. EST) as anchor man, a position he left early last year. Charles Kuralt, who has been the program's narrator, becomes in-the-field correspondent for the series.

Mental health award *ABC-TV*’s daytime series, *Road to Reality*, has been commended by the Assn. for Improvement of Mental Health for “bringing... a broader understanding of the field of mental health.”

BMI honors 164 *Broadcast Music Inc.*, N. Y., reported last week it has presented Certificates of Achievement in the field of popular music during 1960 to 101 writers and 63 publishers. The BMI awards are presented annually to writers and publishers of songs which have won public acceptance measured by radio and tv performances, phonograph record and sheet music sales and by coin machine plays.

CBS repeats aid *CBS Inc.*, which gave financial assistance to the New York Philharmonic’s seven-week U.S.-Canadian tour last summer, has announced a second grant to the symphony orchestra. CBS said last week it will help pay for the orchestra’s first visit to the Orient during April and May, an itinerary that includes a two-week concert tour in Japan and concerts in Anchorage, Alaska, Winnipeg and Toronto on the return trip. CBS Radio has broadcast the Philharmonic’s weekly concerts for 31 years; CBS-TV has featured the orchestra for the past four years.

**MGM’s tv income increases**

MGM’s television business is better than ever, the firm’s quarterly report to stockholders disclosed. Gross tv income for the 12 weeks ending Nov. 24, 1960 was $4.1 million up $915,000 over the same period the previous year. The breakdown of tv revenues shows licensing of pre-1949 feature films and shorts to tv stations providing $2.6 million with filmed series and commercials produced for tv bringing in an additional $1.5 million. The report also indicates that the firm has contracts outstanding as of Nov. 24, 1960, which will provide for a gross income of approximately $19.3 million to be earned after that date.

**Theatre-style ‘Pinafore’ taped for tv**

A 78-minute taped version of Gilbert and Sullivan’s “H.M.S. Pinafore” is headed for distribution throughout the United States by Richard B. Morros Inc., New York. The production was taped in a special theater constructed in the CBC studios in Toronto before a live audience and made use of theatrical, rather than television, techniques in the staging, including long camera shots and booming voices. It was directed by Dr. Tyrone Guthrie and Norman Campbell for a single showing on the CBC last October. Mr. Morros indicated that the “Pinafore” tape will be available for both an evening and afternoon showing by tv stations so that both adults and children may view it.
I.

This was SOUNDSMANSCHIFF

Jawohl, this was der Soundsmanschiff in a lager parlor 100 years ago. Strictly oompah. Wouldn't do today. SOUNDSMANSCHIFF 1961 is so much more exciting. SOUNDSMANSCHIFF 1961 is that distinct, unique sound-image your radio station must have.


Created and performed by top talent, customized exclusively for you.

Don't go oompah. Go SOUNDSMANSCHIFF 1961. It's easy. Call your Ullman-man. He'll give you the gee-whiz facts. He'll also tell you about THE BIG SOUND, radio's one-of-a-kind program service...and Spotmaster equipment, too. He'll even tell you about the military gentleman above, astride the horse. Ullman service.

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IMN JINGLES, target jingles and THE BIG SOUND
IS A DIVISION OF

THE PETER FRANK ORGANIZATION, INC.

BROADCASTING, January 30, 1961
New look in presidential news sessions

LIVE MIKES, CAMERAS, PROVIDE 'INSTANTANEOUS' COVERAGE TO WORLD

Instantaneous reporting of presidential news conferences by radio and television is here to stay, judging by the success of last week's live coverage of President Kennedy's initial appearance before newsmen.

The historic "first" occurred last Wednesday as all major networks fed a live account of the conference to the nation, and to the world as well. A smoothly produced broadcast provided listeners and viewers with a better version of this important news event than was available to 400-odd newsmen who attended in person.

All the fears and dire predictions of print media reporters were dispelled as the new President faced newsmen in the recently built auditorium in the State Dept. Briefing acting by reporters was practically nonexistent, aided by a new rule eliminating the requirement they identify themselves when asking questions.

The spectre of a major presidential blunder that couldn't be corrected because the broadcast was live didn't seem to concern Mr. Kennedy as he feigned with questioners who asked penetrating questions involving Soviet relations.

In fact, the President himself took care of this spectre during the 40 minutes of news announcements and question-answer exchanges, responding to a newsmen's query (see box this page).

A technical innovation at news conferences led to near-perfection in the audio version, considering the difficulty of picking up the questions asked from points all over the 800-seat auditorium. Two "Kennedy Special" microphones flanking the President on the stage were installed by CBS, which provided the pooled broadcast. These rifle-like mikes aimed at questioners proved to be highly directional and efficient.

Newsmen in the auditorium could not hear many of the questions because the directional mikes were not tied into the public address system.

Facilities: Besides on-stage camera pickups, several live and TV newsroom cameras were set up across the center of the auditorium. A number of hand newsroom cameras were used. The 12th and 13th rows of seats had been removed for a camera platform. Some two dozen still cameramen worked from the platform and from stations against the walls.

J. Leonard Reinsch, communications advisor to President Kennedy, participated in the technical arrangements. Bob Wilson, TV consultant to Pierre Salinger, presidential news secretary, was in charge of the installations. Lew Shollenberger, CBS News, produced the pooled telecast for all networks. Bill Linden, WTOP-TV Washington, was director. Mr. Shollenberger was stationed at a mixing panel off stage.

Broadcast-on-the-scene reporting of White House news conferences was first permitted by President Eisenhower early in his administration, with James C. Hagerty, his news secretary and now ABC news vice president, receiving much of the credit for this innovation. The conferences were recorded on audio tape and 16 mm film. This permitted editing before the recordings were made available to radio and television, a privilege Mr. Hagerty seldom used.

Mr. Salinger told a National Press Club luncheon a few hours before President Kennedy's conference that he had first suggested live broadcasts some time ago. Mr. Kennedy approved the plan, believing advantages of better public contact would more than outweigh the danger of a mistake.

Since the President and Mr. Salinger thought it would be desirable to hold occasional conferences at the dinner hour because of the large audience available, they suggested a period between 6-7 p.m. to the networks. For the first live broadcast the networks offered 6-6:30 p.m., indicating they would stay to the end. The conference lasted 40 minutes.

Frequency: Mr. Salinger said conferences will be held "weekly or oftener, more frequently than during the last administration." Dinnertime conferences will be held about every other month unless special news developments warrant more frequent scheduling. Present planning leans toward alternate morning and afternoon conferences to give newspapers in each class an even break.

During the luncheon Mr. Salinger took occasion to comment on the feuding between print media and broadcasting. "Newspapers must realize that television is here to stay," he observed. "All of you should get along together." But he still shows no indication he will adopt the modern term "news conference" to replace the outmoded "press conference."

He said he is setting up machinery to coordinate the flow of news from federal agencies. This is designed to improve accessibility and not to serve as a censorship device, he said. On the other hand he insisted careful attention will be given the problem of protecting national security. In addition he plans to meet soon with Rep. John E. Moss (D-Calif.), chairman of the House Subcommittee on Freedom of Information.

Mr. Salinger indicated he may liberalize rules for accreditation of correspondents who cover presidential conferences. He proposed as a general rule

There weren't any goofs last Wednesday

Will live broadcasting of President Kennedy's news conferences lead to presidential goofs and international complications?

The President himself isn't convinced the hazard should prevent live pickups. He made this clear at his Jan. 25 news conference, the first ever reported instantaneously by radio and television. Here is the question-answer exchange in which his views were expressed to the news gathering.

Q.—Mr. President, has there been some apprehension about the instantaneous broadcast of presidential press conferences such as this one, the contention being that an inadvertent statement no longer correctible as in the old days could possibly cause some grave consequences. Do you feel there is any risk or could you give us some thought on that subject?

A.—Well, it was my understanding that the statements made by the President, Eisenhower, were on the record. There may have been a clarification that could have been issued afterwards but it still would have demonstrated, it still would have been on the record as a clarification, so I don't think that the interests of our country are—it seems to me they're as well protected under this system as they were under the system followed by President Eisenhower. And this system has the advantage of providing more direct communication.

52

BROADCASTING, January 30, 1961
HENRY WATTERSON could have been the "Col. Henry" of WPTR

Because WPTR creates the kind of exciting, independent radio that would have fit Watterson's temperament like a glove. The "Colonel", as he was affectionately called, saw the news not as news alone but as an obligation to take a position on it as well. In the process, like WPTR, he lit a lot of fires.

Yet this very dissemination of news (48 broadcasts every day) and the independent thinking about that news (editorials whenever and as often as necessary) has made WPTR the outstanding radio voice it is today...and the Number 1 public service station in its area as well.

In the process WPTR has lit a lot of fires with both audience and clients, too. According to Pulse it is the dominant station in this 2,000,000 plus market. Local sponsors give it more local advertising than the next three stations combined. At the national level it carries more total advertising than the next two stations put together. In every way—people buy what it has to sell.


WPTR 50,000 WATTS
ALBANY-TROY-SCHENECTADY
Duncan Mounsey, Exec. V.P.—A division of SCHINE ENTERPRISES.
COURT OK'S FCC IN BOSTON
Agency told to re-evaluate ch. 5 applicants
with three-year-old grant to WHDH-TV-TV

In the first court ruling on the notorious ex parte cases, the FCC was vindicated last week by the U. S. Court of Appeals in Washington. A three-judge court approved the commission’s plan to revoke the 1957 grant of Boston ch. 5 to the Boston Herald-Traveler.

The court decision, in a per curiam unsigned order, approved the FCC proposals to reheart the Boston ch. 5 case, and vacated the three-year-old grant. The FCC’s decision to revoke the ch. 5 grant and to reopen the Boston ch. 5 case was made originally last July (Broadcasting, July 18, 1960). The commission decision followed a full hearing before Special Examiner Horace Stern, retired chief justice of the Pennsylvania Supreme Court. WHDH Inc., the licensee of the cancelled TV station, was found guilty of engaging in “a pattern” of off-the-record contacts with FCC commissioners. The commission also found that a second applicant, Massachusetts Bay Telecturers Inc., had had improper contacts with members of the FCC.

The court told the FCC to “re-evaluate” the contestants for the Boston vhf frequency.

The third applicant is Greater Boston Television Inc.

Meanwhile, two of the four applicants in the Miami ch. 10 case—also up for review because of alleged off-the-record contacts—filed briefs before the same court. These were filed by Public Service Television Inc., National Airlines’ subsidiary, the present grantee of ch. 10 there, and North Dade Video Inc., one of the applicants.

Meanwhile in Miami • In the Miami ch. 10 case, the FCC found that three applicants—National Airlines, WKAT and North Dade—had engaged in extra-legal representations to former Commissioner Richard A. Mack and others. It ordered Public Service off the air, and awarded the channel to L. B. Wilson Inc., the only one of the four applicants found innocent of off-the-record activity.

Public Service charged the FCC erred in disqualifying it from reconsideration. It also claimed that the commission made a mistake in issuing the grant to L. B. Wilson.

In the course of the Public Service brief, the claim is made that it had followed “well established” practice and should not be penalized for this. The point was made in these words:

“It is an acknowledged, well-recognized fact, as we will show, that the commission has condoned, accepted and even encouraged ex parte communications as Commission practice. Indeed this seemed the usual mode of procedure in cases involving important television licenses. No statute, decision or administrative rule, published or unpublished, forbade such communications. No one condones the commission’s judicial laxity or questions the need for the establishment of clear and definite procedural standards in adjudicatory proceedings. We contend, however, that it was unfair, arbitrary and capricious for the Commission to impose a new-found standard of conduct upon an applicant who followed the former accepted practice. We submit that the Commission in judging Public Service cannot ignore a quarter-century of institutional custom and usage.”

North Dade opposed the commission’s finding that it too was guilty of off-the-record activity in hiring former congressman and former FCC commissioner Robert F. Jones to attempt to sway Congress to prohibit a TV grant to an airline.

North Dade claimed that there is nothing in the record to indicate that Mr. Jones was hired for or engaged in “political and extra-judiciary pressures.” The applicant claimed that the commission had applied a more rigid standard to it than it applied to WHDH Inc. in the Boston ch. 5 case.

Under the expedited procedure set up by the appeals court, briefs by the FCC, L. B. Wilson and the Dept. of Justice are scheduled to be filed Feb. 6. Reply briefs are due Feb. 16 from all parties. WKAT Inc., the original applicant appealing for review, has dropped out of the case.

FCC asks Congress for tall towers bill

The FCC has asked Congress to require owners of abandoned radio towers to continue to paint and illuminate them to prevent their becoming a hazard to aircraft.

The commission last week also requested legislation that would eliminate the requirement of an oath on certain FCC forms. Both requests were accompanied by suggested bills in the form of amendments to the Communications Act.

In proposing legislation to require the painting of abandoned towers, the commission said both government and
ACCEPTANCE! Every one of these leading stations bought a new Type 317B 50,000 watt transmitter from Continental Electronics. These installations are reasons why you should consider the years-ahead design and quality of Continental transmitters. They are reason enough for you to investigate the preference, reliability and maintainability of Continental Electronics transmitters and related equipment.

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Designers and Builders of the World’s Most Powerful Radio Transmitters
Campaign coverage impressed Hill—Hartke

The broadcasting industry’s “outstanding service” as the result of Sec. 315 relaxation during the 1960 political campaign will have great bearing on efforts in Congress to provide greater freedom, according to Sen. Vance Hartke (D-Ind.), a member of the Senate Commerce Committee.

As author of bills to provide Sec. 315 relief, Sen. Hartke told the National Religious Broadcasters convention Jan. 25 in Washington that exclusion of news and public affairs programming from equal-time provisions of Sec. 315 “has allowed more realistic coverage of political figures.”

And he added that suspension of equal-time requirements for the presidential campaign “paved the way for the finest coverage provided, and for the innovation of the so-called debates.”

Sen. Hartke said “the increased quantity and quality of public affairs and public information programs both on a network and local station level has been encouraging. The extensive and comprehensive coverage of the important political campaigns exhibited the value of these great communicators in our democratic society. The general atmosphere of increased interest on the part of broadcasters in the public welfare has been significant.”

Kept the Trust • Most radio and tv stations, he observed, “have used these new freedoms well. Their reaction has been consistent with the trust placed in them by those of us who sponsored and fought for the enabling legislation in the Congress. The additional service provided to the American people by virtue of these bills is truly outstanding.” He said he believed these developments in the broadcast industry “have had a beneficial effect on those who take so much enjoyment and information from radio and television.”

Sen. Hartke noted wide acceptance of the added information and public affairs programming appearing “in depth and regularity” on nearly every station. “The non-entertainment program is enjoying unprecedented success,” he said. “Some have commendable ratings and many are commercial. Who could ask for anything more, Programmers have awakened to the fact that there is a market for information. . .”

Commenting on the study of independent agencies by James M. Link, special assistant to President Kennedy, as well as the report of the House Legislative Oversight Subcommittee, Sen. Hartke pointed out they do not agree on recommendations though both criticize the functions of governmental control.

He noted he had introduced a resolution calling for a commission to study the FCC, spectrum allocations and the full scope of governmental supervision and control of broadcasting.

“It is important that the government have control and supervision over certain areas of broadcasting,” he said. “And it is important that the limited resource of the spectrum be used to the best advantage for our nation’s future. But there is room for governmental control only in certain areas, most of them technical and engineering.

“Expression of thought and ideas has long been a constitutional guarantee in our country. Yet, to a degree, many of these liberties of free speech have been denied to the broadcasters under Sec. 315. These are denied in order that the radio and television spectrum be used carefully and in the public interest.”

Record Speaks • Sen. Hartke praised use of the right to editorialize. Liberalization of Sec. 315 will depend on the way broadcasters themselves have used the freedoms they have been given with actions having spoken louder than any words could on their behalf, he said.

He suggested religious broadcasters take advantage of technical skills and new broadcast freedoms in spreading their message, mentioning debates on moral and theological issues as examples.

private flying interests have expressed concern over the increasing number of tall towers, particularly those over 1,000 feet. The commission said owners of the towers should be required to paint and illuminate them until they are dismantled.

The commission said that the oath requirement should be eliminated because it creates a burden on the public and the FCC. The FCC suggests substituting for the oath a warning that false statements are punishable by fine and imprisonment.

Legislation to carry out both of the FCC’s suggestions were passed by the Senate last year but died in the House.

Jerrold appeals catv case to Supreme Court

Jerrold Electronics Corp., Philadelphia, has asked the U.S. Supreme Court to reverse a lower court decision that it violated the antitrust laws in selling equipment to community tv systems and requiring that Jerrold be exclusively hired to service this apparatus. The U.S. District Court’s decision was issued last July (BROADCASTING, August 1, 1960). It also forbade Jerrold from acquiring any new catv properties without court approval.

In its petition for review, Jerrold asked the Supreme Court to determine “whether a small manufacturer, with limited capital, launching a new speculative industry and in competition with multi-million dollar giants, violated Sec. 1 of the Sherman Antitrust Act by following a general policy, started in late 1951 and ended in 1954, of selling newly developed, sensitive, unstable and highly complex electronic equipment for a catv system, only in conjunction with a contract for servicing the system?”

Jerrold also questioned the lower court’s injunction against acquiring any new catv systems if the companies are operating companies which “consume rather than resell in any form” the products of the manufacturer.

Jerrold owned nine catv systems at the time of the trial. Late last year it sold these to H&B American Corp., Los Angeles, for $5 million. It is installing a new catv system, in partnership with Alliance Amusement Co. theatre chain, in Ottawa, Ill. Earlier this month citizens of Ottumwa, Iowa, turned down a bid for a catv franchise from Jerrold (BROADCASTING, Jan. 23).

NLRB to hear charges against AFTRA by KXTV

The National Labor Relations Board has ordered a hearing Feb. 13 in Sacramento, Calif., on a charge American Federation of Television & Radio Artists is engaging in secondary boycott activities against KXTV(TV) Sacramento. AFTRA and National Asso. of Broadcast Employees & Technicians struck at the station last September. KXTV has
He observed that broadcasting commands "improved respect" as a result of performance since it was bombarded with charges of corruption, deceit and mediocrity. "A great change has taken place in broadcasting," he asserted.

Rep. Walter H. Moeller (D-Ohio) told NRB that freedom of broadcasting "stems from the very tap-roots of American democracy and embraces not only freedom of the listener from paying a license tax on receivers but—and perhaps of even greater importance—the freedom from government-controlled-and-administered broadcasting." He noted that recent history is replete with examples of loss of freedom where the right of free expression has been stifled. He reminded broadcasters they must guard their freedom by exercising "a responsibility of reasonable use."

Sen. Karl E. Mundt (R-N.D.) joined Sen. Hartke in lauding broadcasting for its public service programming. He said tv and radio "have a tremendous impact and a great value at hearings in Congress."

Touching the controversial issue of commercial religious time, he said, "Your desire to buy time on radio and television is going to be rewarded by acceptance." Stations in some cities and the NAB television code are opposed to the sale of time for religious programming.

Sen. Mundt said he is a firm believer "in the value of permitting radio and television access to committee meetings within reason and on appropriate occasions."

charged the unions have engaged in a joint campaign to bring about a boycott of advertisers that are heard on the station.

Appeals by 23 striking members of the two unions for unemployment compensation have been denied by an appeals referee who held the strike was based on voluntary action by the employees and was not forced by the station, according to KXTV.

NLRB has been holding a hearing in Sacramento into union charges that KXTV, a Corinthian station, has engaged in unfair labor practices.

Sacramento Superior Court has dismissed charges by Bob Stone, announcer, who sued the station for $210,000 for allegedly using his video tape commercials during the early part of the strike. Judge Albert Mundt denied claims KXTV had misappropriated property as well as charges involving involuntary servitude and unfair competition.
Rigid 3-year holding plan opposed

BROADCASTERS HIT FCC “ANTI-TRAFFICKING” PROPOSAL

Broadcasters and their legal advisers were almost unanimous in their condemnation of an FCC proposal to severely curtail the sale of stations which have been owned by the selling licensee for less than three years.

The gist of the objections, in comments filed last week, argued that the proposals espoused by the FCC are unnecessary, illegal, were never intended by Congress, would stifle free enterprise, would add cumbersome burdens to the already overloaded commission and would not touch the principal target—trafficking in licenses.

In the few cases where trafficking is suspected, the respondents said, the commission has ample authority to deal with them under existing statutes. Any further rules would only mean intrusion of the government into private enterprise where it does not belong, according to many of the comments.

By a 5-2 vote, the commission asked for comments on its plan to curb trafficking (BROADCASTING, Dec. 12, 1960). The proposed rules would require an automatic hearing on a proposed sale if (1) the seller had operated the station for less than three years or (2) a major change in the station's facilities had been approved within the past three years. Exempted from the hearing would be pro forma assignments and sales due to inadequacy of operating funds, death or disability of station principals.

Practically all the parties commenting said that they were in favor of the principle involved but that the FCC was trying to cure the evil in the wrong way. Only one broadcasting entity—Westinghouse Broadcasting Co.—favored any part of the proposed new rules. Multiple-owner Westinghouse said that a hearing in the sale of stations held less than three years would “serve the public interest.” However, the respondent said that applying the rule to changes in facilities would work to the detriment of the industry.

NAB Speaks • The FCC always has had the authority to designate a sale application for hearing, NAB stated in its comment, and therefore “the imposition of a time limit as the determining factor as to whether a hearing should be held is both artificial and unnecessary. . . . There is no magic in numbers. The public interest may well be served by a transfer within six months or may not be served by a transfer after three years.”

Each sale application should be considered on its own specific set of facts, NAB said, with any hearing to be scheduled after the commission has been unable to determine from such review that approval would be in the public interest.

If, NAB continued, the commission finds that some rule-of-thumb is necessary for administrative convenience, then additional exceptions to the rules should be made. This should include, among others, licensees operating at a substantial loss.

Pierson, Ball & Dowd • “Any proposal such as the instant rule is potentially artificial and arbitrary in that it will of necessity automatically place the same requirements of a hearing upon the obviously innocent as well as the obviously guilty,” the Washington law firm of Pierson, Ball & Dowd said in a statement filed for its station clients.

Also, the firm stated, the proposed rule “involves clear distortions of both the language and the purpose” of Sec. 310(b) of the Communications Act and is “based upon factual premises which are unwarranted.” Underlying the proposal is an “implicit and explicit assumption” that there is something inherently contrary to the public interest in selling a station at a profit, the lawyers said. Such an assumption “. . . has serious regulatory implications which go considerably beyond a narrow consideration of the proposed rule.”

After considering the question many times as to whether it can control or limit the profit involved in the sale of a station, Pierson, Ball & Dowd pointed out that the FCC determined in the AVCO case that it did not have such power. “If licensees were deprived of their right to sell their stations at a profit, there would be a danger that the licensees would attempt to milk all possible profit from their day-to-day operations at the expense of sound development of their stations,” the attorneys stated.

Based on “many years” of experience in appraising, financing and negotiating sales of radio and TV stations, station broker Blackburn & Co. told the commission that the proposed amendment “would change the whole nature of American broadcasting, making it less
Mystery:
How can a Radio or TV Station single out, among thousands of advertising people, only those responsible for the purchase of advertising and reach them with a media message?

Clue:
There is a magazine edited for people who buy or influence the purchase of advertising; its circulation is concentrated exclusively among those active in making media-buying decisions. It provides a direct line to these decision-makers—Time Buyers, All-Media Directors, Advertising Managers—whatever their title, wherever they are. At the same time, this magazine eliminates people whose interests lie elsewhere.

Solution:
Advertise in Media/Scope.

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attractive to owners and reducing its ability to operate in the public interest." Blackburn said that it will not handle a station which is being resold after a few months' ownership with a big profit at an unreasonably low price, its business would not be materially affected by the three-year rule. "But we do feel that any further rigid rules and restrictions are not only unnecessary but dangerous," Blackburn said. "We submit that this rule would result in less radio, not more."

Another broker, Paul H. Chapman Co., opposed the rules in comments filed before the original Jan. 16 deadline. Commenting for some 20 station clients, the Washington law firm, told the commission that it should issue a general policy statement concerning trafficking and, thereafter, should review each case individually. The new rules would limit sales where profits are not involved—necessary for trafficking to be considered according to the FCC's own definition in the WMIE-TV case, Smith & Pepper said.

Sam J. Albritton, president of WSMT Sparta, Tenn., pretty well summed up industry sentiment when he stated: "I wish to advise that I am opposed to the FCC's proposed rulemaking. . . ." Followed by the title and docket number, this was the full extent of Mr. Albritton's comment.

For some 20 station clients, the Washington law firm of Haley, Wollenberg & Bader said that abuses in the past cannot be avoided in the future by a "purely mechanical three-year rule." The firm recommended that the commission "review closely" questionable sales and "act vigorously against any proposal which is destined to constitute unlawful or undesirable trafficking."

R. W. Burden Jr., president of KEEP Twin Falls, Idaho, said that he purchased 50% of that station in 1959, plans to buy more broadcast properties, and that it is his right "... to operate and sell any radio station that I may have an interest in as the market conditions so warrant."

Jointly-owned WARN-AM-FM Ft. Pierce, Fla., and WKDN-AM-FM Camden, N. J., charged the FCC does not effectively utilize the powers it now has. "Since the commission is already under congressional criticism for delays in its functions, it would be unwise to add to the duties of the agency further time consuming decisions..." caused by the proposed hearings, the stations commented.

Disarming Simplicity • Multiple-owner Storer Broadcasting Co. expressed the opinion that the commission's proposal is "disarming in its simplicity... This simple proposal, however, is drastic and far-reaching in its consequences—results which the commission well may not intend."

The mandatory hearing would require an 18-month to 2-year delay in a proposed transfer, Storer said, thus working to the detriment of the transferor. "The transferor's staff would be demoralized, advertising sales and revenues would be damaged, programming would be impaired and in most cases the transferor would be forced to withdraw his application to avoid complete disruption of his station," Storer told the commission. "By delaying agency action, the agency would deny justice." KING-AM-FM-TV Seattle charged that the undue restrictions proposed on sales are contrary to sound public policy and would discourage sales to highly desirable applicants. KING praised Commissioner Rosel Hyde for his dissent (to which Commissioner T. A. M. Craven concurred) and said that his views deserve "thoughtful consideration." The station said that it "deplores the present proposal [and] is particularly concerned by the dangerous trend it appears to reflect."

Echoing the sentiments of many others, KHVF-TV Honolulu said that the commission now has all the powers it needs to curb trafficking.

At the request of NAB and Storer, deadline for commenting on the proposal was extended to last Thursday (Jan. 26). (BROADCASTING, Jan. 16). However, with FCC business hours curtailed that day because of a second heavy snow storm in eight days, respondents were given until the "next full FCC working day" to comment—Friday.

SEC. 315 DUE HILL EXPOSURE

Senate Commerce Committee approves double take by communications and watchdog subcommittees

The Senate Commerce Committee, at its organization meeting last week, in effect gave the go-ahead to a two-pronged look into Sec. 315 of the Communications Act and the effects of its suspension last year.

It approved formation of the Communications Subcommittee for hearings tomorrow (Jan. 31) and Wednesday on how the suspension served the public interest. In addition, it gave its watchdog unit a new, if temporary, lease on life. This three-man group—created to watch for abuses of the freedom broadcasters had last year in political reporting—had been scheduled to die tomorrow.

The Communications Subcommittee, headed by Sen. John O. Pastore (D-R. I.), will hear a preliminary report by the FCC on the study it is making of the equal-time provision and the results of its suspension. In addition to FCC Chairman Frederick Ford, witnesses at the hearing tomorrow will include LeRoy Collins, NAB president; Frank Stanton, president of CBS; and Robert Kintner, president of NBC. Robert Hurleigh, president of Mutual, Alfred Beckman, ABC Washington vice president, will testify Wednesday.

Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman, has introduced legislation to make permanent the temporary suspension, which applied only to the presidential and vice presidential candidates. Sen. Pastore, however, has indicated he favors broadening the exemption to candidates for lesser offices.

The preliminary appraisal of the effects of last year's suspension is designed to provide the subcommittee with an idea of how far Congress should go in modifying Sec. 315.

In breathing new life into the watchdog subcommittee, the parent Commerce Committee gave it additional time to complete its study and make its report. The subcommittee, either directly or through the FCC and other sources, has received "thousands" of complaints from viewers charging bias on the part of broadcasters in their coverage of last fall's campaign.

The three-man subcommittee plans to hold hearings on several of the complaints that are "illustrative" of most of those received. The watchdog staff is scheduled to start preparing this week for the hearings.

Among other matters at its organization meeting, the Commerce Committee voted to ask Congress for an appropriation of $315,000 to conduct its activities for the year beginning Feb. 1.

Mansfield bill in House too

Rep. John S. Monagan (D-Conn.) has introduced a House version of Sen. Mike Mansfield's (D-Mont.) bill (S 227) to reimburse political parties for radio-ty time purchased for their presidential and vice presidential candidates. Like the Mansfield bill, Monagan's measure would provide Federal payments for this expense of up to $1 million to major parties (those receiving over 10% of the vote) and up to $100,000 to minor parties (those receiving between 1 and 10% of the vote).
Is he being a nice guy or peddling influence?

How are you going to tell when a "contact" is for the purpose of off-the-record representation or whether the guy is just being nice?

This is the question which is troubling James M. Landis, special assistant to President Kennedy in charge of reorganizing the federal administrative agencies. The subject came up in Mr. Landis' appearance on Meet the Press Jan. 22 (NBC-TV, 6 p.m. EST).

Mr. Landis stated baldly that he was much concerned with the question of ex parte representations, but he feared there was no quick answer. He said that it would be very questionable whether a requirement that all ex parte occurrences be put in the record would cure the problem, because, he asked, how is a commissioner to know whether a contact was for ulterior purposes? This might defame an innocent person, he pointed out.

President Kennedy, meanwhile, appointed a three-man task force to look into drawing up a code of ethics for government employees. Named to the committee were Prof. Basilis Manning, Yale Law; Jefferson Fordham, U. of Pennsylvania Law, and former chief Judge Calvert Magruder, 1st Federal Circuit, chairman.

Among other highlights of Mr. Landis' interview (he was questioned by Anthony Lewis, New York Times, Sander Vanocur, NBC News; David Wise, New York Herald-Tribune, and Lawrence E. Spivak, program producer and regular panel member):

- The President's responsibility requires that he see that the laws are carried out efficiently and with dispatch. A strong tie to the White House does not mean White House influence on individual cases; it could mean better administration.

- There's no desire to increase regulation for the sake of regulation. The reorganization plan would give the President more power to revise agencies, but this is for the purpose of increasing efficiency. If this is accomplished it might be beneficial to the regulated industries; it might result in less regulation.

- Opposition on the part of some congressmen to the bill to give President Kennedy reorganization powers will tend to disappear when it is made clear that the authority will be used to make government more efficient. The proposed legislation, similar to authority given to President Truman and President Eisenhower, would permit the President to reorganize any government agency or department unless specifically vetoed by either house of Congress.

- The so-called "independent agencies" are supposed to be independent in the sense that the commissioners are to decide things as they think wise and not as some member of the Executive Branch may tell them.

Mr. Landis was disturbed by some instances where congressmen have financial interests in industries whose regulatory policies are set by these same men. "It is hard to put down any flat rule," Mr. Landis said, because some of these committees "have such a large jurisdiction."

Two more outlets get short-terms

Lashing out once again with its recent authority granted by Congress, the FCC last week issued two more short-term license renewals. The 15-month renewals were granted WITT Lewistown and WKVA Lewiston, both Pennsylvania.

In addition to setting renewals shorter than the customary three-year period, the stations were admonished by the commission about previously indicated "unauthorized transfer of control of WITT to WKVA." That application was subsequently dismissed.

WITT's sale to WKVA was dismissed June 16, 1960, at request of the parties involved. The commission has charged that a transfer of control took place without due FCC authorization.

Robert L. Wilson is sole owner, president and general manager of WKVA. WITT has over 60 stockholders. Majority interest is held by Warren and Jeanne Fisher, who own 600 shares of the 4,000 shares outstanding.

Previously the commission issued short-term licenses to five stations owned by Richard Eaton (Broadcasting, Dec. 12, 1960) and to WSTS Massena, N. Y. (Broadcasting, Jan. 23).

Give up withheld data, FCC orders witnesses

Three tv programming talent organizations and their officers were ordered by the FCC last week to appear at a commission hearing with records subpoenaed last October, but which have refused to produce (Broadcasting, Oct. 24, 1960).

The commission ordered MCA Inc. and its vice president, Taft Schreiber, and Dick Fishell & Assoc. and Promotions Unlimited and their executives—Dick Fishell, Betty Langley and Mary Rothschild—to testify and produce the documents. The FCC thus affirmed an order by its chief hearing examiner, James D. Cunningham (Broadcasting, Dec. 5, 1960).

The matter arose during hearings held by Mr. Cunningham in Los Angeles as part of the commission's overall programming inquiry. Mr. Schreiber refused to produce a list of the tv programs MCA Inc. packages without prior commission agreement to treat it as confidential and walked out when his counsel was refused permission to make a statement for the record.

Promotions Unlimited and Dick Fischell & Assoc. spokesmen also left the witness stand without being excused, claiming they were denied due process. All parties asked the FCC to reverse Mr. Cunningham's November ruling.

Last week, the commission dismissed the petitions for reconsideration and ordered the parties to appear at a hearing to be set by the chief hearing examiner. If they fail to do so, the FCC warned, action will be instituted in federal court.

'Payoff' rule invoked in Laurel application

FCC Chief Hearing Examiner James D. Cunningham turned thumbs down on a petition to dismiss an am application—filed by Milton Grant and James R. Bonfils—in exchange for $10,010 from the remaining applicant to cover costs (Broadcasting, Dec. 19, 1960, and Oct. 24, 1960).

Authority for the decision was an amendment to the Communications Act, effective last September, which requires parties dropping out of a hearing to prove in detail that their expenditures were both "prudent and legitimate."

Mr. Cunningham dismissed the Grant-Bonfils application—with prejudice—but did not sanction the proposed $10,000 payment to Grant and $10 to Mr. Bonfils by Intercal Broad- casting Co., the remaining applicant for 900 kc at Laurel, Md. The hearing examiner agreed that Mr. Grant had listed expenses in excess of the $10,000 remittance, but stated that he had not produced evidence to show that these expenses were "prudent and legitimate."

Among expenses listed by Mr. Grant: $2,354 paid to his attorneys, Dow, Lohnes & Albertson (the firm has rendered a further bill for $6,250); $4,034 to electrical engineer, George W. Davis (who has billed out for further payment of $6,765); rent payments for site, an
aggregate of some $3,000; out-of-pocket expenses and for transcript of hearing, some $1,000.

Mr. Grant is an air personality with WTG (TV) and WWDC Washington. Some time after he proceeded to apply for the Laurel frequency, his parent company Metropolitan Broadcasting Co., issued a rule stating that employees could not own or hold substantial interest in other broadcast stations. The rule specifically exempted Mr. Grant, but in his petion for dismissal of his application he explained that owning the Laurel station might prejudice his future with Westinghouse.

In his memorandum opinion and order, Mr. Cunningham said that Mr. Grant had not provided the FCC with a sufficiently detailed breakdown of what his expense money had gone for. For example, the examiner stated, Mr. Grant's rent arrangement ($2,957) was not presented with full details. Mr. Cunningham expressed the opinion that the two had had "every opportunity to make the necessary showing but had failed to do so."

MOVIE CENSORSHIP UPHLED

Supreme Court, in upholding Chicago ordinance, strikes strong blow at communications freedom

The spectre of prior censorship of communication faced the nation last week as the result of a Jan. 23 U. S. Supreme Court decision that ran contrary to past rulings of the court.

In a 5-4 decision that drew one of the most violent dissenting opinions in history, Justice Tom C. Clark wrote a majority opinion which upheld the right to censor but withheld an opinion as to the methods by which it should be accomplished. The ruling was handed down in the Chicago case of Times Film Corp. vs the City of Chicago.

First to rise in protest was President Eric Johnston of the Motion Picture Assn. of America. He said the ruling "should be a trumpet call to all believers in free expression."

The highest court rejected an appeal to strike down the half-century-old Chicago ordinance providing for film censorship. Justice Clark held that states should be free to select the best method of preventing the showing of obscene movies. This beat down the Times Film claim that pornography laws should be invoked after a film had been shown. At issue in the case was refusal of the petitioner to submit its "Don Juan" foreign film for review by the Chicago police commissioner, issuer of exhibition permits.

Joining Justice Clark in the decision were Justices Felix Frankfurter, John Marshall Harlan, Charles E. Whittaker and Potter Stewart. Chief Justice Earl Warren was flanked in his dissent by Justices Hugo L. Black, William O. Douglas and William J. Brennan. Justice Douglas also wrote a dissent in which Chief Justice Warren and Justice Black joined.

Not Absolute = Basic censorship authority was at issue in the case. Justice Clark wrote, noting that "it has never been held that liberty of speech is absolute." He refused to accept the claim that previous restraint cannot be justified regardless of the capacity for or extent of evil.

In dissenting, Chief Justice Warren wrote: "This case clearly presents the question of our approval of unlimited censorship of motion pictures before exhibition through a system of administrative licensing. Moreover, the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio or public speeches." He added it has "endangered" the first and 14th Amendment rights of all others engaged in the dissemination of ideas.

The Chief Justice's dissent noted the decision "gives official license to the censor, approving a grant of power to city officials to prevent the showing of any moving pictures that officials deem unworthy of a license. It thus gives formal sanction to censorship in its purest and most far-reaching form, to a classical plan of licensing that, in our country, most closely approaches the English licensing laws of the 17th century which were commonly used to suppress dissent in the mother country and in the colonies." He added, "Although it is an open question whether the impact of motion pictures is greater or less than that of other media, there is not much doubt that the exposure of television far exceeds that of the motion picture."

The dissent of Justice Douglas said in part: "As long as the First Amendment survives, the censor, no matter how respectable his cause, cannot have the support of government. It is not for government to pick and choose according to the standards of any religious, political or philosophical group. It is not permissible, as I read the Constitution, for government to release one movie and refuse to release another because of an official's concept of the prevailing need or the public good." He added that the First Amendment was designed "to enlarge, not to limit, freedom in literature and in the arts as well as in politics, economics, law, and other fields... its aim was to unlock all ideas for argument, debate and dissemination."

Still some holes in the 'New Frontier'

Several key government posts of interest to broadcasters remain to be filled by President John F. Kennedy, though most of the top spots are operating under his appointees.

Last week the President named Frank B. Ellis, New Orleans lawyer, as director of the Office of Civil & Defense Mobilization, and Wallace Turner, KPTV (TV) Portland, Ore., as assistant to the Secretary for Public Affairs, Dept. of Health, Education & Welfare.

Among positions not taken care of are assistant attorney general for the antitrust division, Dept. of Justice, and director of the U. S. Information Agency.
ANNOUNCING

(PUBLICATION DATE: MONDAY, FEBRUARY 20 ISSUE)

Now in intensive work is BROADCASTING's 4th annual business prognosis.

Not a special issue. Not a year-end review.

A staff-researched and staff-written project surveying business indicators in television and radio as related to gross national product and consumer market developments.

Here's a quick index of special PERSPECTIVE features, exclusive of BROADCASTING's normal coverage of the week's news:

- Exclusive annual business index of tv-radio billings
  (with a 12 year comparison)
- Business outlook, based on authoritative research by leading economists
- Status report on color tv
- Status report on fm
- Programming review for '61
- Broadcasting and the Kennedy Administration
- Station sales: 1960 Report
- What's ahead in '61

These and other depth features, plus the week's spot news budget, will make the February 20 PERSPECTIVE '61 issue an exceptional opportunity for advertising, at regular rates.

FINAL DEADLINE: FEB. 10

26,000 circulation guarantee
Radio: A Long-Term Responsibility

It's profit or prestige, survival or stature, Hayes says.

Radio is a "tough business" which "must strike a difficult and delicate balance between profit and prestige, between survival and stature," Arthur Hull Hayes, president of CBS Radio, told the Georgia Radio & Television Institute last week, in Atlanta.

"We all know that the rent must be paid, and that secretaries, announcers, engineers, and the rest tend to want a regular paycheck," he asserted. "But we all know also that any business conducted with only profit in mind is essentially a short-term affair. And we know that we've been assigning the frequencies on which we operate, and which we can lose. This creates a built-in, never-ending responsibility.

"I fully believe that the more we expand the remarkable medium of radio—the more we explore the new ways in which it can be useful and meaningful to the public—the more abundant the returns will be."

More emphasis on who • Mr. Hayes said the business of buying and selling time should be conducted with less emphasis on cost-per-thousand and more on "cost-per-thousand who." He said: "Ask any salesman whether he'd prefer to have a long list of names—or a short list of prospects." But to get the qualitative information needed to locate a product's best prospects in the audiences of mass media, he cautioned, will require "more thoughtful, more imaginative, more precise research than we have developed as yet."

It is up to broadcasters, he continued, to prod researchers by asking for these "fine tools, the precision instruments with which to increase our areas of certainty in this uncertain and exciting business."

He traced the steady growth of radio, its format changes and its con-

Etv's future is under study

A look into the next 10 years in the development of educational television is being taken by the Educational Media Study Panel, set up by the U. S. Office of Education under Title VII of the National Defense Education Act. This act provides for more effective use of tv, radio, motion pictures, and related media for educational purposes.

Five meetings have been held by the panel since last June 30. At a session Jan. 13 the panel heard the views of Dr. Frank Stanton, president of CBS Inc., and John F. White, president of National Educational Tv & Radio Center, New York, among others.

A series of research projects financed by defense act funds has been started under panel direction. Dr. Wilbur Schramm, director of the Stanford U. communications division is directing studies into the teaching value of tv, the role of tv in informing people about public affairs and the fine arts, and ways to finance educational tv.

A study at U. of Nebraska, farthest advanced of panel research projects, deals with the availability of recorded material, how it is exchanged and the need for more programming. National Assn. of Educational Broadcasters, Washington, is directing research into the needs of stations for channels and the potential of airborne tv. William Harley is NAEB president.

Depth research into the audiences of six different types of etv stations (open circuit) is under the direction of NERTC and Mr. White. Dr. John W. Meaney, on leave as director of the U. of Houston radio-tv-film center and KUHT (TV), an educational station, is serving as tv consultant to the panel and Office of Education liaison. Also active in the project are Dr. C. Walter Stone, director of educational media for Office of Education, and Dr. Franklin Donham, specialist for radio-tv education.

Members of the panel are C. M. Baum, engineering consultant, Joint Council on Educational Television; LeRoy Collins, ex-Governor of Florida and now president of NAB; Leland Hazard, vice president, Pittsburgh Plate Glass Co.; Richard B. Hull, director of broadcasting, Ohio State U.; Herold C. Hunt, professor of education, Harvard; Kenneth Oberholtzer, Denver superintendent of schools; John Richards, chancellor, Oregon Board of Education; Graham T. Winslow, Massachusetts Council for Winthrop, Mass., and William E. Spaulding, Houghton Mifflin Co. The co-chairmen are Mr. Hull and Roy M. Hall, who has just resigned as assistant commissioner, Office of Education.
More stations rely on Collins Automatic Tape Control than any other two makes combined. Why? Its quality is superior to any other. ⇒ Ask for a demonstration. You'll agree with the 600 U.S. radio stations using Collins Automatic Tape Control that it gives better, tighter programming than any other tape unit on the market.
continuing popular appeal in the face of television’s expansion, and cited low-cost frequency, mass audiences, flexibility and sales impact among the advantages it offers to advertisers whether it is used alone or in combination with television or other media.

Robert F. Hurleigh, president of Mutual, had some direct talk for the U. of Georgia’s Henry W. Grady School of Journalism, one of the sponsors of the Institute. He suggested that the philosophy of the George Foster Peabody broadcasting awards, handled through the Grady School, be revised to recognize “daily” instead of “annual” achievements and meritorious public service by radio and tv stations.

Daily Accomplishments • Broadcast journalism has reached the point where it can count its accomplishments daily, Mr. Hurleigh observed. He said recognition of this fact by the Peabody group—and other awards group—would encourage greater year-round efforts rather than spasmodic special efforts made with a specific award in mind.

He suggested that awards groups limit entries to programming presented within a certain time period—say two weeks—which would not be specified until the period had passed. This would be a variation on the way FCC picks the days of the “composite week” for which it requires stations to submit logs.

Such a philosophy, he said, “simply by recognizing daily rather than annual services, would motivate more journalistic efforts, would prompt more scheduling than is even now being done in the broadcasting field.”

Mr. Hurleigh said broadcasting’s journalistic contributions over the years have whetted the public appetite to a point where newspapers, magazines and non-fiction books have all benefited along with radio and tv. But, he noted, “efforts broadcasters make themselves to foster their own activities in news and journalism fields continually find roadblocks that must be hurdled” in order to get equal access with other media.

Changing hands

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

* KFRM Concordia, Kan.: Sold to Norman E. Kightlinger and associates for $201,000. This is part of two step transaction whereby Metropolitan Broadcasting Corp. is buying Cook Broadcasting Co. radio and tv stations for $10.25 million. These include KMBC-AM-TV Kansas City, Mo.; KMOS-TV Sedalia, Mo., and KFRM (Broadcasting, Dec. 26, 1960). KMOS-TV is being sold to Jefferson Television Co., owner of KRCG-TV Jefferson City, Mo., for $200,000. Both KFRM and KMOS-TV have been operated mainly as satellites of KMBC stations. Mr. Kightlinger is in furniture business. KFRM operates on 550 kc with 5 kw daytime only.

* WBOX Bogalusa, La.: Sold by Joseph A. Oswald to Magic City Corp. for $80,000. Magic City is composed of a group of St. Louis businessmen. Station is 1 kw daytimer on 920 kc. Broker was Hamilton, Landis & Assoc.

APPROVED • The following transfer of station interests was among those approved by the FCC last week (for other commission activities see For The Record, page 79).

* WOHJ-AM-West liverpool, Ohio: Sold by Richard V. Beatty, George T. Farrell and Michael Turk to Constrander Corp. for $175,000 and agreement not to compete in area for five years. Constrander Corp. is headed by Joseph D. Coons as president.

Network-union talks go on; no strike seen

Present ABC and NBC contracts with the National Assn. of Broadcast Employees & Technicians and CBS contracts with the International Brotherhood of Electrical Workers are scheduled to expire tomorrow (Jan. 31) but indications are that negotiations will continue beyond.

Neither management nor union sources would comment on the two negotiations, held since early this month, but the consensus seemed to be there was no imminent threat of a strike. CBS talks with IBEW began in New York and shifted last week to union headquarters at Washington, D. C. NBC-ABC negotiations with NABET are in Cincinnati.

The issue of job security appears to be paramount in both negotiations. The networks are reported to be pressing for a reduction in the number of technicians they employ, claiming their present method of operations do not require all the employees now on staff.

The unions are seeking higher wages and ask officially for a reported 25% increase. Management is said to have countered with a modest rise. At ABC, NABET seeks to establish a pension and welfare plan already in existence at NBC.

The networks, as is customary, have continued training non-union personnel for stand-by duties to replace technicians, if a strike begins.
Religious group wants code enforced

NAB and related industry groups were urged Jan. 25 by the National Religious Broadcasters to implement and enforce code provisions to eliminate "all immoral or obscene shows which portray depravity or lack of virtue and which contain lewd, obscene, profane and libelous language."

At its three-day meeting in Washington, NRB also called on the industry to eliminate "all shows which represent excessive violence bordering on sadism." The association opposed presentation "of film clips of the most immoral and violent scenes in these reprehensible shows for advertising purposes." While stating the association abhorred "dangerous aspects of licensing or censorship," it pointed to increasing danger that regulative legislation and judicial action might result. It pointed to a purported increase in juvenile delinquency and crime and said young people are being exposed "to more crime and brutality on television than ever before."

The list of speakers included several legislators from Capitol Hill (see page 56).

Dr. Eugene R. Bertram, Lutheran Church-Missouri Synod Foundation, was re-elected NRB president, along with other executive officers.

LeRoy Collins, NAB president, pointed to the need for action as well as faith and reaffirmed the industry's interest in cooperating with religious broadcasters. Bruce Wallace, public service manager of WTMJ-AM-FM-TV Milwaukee, said industry and religious groups should hold more frequent meetings to eliminate misunderstanding. He said that stations have a responsibility to all denominations and emphasized the value of all broadcast hours for religious programming, including Sunday mornings and daytime periods.

Ford Speaks • In a Wednesday luncheon address to the religious broadcasters, FCC Chairman Frederick W. Ford outlined the methods of operation of the commission and the principal problems and possible solutions facing the agency. He said that he personally was against "excessive violence" on TV but that this anti-feeling did not include "all violence."

He noted that without violence, most of the stories of the Bible would be banned from television. On programming, Commissioner Ford said that stations must determine the needs of their communities and program to meet those needs. By requiring narrative explanations of steps taken to meet these needs, he said, the FCC can meet its "public interest" mandate without the "stigma" of censorship being attached to its actions.

In answering those critics who claim the FCC is controlled by the networks, Chairman Ford listed five recent steps taken by the commission to which the networks objected. These included a reduction in option time, prohibiting networks to represent stations in spot sales, recommendation to Congress that networks be regulated and the current investigation into network programming.

Fire levels WTVV; may be off 3 weeks

Although the suburban transmitter studio plant of WTVV (TV) Cadillac, Mich., burned to the ground early Tuesday morning (Jan. 24) in a $400,000 fire, the John Petzer station is working almost around the clock to rebuild and resume operation within two to three weeks, according to Rene Eilerman, vice president and general manager. A new RCA transmitter was to arrive last Thursday.

The remarkable thing, Mr. Eilerman said, is that agencies and advertisers have been calling constantly to offer help in supplying new copy and film materials. "They have been very understanding, God bless them," Mr. Eilerman said. "They have been the ones most interested in getting us back on the air."

Had it not been for the twelve degree below zero weather and the 20-30 mile winds the station might have been saved, but the fire engine pumps froze and could not deliver water to the fire. Engineers Norman Bradshaw and Richard Zakrzeski were doing maintenance work on equipment at 5 a.m. Tuesday when they smelled faint smoke. They immediately checked all equipment but found no trouble. They expanded their search throughout the building and found smoke in the overhead ducts apparently issuing from the one horsepower motor of a 20-inch circulating fan. The fire department was called but the wind and temperature proved too difficult.

Soon all the carbon dioxide fire extinguishers at WTVV were exhausted. They shoveled snow into the ducts. It wasn't enough.

Because of the high wind, the flames were deflected and heat did not affect the tower or a small new addition under construction adjoining the plant. Workmen are rushing to finish this small building for temporary operation.

The sales offices are functioning as usual at 417 North Mitchell.

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<tr>
<th>STATIONS FOR SALE</th>
<th>DISTRESSED PROPERTY</th>
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<tr>
<td><strong>FLORIDA DAYTIMER</strong></td>
<td><strong>Daytimer in lower Mississippi River area in market of over 225,000, good facility. This station needs strong, aggressive ownership. Very, very low down payment.</strong></td>
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<tr>
<td>Small market, with good potential for owner-operator. Total price $50,000. Terms to be negotiated.</td>
<td>DALLAS</td>
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<tr>
<td>Washington D. C.</td>
<td>1511 BRYAN STREET</td>
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<td>1737 DE SALES STREET, N.W.</td>
<td>RIVERSIDE 8-1175</td>
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<td>EXECUTIVE 3-3466</td>
<td>H. DEWITT &quot;JUDGE&quot; LANDIS</td>
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<td>RAY V. HAMILTON</td>
<td>JOE A. OSWALD</td>
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<td>JOHN D. STEBBINS</td>
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<td><strong>MIDWEST</strong></td>
<td><strong>WEST COAST</strong></td>
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<tr>
<td>Mountain States VHF—NBC Network. Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms 29% down.</td>
<td>Excellent power, good frequency, fulltime radio station in warm western state. This single station market facility will gross $80,000.00 this year. Can be purchased for $105,000.00 cash or $135,000.00 terms on 29% down and balance out at $1,000.00 monthly.</td>
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<tr>
<td>CHICAGO</td>
<td>SAN FRANCISCO</td>
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<tr>
<td>1714 TRIBUNE TOWER</td>
<td>111 SUTTER STREET</td>
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<td>DELAWARE 7-7784</td>
<td>EXBROOK 2-5671</td>
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<td>RICHARD A. SHAHEEN</td>
<td>JOHN F. HARDESTY</td>
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RADIO & TELEVISION STATIONS • NEWSPAPERS

NEGOTIATIONS • APPRAISALS • FINANCING
WIBG to emphasize positive in 'Young-at-heart' campaign

“Determined,” as WIBG managing director John Moler puts it, “to be an exemplary Philadelphia citizen,” the Storer station has launched a “Young-at-heart” fund campaign to help the city’s youth recreational facilities combat juvenile delinquency.

Realizing the 35-year-old outlet’s potential to be a powerful, constructive force in the community, station executives did considerable research before selecting a cause to support. The station has a long history of successful service and this model project promises to be one of the most outstanding.

A questionnaire prepared by Mr. Moler and his colleagues, program manager Roy Schwartz and news director Jerry Grove, was submitted to 104 community leaders. It asked which of 16 problems they considered most pressing, what could be done to alleviate it, what use the station could put its facilities to to provide solutions. Juvenile delinquency was selected as the most critical. Philadelphia health commissioner John J. Hanlon summed it up: “The problem (of juvenile delinquency) involves everyone. There is no single answer. One suggestion is to publicize the contributions and successes of young people...not just those who get into trouble. Basically, (young people) are searching for a reason for existence, for recognition, praise and admiration.”

To help decide exactly what could be done, the station turned to professionals. Recreation commissioner Robert Crawford urged aid be given to volunteer groups who are motivated to improve the opportunities in their neighborhoods. He provided the station with a list of groups needing assistance.

Long Study = Others were asked for their views. Out of the five-month study a plan was created. First step is the Young-at-heart campaign to raise funds for recreation facilities and equipment.

Arthur Kaufmann, a retired department store executive (executive head, Gimbel’s) and a community

Guiding “Young-at-heart” campaign are (l. to r.) WIBG managing director John Moler; Arthur Kaufmann, Philadelphia management consultant-leader, agreed to serve as chairman of the trustee committee for the fund. As a staff Mr. Kaufmann and the station will have Frank McGlinn, vice president of Fidelity-Philadelphia Bank; Clif Harbough, vice president Liberty Real Estate Bank, recreation commissioner Crawford and Mr. Moler.

Two clever promotions were agreed on to raise the money needed. Biggest is a 45 rpm dream record featuring a duet between Fabian Forte and Frankie Avalon, Philadelphians who are authentic stars in their field. Robert Marcucci, president of Chancellor Records, a local firm under whose label both youngsters sing, volunteered to supply 5,000 free discs. To avoid royalties the stars sang the public domain song When the Saints Go Marchin’ In. Made as a “Golden Record” (actually amber colored), it will be sold for a $2 contribution to the fund. On the reverse side five station personnel and retired executive head of Gimbel’s Department Store, and Robert Crawford, city recreation commissioner.

abilities Phantast’s I’ve Been Working on the Railroad with I’ve Been Working on the Radio.

As a second fund raiser the station has offered its disc jockeys for family dance parties to be sponsored by school, church, civic and other groups which guarantee a sizable donation to the fund. Supplementing the fund-raising campaign will be other activities to fight juvenile delinquency. A series of discussion programs, station editorials and stories on young people’s leadership in fields of juvenile activity are being set up.

WIBG and its trustee committee look for big results—not only in money but in public awareness. Committee chairman Kaufmann says: “There has been a great deal of emphasis on causes of juvenile delinquency and not enough on juvenile decency. We are particularly anxious to help those who want to help themselves.”

WUSN-TV joins ABC-TV

ABC-TV and WUSN-TV Charleston, S. C., have announced a primary affiliation agreement, in effect now. WUSN-TV, ch. 2 facility in two-station market, had been a primary affiliate of NBC, with secondary ABC tie. The station is owned by Reeves Broadcasting & Developing Corp., J. Drayton Hastie, president. (The other local station, WCSC-TV, is on ch. 5 and affiliated with CBS.) WCIV (TV) has a permit for ch. 4 but is not on the air yet. ABC said that the new affiliation brings pri-

WVNJ Newark joins Mutual

A New Jersey station serving the metropolitan New York area becomes an affiliate of Mutual today (Jan. 30). WVNJ Newark, owned and operated by the Newark Evening News, will initiate its MBS service by integrating 10 of the network’s 36 five-minute newscasts into its 6 a.m.-midnight schedule.

68 (THE MEDIA)
OVERSEAS TV FILM MARKET

Its potential's great, Hollywood group is told, but U.S. producers must overcome some obstacles.

The foreign market for American-made filmed tv programs is a shimmering rainbow of potential profits, a panel of experts told last Tuesday's (Jan. 24) meeting of the Los Angeles chapter of the National Academy of Television Arts & Sciences. But, they warned, there are many pitfalls in the path to the pot of gold across the seas.

The panel members were Richard Dinsmore, west coast sales manager of Screen Gems, who reported that already one-sixth of his company's total sale of tv films is made outside the U.S.; Robert F. Lewine, CBS Films vice president for programs, who cited statistics predicting that before the end of next year there will be more tv sets in use in the Free World outside the U.S. than within this country, and Henry S. White, general manager of National Telefilm Assoc., who noted that with the increase in tv homes abroad there has come a concurrent increase in the volume of good tv programs being produced in foreign countries.

Among the problems they said must be solved, before U.S. producers of tv films can cash in on a world market, were these:

- Import limitations such as that of Great Britain, where only 14% of all films shown on tv may be brought in from abroad.
- Money restrictions such as in Japan, where the maximum price for a half-hour imported tv show is pegged at $500, a recent increase from a top price of $300.
- The dubbing problem, which has already arisen in Latin America, where a number of countries insist that American films cannot be shown on tv unless the dubbing from English to Spanish is done inside that country.
- The feeling that the physical conflict, a basic ingredient of a large part of the American tv film output, is too violent for foreign audiences—expressed by many broadcasters in other countries who, as a result, are encouraging domestic production of programs expressly designed for the tastes of their own people.

The panel members agreed, however, that the Hollywood motion picture industry has done a tremendous job for American tv films by years of educating people all over the world in American style entertainment, creating a desire for U.S. programs in tv as well, which is proved by the top popularity of American programs in many foreign lands.

On the other hand, the panel concluded, most foreign tv programs are made for local consumption and are not readily acceptable by American audiences. Of many British-produced tv series brought to America, only Robin Hood scored a major success, they noted. Mr. White felt foreign producers may be more successful in the American market with documentary programs than with tv films of pure entertainment.

He cited the Churchill series currently broadcast on ABC-TV as an example and said he has recently seen a British-made series of medical documentaries which he is thinking of importing because they are far superior to anything he's seen before.

The panel session followed an exhibition of films from England (a well-done, but depressing documentary on slum life in a northern English city); France (a children's program of a boy and his pet baboon and their adventures in the French farm country, strikingly dissimilar to Lassie in treatment despite the resemblance in basic theme); Japan (a Grimm's fairy tale acted by puppets and delightfully photographed in vivid color), and collections of British and Japanese tv commercials. The British spots were much like our own, the most noticeable difference being the English pronunciation. The Japanese commercials were more artistic than the usual U.S. spots, presenting their sales messages in settings of striking design. Somewhat surprisingly, the Japanese programs and commercials both made extensive use of music in the modern American idiom rather than the traditional Oriental scoring.

BBC buys air rights to heavyweight bout

TelePrompTer Corp.'s ancillary sales of radio-tv coverage of the March 13 Floyd Patterson - Ingemar Johansson heavyweight title fight in Miami rose by another $50,000 last week with the purchase by the British Broadcasting Corp. of broadcast rights in the British Isles. TelePrompTer said the record purchase price is in addition to $300,000 already paid by ABC Radio for U. S. and Canadian radio rights.

BBC will carry a live radio broadcast...
of the bout followed by a taped repeat the following night. A kinescope of the fight will be flown to London for later viewing. Irving B. Kahn, president of TelePrompter, said agreements are expected soon for other foreign radio and television rights and motion picture distribution. He said the bout is certain to have more money committed from ancillary sources than any fight in history (on TV in the U. S., the fight will be seen in theaters via closed circuit).

CBS-TV Stations signs with RAI

In an international move of major scope, CBS Television Stations Div. last week signed a mutual assistance pact with RAI Corp., the Italian radio-TV system which operates one of the largest TV networks outside the U. S. The agreement calls for an exchange of broadcasting information between the two companies which will include technical developments, program production, news and public affairs and promotional techniques. There also will be an exchange of technical personnel and equipment.

The agreement marks the third important international step by the CBS Television Stations Div. within the past eight months. The division completed a pact last June with an organization which will operate a second TV network in West Germany, and at the same time it announced the founding, together with Argentine interests, of Proartel, a program production company in Buenos Aires which will service Argentine TV.

New Toronto firm

Standard Broadcast Sales Ltd. has been formed at Toronto to represent Canadian stations featuring "quality programming" in major markets. The new firm is affiliated with Standard Radio Ltd., Toronto, which owns CFRB Toronto and CJAD Montreal, and will represent these two stations.

Waldo Holden, vice president and sales director of CFRB, is president of Standard Broadcast Sales Ltd. Ralph J. Judge is vice president at Montreal, William M. Brennan at Toronto. Each formerly was in charge of a Radio Time Sales office in these cities.

TV'S FESTIVAL BINGE

ATAS plans fall U. S. event as first Monaco gala begins

In the rash of international television festivals this year in Monaco, Switzerland and the USA, the fall event planned by the U. S. National Academy of Television Arts & Sciences is bidding to become the most enduring and broadly based. The "First International Assembly of Television Arts & Sciences" will take place in New York and Washington Nov. 4-11. (An International ATAS organization will be proposed.)

ATAS is planning ahead and has invited other nations to share festival sponsorship. Plans are to get it out of this country by 1963 with the site moving around the world thereafter. Tex McCrary, chairman of the event, speaking to foreign broadcasters in New York earlier this month told them the American academy wants only to nurse the festival along its first few years. He invited them (27 representatives of 47 countries were there) to serve on all festival committees and the ATAS has sent letters outlining the project to more than 60 countries that have television. Others that have no TV but are interested will also be invited to participate.

Next fall's festival will be in Los Angeles, the 1963 festival in some other country, ATAS hopes, and it returns to New York in 1964 to coincide with the World's Fair. Planners are looking to this date for operation of global
satellite television and an opportunity to show the role of American TV in a presidential campaign. This year's event was planned for the eve of the New York mayoralty election, showing visitors TV political coverage on a local level.

To insure continuity, each year's co-chairman will represent the following year's festival city. The academy has appointed John K. West, NBC Pacific Div. vice president, to serve as Mr. McCrory's co-chairman.

One World Prize • Program awards for the first International Festival of TV Arts & Sciences will be limited to one, that best illustrating the theme, "Greater World Understanding Through International Television." Talks are underway now with some well known TV figure to donate the prize. Planners envisage an eventual total of 10 to 12 award categories for programs but want to let this evolve slowly, Mr. McCrory said, referring to ATAS "Emmy" history of a varying award structure. Romney Wheeler, director of international TV services of the U. S. Information Agency, who has joined the festival committee, told the foreign group he hoped the festival would stimulate a greater flow of overseas programs to this country.

The award telecast—it could turn out to be more than one, Henry S. White, vice president of WNTA-AM-FM-TV New York who is serving as festival treasurer and program chairman, told foreign broadcasters—is planned as a high point of the festival, but should not detract from other features. These will include panels and seminars to spotlight the role of commercials in television, toll telvision, government regulations, investment opportunities around the world and other questions. Technological displays and broadcast demonstrations are supposed to get equal play at the festival.

The United States and Talent Assoc., New York producer, dominated a list of eight awards of the International Television Festival at Monte-Carlo Saturday (Jan. 28). "Sylph" statuettes went to these American winners:

- "Medea," NTA Play of the Week produced by Talent Assoc., best single drama,
- VIP (with Art Carney), NBC, produced by Talent Assoc., best single entertainment program,
- Laurence Olivier in "The Moon and Sixpence," NBC, produced by Talent Assoc., best single performance by an actor, and
- "Rescue with Yul Brynner," CBS Reports, special award for news coverage .

The other winners were Violetta Antin in "Judith," telecast in Argentina, best single performance by an actress; Mynao Yoshida, "The Underground Passage," Japan, best direction of a dramatic work; Souke Pugi, "The Last 30 Minutes," Japan, best dramatic writing, and a special award to "Choreographic Miniatures," Russia, for contribution to the art of television.

Special mentions went to "The Encounter of Tancrede and Clorinda," France; "Judged by Night," Germany; "The Fishing Rod," Canada, and Soviet actors B. Livanov and A. Gribov in the play, "Dead Souls."

These were chosen from more than 40 hours of programming submitted. The jury gave no awards in two "optional" categories, furthering international understanding and scientific contribution to TV development. TV Guide editor Merrill Panitt and writer Gore Vidal represented this country on a jury headed by French writer Marcel Pagnol.

The statuettes, Cartier miniatures of Bosio's "Nympe" in the Louvre, were awarded at a gala Saturday night hosted by Prince Rainier and Princess Grace of Monaco. Gene Kelly staged the evening's entertainment. As the festival closed, Monaco authorities were reported ready to undertake the festival again next year in spite of failure to get official support by some European broadcasting authorities.

**Growing, growing ...**

**all the time!**

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**Growing With Roanoke Valley is WSLS**

**Roanoke Valley, Virginia**

**A Believing Place**

**Active, Fulfilling a Purpose**

**Growing, Growing, All the Time.**

**The Challenge of a Future We Live, We Learn, We Work Together The Challenge of Today More Fascinating Than Yesterday's Accomplishment Growing, Growing, All the Time.**

**Growing With Roanoke Valley is WSLS-TV Not a Thing Eusic and Apart But Integral With These Believing People And Their Activities.**

WSLS-TV * National Representatives, Avery-Knodel, Inc.
FATES & FORTUNES

BROADCAST ADVERTISING

Stever Aubrey and John R. Rockwell, vps at Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors.

Donald E. Gehring, formerly with Honig-Cooper & Harrington, Los Angeles, to Donahue & Coe, that city, as vp in charge of client relations, effective Feb. 1.

Carl H. Rush, Ph.D., vp in research department of Ted Bates & Co., N. Y., and member of agency's research policy committee, appointed vp and director of research. Dr. Rush, holder of Ohio State U. psychology degree, formerly was research adviser with Standard Oil of New Jersey and joined Bates in 1959.

Norval LaVene, vp and manager of Los Angeles office of Fuller & Smith & Ross, elected to board of governors of Southern California Council of AAAA, filling vacancy created by move of T. L. Stromberger who becomes senior vp in F&S&R's New York office.


M. Michael Griggs and Jack Goldsmith elected vps of BBDO, N. Y. Mr. Griggs joined agency in 1946 as trainee. He was appointed assistant account executive following year, account executive in 1957, and group head last year. Mr. Goldsmith joined BBDO's Buffalo, N. Y., office in 1949 as print artist. He was appointed art director in that office in 1951. In 1956, he was transferred to N. Y. as tv art director, and appointed tv art supervisor in 1958.

Richard P. Monley, assistant group head of consumer products division, Mac Manus, John & Adams, Bloomfield Hills, Mich., named account group supervisor on American Oil Co.-Standard Oil Co. (Indiana) account. MJA was named after reorganization of American and Standard (Indiana) last month for institutional-financial-corporate advertising.

Norman K. Saxer Jr., formerly assistant to vp of Comet Rice Mills, Houston, to Gardner Adv., St. Louis, as creative-contact executive.

Roger D. Stake, pr director of Louis Benito Adv., Tampa, Fla., elected vp.


James C. Lewis, formerly with CKLW-AM-TV Windsor, Ont.-Detroit, to Stockwell & Marcuse, Detroit advertising agency.

Douglas P. Walker, formerly with Erwin Wasey, Ruthrauff & Ryan to Hollywood office of N. W. Ayer & Son as assistant representative for Plymouth Dealers Assn., L.A. Region. Walter J. Wilcox to Ayer's New York service department after two years as sales promotion manager of Sanforized Div. of Chett, Peabody & Co., N. Y. Gerald Popper and Harvey A. Pool to Chicago copy department of Ayer. Mr. Popper was advertising-sales promotion-research director for WBBM Chicago and Mr. Pool was in catalog and retail advertising departments of Montgomery Ward & Co., Chicago.

Valton G. Holley named assistant account executive at Tracy-Locke Co., Dallas.

Stanton Kramer, formerly director of advertising and pr for ABC-TV Network's western division, to The Goodman Organization, Los Angeles, as executive vp.

Richard Goebel, formerly advertising director at The Nestle Co., N. Y., joins Dancer-Fitzgerald-Sample, that city, as account supervisor. Martin J. Friedman appointed merchandising director.

Hal Thompson, tv producer at Fuller & Smith & Ross, N. Y., joins Lambert & Feasly, that city, as tv producer on Hudnut-DuBarry, Pro Tooth Brush and Fizzies instant drink accounts.

Louis Stark, formerly department manager at R. H. Macy Co., N. Y., joins Doyle Dane Bernbach, that city, as marketing executive.

Marv Rubin appointed advertising and merchandising manager of Beltone Hearing Aid Co., Chicago. Move is in conjunction with firm's expanded radio-tv advertising.


Walter H. Nelson and Morton H. Kaplan appointed vps of Herbert M. Kraus & Co., Chicago pr firm. They are director of operations and assistant to president, respectively.

Rupert Witalis, for six years an art director with Compton Adv., N. Y., appointed to head art department. Mr. Witalis, who was named art supervisor in 1955 and vp in 1960, came to Compton from Robert W. Orr, where he served as art director.

LAA elects Siese president


Mr. Griggs

Mr. Goldsmith

Mr. Davis

Mr. Sapan

BROADCASTING, January 30, 1961
Wanted For
Television Station
Qualified technicians looking for top employment with good future to replace present technicians on strike. Top salary for good men.

Box 826D, BROADCASTING

BROADCASTING, January 30, 1961
Thomas S. Gates, former Secretary of Defense, elected to board of directors of Campbell Soup Co., Camden, N. J.

Eugene Tashoff, formerly of Lawrence Fertig & Co., N. Y., joins Fuller & Smith & Ross, that city, as copywriter. Ian M. Keown also named copywriter at agency.

Dick Perkins joins Carson/Roberts/Adv., Los Angeles, as tv director. Edward Gottlieb and Guy Day join C/R as member of market research staff and account executive, respectively.

THE MEDIA

Frank E. Koehler, manager of WDBJ Roanoke, Va., elected vp for radio of Times World Corp., licensee of WDBJ-AM-TV, that city. He is former past president of Virginia Assn. of Broadcasters and Roanoke ad club.

Roger W. LeGrand, formerly vp and director of radio and tv at Craymer-Krasselt Co., Milwaukee, named manager of WITI-TV, that city, effective Feb. 1. He succeeds Joseph W. Evans Jr. who shifts to WSPD-TV Toledo, Ohio, in similar capacity. William Flynn, formerly general sales manager of WAGA-TV Atlanta, to WITI-TV in similar capacity. E. Dean McCarthy rejoins WITI-TV as program operations manager after year absence as director of quality control for Storer Broadcasting. Mr. Flynn and Mr. McCarthy replace Emmett A. Hassett and Glenn G. Boundy Jr., respectively, whose assignments will be announced shortly. All stations are part of Storer organization.

Howard D. Duncan Jr., general sales manager of WEHT (TV) Evansville, Ind., promoted to general manager, succeeding Edwin G. Richter Jr. who moves to KGUN-TV Tuscon, Ariz., in similar capacity. Both stations are owned by WEHT Inc., of which Mr. Richter is president. James H. Manion succeeds Mr. Duncan as general sales manager. Robert East, account executive at WEHT (TV), appointed manager of WEOA Evansville, also owned by WEHT Inc.

Maurie Webster, general manager of KCBS, elected president of San Francisco Radio Broadcasters Assn. Homer Odom, general manager of KABL, named vp.

Floyd Bartlett, chief engineer of KDLS Perry, Iowa, also assumes duties of general manager. Station will make air debut in near future.


Charles Van, formerly of KONO and KTSA, both San Antonio, Tex., to KOL Seattle, Wash., as program director. Jim Hamer named assistant program director. George Lester joins station's d.j. staff.

Ray Vank hooser, KNED McAlester, elected president of Oklahoma Broadcasters Assn. succeeding Tom Johnson, KTOK Oklahoma City. Other officers elected: William S. Morgan, KNOR Norman, vp; C. Hewell Jones, KJEM Oklahoma City, sec-treas.

Steve Crowley, general sales manager of KVI Seattle, Wash., named eastern sales representative for Golden West Broadcasters, owner of KVI and KSFO San Francisco and KMPC Los Angeles. He will headquarter in New York. Randy Archer succeeds Mr. Crowley at KVI.

Henry H. Franz named station manager of WFPM Indianapolis. He had been station's sales manager.

Louis M. Neale Jr., WBEU Beaufort, elected president of South Carolina Broadcasters Assn., succeeding Edward L. Osborne, WBCI Union. Others elected: W. Frank Harden, WIS Columbia, radio vp; Wilson C. Wearn, WFBC-TV Greenville, tv vp.

Charles W. Purcell appointed managing director of WCAO-FM Baltimore.

Don French, formerly program director of KDWB Minneapolis-St. Paul, to WMGM New York in similar capacity. Ted Randal, formerly of KWEB San Francisco, succeeds Mr. French at KDWB. All are Crowell-Collier stations.

Milton Rich, editorial associate, CBS-TV's Person to Person series, appointed press liaison executive for CBS News Dept. Mr. Rich, who held his previous post for two years, was, before that, director of press relations at WCBS New York, and producer of station's Let's Find Out public affairs series.

Todd Gaulocher, formerly eastern division radio sales manager of Crosley Broadcasting, N. Y., joins WCBS New York, as sales account executive.

David Woodward joins KEZE-TV Eugene, Ore., as film director.

Dennis McGuire named producer-director for KKW-TV Cleveland.

Les Parsons, formerly of KTUL Tulsa, Okla., appointed production manager of KJIN Portland, Ore.

Joel D. Lasky appointed sales representative for WROC-TV Rochester, N. Y. He has been head of own advertising agency in that city.

Kenneth F. Campbell, formerly of The Branham Co., N. Y., joins H-R Representatives, that city, as account executive.

Michael Sklar, formerly of CBS News and Public Affairs Dept., named executive producer of American wing, International Television Federation, N. Y. As U. S. participants in Intertel, National Educational Television & Radio Center, Westinghouse Broadcasting will produce A Study of the United Kingdom, with staff headed by Mr. Sklar.

Vener D. J. Barnes appointed manager of KBCL Shreveport, La.

Irv Trachtenberg, formerly group sales manager at Radio Advertising Bureau, appointed assistant manager of KTIX Seattle, Wash.

J. C. Dowell, vp and director of national sales for Public Radio Corp. (KIOA Des Moines, Iowa, KAKC

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

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74 (FATES & FORTUNES)
Tulsa, Okla., and KBEA and KBEY-FM Kansas City) also assumes general management of KJOA.

Jack Drucker, formerly with WLOF Orlando, to WSFR Sanford, both Florida, as general manager.

Donald V. Lindsay named regional sales manager of WTVP (TV) Decatur, Ill.

George A. Meyers named regional sales manager of Intermountain Network, Denver.


Ben McLaughlin, formerly vp and general manager of WICU-TV Erie, Pa., to KETV (TV) Omaha, Neb., as sales manager, succeeding Robert Paxson, resigned.

William M. Scruggs Jr., formerly southern sales representative for WSOCTV Charlotte, N. C., promoted to national sales manager. He retains responsibilities for regional sales in addition to new duties.

Ken Kampion appointed national sales manager of WPTV (TV) Palm Beach, Fla., in addition to current duties as regional sales manager and film buyer.

Scott Eddy has been given new assignment on radio sales staff of The Katz Agency Inc., N. Y. Mr. Scott has been relieved of direct selling activities, now concentrates on development of more creative use of spot radio to meet individual needs of selected advertisers and prospects.

Pat Hodges joins KSFO San Francisco as national sales service representative.

Clinton C. Wells, formerly partner and sales manager of WAFM Miami, to The Bresnick Co., Boston, as account executive.

H. Malcolm Stuart, formerly sales account executive at Paul H. Raymer Co., N. Y., joins Charles Bernard Co., that city, as sales manager. Mr. Stuart, who has held sales executive positions with Dumont Network and ABC as well as with Raymer, is expected to reshape Bernard Co. sales strategy, and assist in expansion of branch operations to Dallas, Portland-Seattle, New England, and Detroit, in addition to their present offices in Atlanta, Chicago, Los Angeles, San Francisco and New York.

Robin Bonneau, program and air personality at WTSV Portsmouth, N. H., promoted to account executive. Walter Clancy named operations director and Bill Fitzpatrick joins station as announcer.

Orville J. Sather, formerly director of central technical operations at CBS, joins WOR Div. of RKO General, N. Y., as director of engineering. Mr. Sather, who has been in broadcasting for 36 years, was with CBS for 26 years. His first association with network was as engineer at WCCO transmitter in Minneapolis.

Tom Calhoun, promotion and pr director of KOOL-AM-FM-TV Phoenix, Ariz., resigns to join Electrical Products Corp. (neon sign producer), that city. Thomas King, free lance pr and promotion man there, succeeds Mr. Calhoun.

Harriett Feinberg appointed executive secretary of San Francisco Radio Broadcasters Assn. with headquarters in group's new office at 420 Tyler St., San Francisco.

Arthur Gordon, general manager of Broadcast Time Sales, New York, promoted to vp. He has been with firm since its establishment in 1950.

Jack F. Brembeck, promotion-publicity director at KABC-TV Los Angeles, assumes additional duties as director of community services for station.

Ken Owens named merchandising manager of WSIV-TV Elkhart-South Bend, Ind., and WTRC Elkhart. He has been with stations in various capacities since 1955.

Bill LaDow, KTVK (TV), elected president of Metropolitan Phoenix Broadcasters, succeeding Richard Lewis.

Dan Ingram, production director at WIL St. Louis, promoted to program director.

Bob Russell, formerly production manager and air personality at WAKY Louisville, Ky., to WMAK Nashville, Tenn., as program director.

Mark Harris, formerly air personality at WGSN Huntington, N. Y., to WSOR Windsor, Conn., as program director.

Pierce Allman named program manager of WFMA Dallas. He has been with station since 1958.

John T. Madigan, acting director of ABC New York newsrooms (Broadcasting, Jan. 9), named director of network's news and public affairs.

Norman W. Smith, continuity editor of KJH Los Angeles, joins KGIL San Fernando, Calif., as production manager.


Dan Lawlor, formerly producer-director at KETC (TV) St. Louis, to WTTW (TV) Chicago, educational tv station, in similar capacity.

Bryce B. Bond and Peter Martin promoted to program director and news director, respectively, at WVOX-AM-FM New Rochelle, N. Y. Both were staff announcers.

Richard B. Belkin named production manager of WAST (TV) Albany, N. Y.

Norman Flynn, on sales staff of Broadcast Time Sales, N. Y. radio representative, named vp of firm. Before joining BTS three years ago he served variously with WENE Binghamton, N. Y., Radio Advertising Bureau and WABD-TV (now WNEW-TV) New York.

Jack Erie appointed director of news and special events at KDES Palm Springs, Calif.

Olaf Soward, news director for WIBW-AM-TV Topeka, Kans., re-
John A. Comas

elected vp for programming of Triangle Broadcasting Corp., licensee of WSJS-TV Winston-Salem, N. C. He formerly was executive director of programming, position he still holds with affiliated WSJS-AM-FM, that city.

Jim Wooddell, assistant news director of WSAI Cincinnati, promoted to news director.

Ernest Whitmeyer appointed production manager of WJRT Flint, Mich. He formerly was member of production-direction staff. Don Kates named director.

Dr. Claye Frank of WHNC Henderson, N. C., elected president of North Carolina AP Broadcasters Assn. Bud Abbott, WWGP Sanford, elected first vp; Ervin Melton, WBTW (TV) Charlotte, second vp.

Arthur W. Carlson appointed to newly created position of general manager of radio division of Susquehanna Broadcasting Co. (WSBA York-Lancaster-Harrisburg; WARM Scranton-Wilkes-Barre, both Pennsylvania, and WHLO Akron, Ohio. Before joining SBC Mr. Carlson was with ABC, New York.

James E. Wanke appointed sales manager of KABR Aberdeen, S. D. He has been with Padilla & Sarjeant, Minneapolis pr firm, affiliate of KABR. Previously, he was with WCCO Minneapolis.

Phil Brooks joins KMPC Los Angeles as night news editor. He has been with KSFO San Francisco.

Paul Jay, mobile news reporter for KDWB Minneapolis, promoted to morning editor. Doug Melges switches to government after stint as feature reporter. Don Duchene becomes regular member of station's disc jockey staff.

Jack E. Carnegie, formerly program director of KABL San Francisco, to KBEA (formerly KBBK) Kansas City as assistant general manager in charge of programming. Jock Laurence appointed news director.

John F. Mulcahy, account executive and sports director at WESO Southbridge, Mass., promoted to general manager. Before joining WESO, Mr. Mulcahy was station manager of WRIV Riverhead, N. Y.

Lewis Krone, formerly with ABC, New York, joins The Long Island Network (WGSM Huntington and WGBB Freeport) as account executive.

John D. Kelly, formerly national sales manager of WJW-TV Cleveland, joins new Storer Sales organization in executive capacity.
The big switch

In the years since she left Cincinnati tv, singer-actress Barbara Cameron has been busy in New York with a free-lance career. Hometown fans have been able to tune her from time to time in commercials (Tide, American Doll & Toy, Amoco, others) but last weekend she came back to interpret something else, "The Sound of Broadway." Miss Cameron was guest soloist with the Cincinnati Symphony Orchestra Saturday night (Jan. 28), in a program that was a departure from the symphony's usual fare. The singer was formerly on the staff of Cincinnati stations WLWT (TV) and WKRC-TV.

Irvine J. Vidacovich Jr. appointed program director of WWL New Orleans.

Richard Brasie joins WIND Chicago as member of news staff. He formerly was with WNEM-TV Saginaw-Bay City, Mich. Before that he was with WOOD-TV Grand Rapids, Mich. He will cover City Hall.

Hazel Burnett, home economist for WSBT-TV South Bend, Ind., retires. She is succeeded by Mrs. Ruth Anderson.

Irvon Wright, director at WMAL-TV Washington, named editorial and production assistant. Henry Wilson joins news department as writer-reporter.

Clay J. Coury appointed traffic supervisor at WBRB-AM Birmingham, Ala., succeeding Mrs. Carol Hennes.

K Pakistan, hostess on Telescope on KGW-TV Portland, Ore., named that city's Woman of the Year by Portland women's clubs.

Tom Bonner Jr., formerly with WFBA Dallas, to announcing staff of KARK Little Rock, Ark.

Stu Wilson, Jim Amache, Don Weage and Donald Kahn all join KMLA (FM) Los Angeles as air personalities. Boyd Workhoven joins station as announcer.

Hal Lewis rejoins KORL Honolulu as air personality, effective Feb. 6. He began his career at station (then KPOA) in 1947 before moving to KHVH, there.

John E. Ettelson, formerly of NBC Films, joins WQXR New York, as account executive.

Arnold Starr and Robert V. Coppinger join NBC Spot Sales, N. Y. Mr. Starr was formerly on sales staff of WNBC-TV New York. Mr. Coppinger was automotive group sales manager at Radio Advertising Bureau.

Gerald Blum joins WLEE Richmond, Va., as commercial manager. Formerly he was national sales manager of Commercial Recording Co., Dallas.

Buz Baxter, Larry Barwick and Bill Adams all join KOMA Oklahoma City as air personalities. They formerly were with KIMA Des Moines, Iowa, KEEP Twin Falls, Idaho, and KGMS Sacramento, Calif., respectively.

PROGRAMMING

William P. Andrews named vp in charge of syndication for Independent Television Corp., N. Y. Mr. Andrews, who was formerly ITC's general sales manager, joined company in July, 1958, as western division manager. In June, 1959, he was named northeastern division manager. Before coming to ITC, Mr. Andrews was spot sales manager for Ziv Television Inc., N. Y., and prior to that account executive for KFTV (TV) Portland, Ore.

John P. Ballinger, Screen Gems, re-elected president of Television Film Assn. Jack M. Goetz, Consolidated Film Industries, and Nicholas C. Muskey, Beskins Film Service Center, re-elected vp and secretary-treasurer, respectively.


William C. O'Brien appointed general manager of Video Recording Tape Center, Hollywood, succeeding Alan Lane. Val Lindberg, veteran film producer, named to head new film division of VRTC, with Clair Higgins, former production director for Mobile Video Tapes, in charge of video tape production activities.

Neal Kehan appointed vp in charge of sales for General Film Laboratories, Hollywood. He has been regional vp in firm's Kansas City office.

Lester S. Ready, formerly director of radio-tv advertising for Furr's Supermarkets in Texas, New Mexico and Colorado, joins United Artists Assoc., Dallas, as account executive.

Albert S. Goustin, formerly director of sales for Paramount TV Productions, N. Y., named general manager of Ziv-United Artists newly-created special plans division, designed to cope with special problems of individual clients and stations.

Jerry Bredouw, formerly with San Francisco office of Young & Rubicam, to 20th Century-Fox TV as executive on production staff.

George Gilbert, formerly account ex-
executive with Flamingo Telefilms and Official Films, to eastern division account executive for United Artists Assoc., N. Y.

Bob Ellen, formerly with McCann-Erickson, to Fred A. Niles Productions, Chicago, as member of creative staff.

William Hooper, Al W. Godwin and Frank L. Sheehan appointed district managers for Television Personalities Inc., Burbank, Calif. They will head eastern, southern and western districts, respectively.


Harold R. Terhune, manager of standards at ITT Federal Labs, Nutley, N. J., elected president, Standards Engineers Society.

Dr. George F. Floyd elected vp, systems research, of The Bissell-Berman Corp., Los Angeles research and development organization engaged in information electronics.


Phillip N. Buford joins Page Communications Engineers Inc., Washington, as senior staff engineer.

John Spitzer, advertising supervisor, Semiconductor Div., Sylvania Electric Products, Woburn, Mass., named manager of advertising and sales promotion for division.

George P. Lyon, administrative engineer at Home Electronics Div., Sylvania Electric Products, Batavia, N. Y., named marketing administrator, that division.

F. W. Gutzwiller, former consulting engineer for rectifier applications, General Electric's Semiconductor Products Dept., Liverpool, N. Y., named manager of application engineering for rectifier components department.

Charles H. Belzer, Sylvania district sales manager, Milwaukee, named general manager of Chicago branch. Robert J. Flanagan, who was with Midwest Timmerman & Co., Davenport, Iowa, succeeds Mr. Belzer in Milwaukee.


Warren L. George appointed manager, Boston district, distributor sales and dealer products for CBS Electronics, Danvers, Mass.

Robert E. Stewart named manager of quality control at General Electric Co.'s electric tube plant at Palo Alto, Calif.

Robert G. Lenox joins market research group of Raytheon Co.'s semiconductor division, Needham, Mass.

Louis J. Depass named manager of firm's western regional servicing operations with headquarters in San Francisco.

Herman R. Henken, advertising director, RCA industrial electronic products, appointed to new post of advertising and sales promotion manager for RCA Electronic Data Processing Div., Camden, N. J.

Ludwig P. Reiche appointed manager of newly established microwave communications branch of Melabs, Palo Alto, Calif., electronics firm.

INTERNATIONAL

Dick Lennie appointed general sales manager of CKWX Vancouver, B.C., Canada. Garth Olmstead, senior account executive, promoted to retail sales manager. Neil Nisbet named news director.

Robert H. Quinn named general sales manager of Radio & Television Representatives Ltd., Toronto, succeeding Bob Munro, who resigned. H. E. E. Pepler, former partner of Trans-Ocean Radio & Television Representatives Ltd., Toronto, to sales manager for radio, and Eric Viciary to sales manager for tv of Radio & Television Representatives Ltd.

A. G. Gilmore appointed assistant manager of CFX Victoria, B.C. Reg Carne, sales manager of CHEX Peterborough, Ont., to manager of CJKL Kirkland Lake, Ont.

T. William Townsend, formerly account executive at All-Canada Radio and Television Ltd., Montreal, to national sales manager of CICB-TV Sydney, N.S.

Alex Bedard, sales manager of Radio Times Sales (Ontario) Ltd., Toronto, has started Audio Consolidated Ltd., at 137 Wellington St. West, Toronto.
EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

EVALUATIONS

FINANCIAL ADVISORS

BROADCASTING, January 30, 1961

79
first year operating cost $120,000, revenue $180,000. Principals are Lester Kamin (15%), Morris Kamin (15%) and Max Minam (30%). Lester Kamin owns Kamin Adv., Houston, and is president of Public Radio Corp. (ICOA Des Moines, Iowa; KAKC Tulsa and KKMN, Kansas City, Missouri). Kamin owns Tune in for the Record.

Hofonr, Tex.—SBP Corp. 1975, 1, 000; D. P. address 1258 Gulf Blvd, Houston. Estimated construction cost $35,000, 1st year operating cost $65,000. Revenue $32,000. Principals are D. F. Bryan (35%), Marla C. Sigel (35%), Sidney D. Balink (32%) and Alexander T. Sidman (2%). Mr. Bryan, is general manager of various Houston stations. Mr. Balink owns public relations and wrestling promotion agency. Mr. Sidman is attorney. Ann. Jan. 19.

Vidor, Tex.—Vidor, Inc. 1500, 1, 000; D. P. address P. O. Box 256. Vidor. Estimated construction cost $25,150, 1st year operating cost $40,000, revenue $50,000. Principals are Joseph D. Irion (70%), Patrick T. Freyton Jr. (16%) and Cecil K. Akers (15%). Mr. Irion is in insurance. Mr. Freyton is attorney. Mr. Akers is president and Mr. Irion is in oil business. Ann. Jan. 19.

Existing am stations

ACTIONS BY FCC

WICH Norwich, Conn.—Granted increased daytime power on 1310 kc from 1 kW to 5 kW and change from DA-1 to DA-2, continued operation with 1 kw-N; engineering conditions. Com. C. said conditions of King not participating. Ann. Jan. 15.

WVTL Fort Lauderdale, Fla.—Granted mod. of cp to increase nighttime power from 1 kw to 5 kw, on 1360 kc with 10 kw-LS. DA-1; engineering conditions; is licensed on 1360 kc, 1 kw-DA-1, unil. Ann. Jan. 25.

WTVL Waterville, Me.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

KWDB Wadena, Minn.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

WGRD Auburn, Ala.—Granted increased daytime power on 1450 kc from 250 w to 1 kw-LS, new trans. (1450kc) Ann. Jan. 15.

WACKO Columbus, Ohio—Granted increased daytime power from 250 kw to 1 kw and install new trans. (1250kc) Ann. Jan. 15.

KXLU Lake City, Fla.—Granted change in hours of operation from D to unil., power of 500 kw to 1 kw, DA-1 to DA-2 and install new trans. for daytime use. (1250kc) Ann. Jan. 25.

WBRD Bradenton, Fla.—Amendment to application (which requests change hours of operation from D to unil., change from DA-D to DA-2, operating on 1 kw) to change power from 250 kw to 1 kw-LS, new site for nighttime operation (42 site operation), change from DA-D to DA-2, operating on 1 kw-LS. Install new nighttime operation, (Request has been made for acceptance of amendment 1860) (1450kc) Ann. Jan. 25.


KWAD Wadena, Minn.—Grant to increase power from 250 kw to 1 kw-LS, DA-D to DA-2 and install new trans. (907kc) Ann. Jan. 19.

WDCB Detroit, Mich.—Amendment to application (which requests change in frequency from 1430 kc to 1320 kc; change power from 250 kw to 1 kw; new site for nighttime operation) (2 site operation), change from DA-D to DA-2, operating on 1 kw-LS. Install new nighttime operation. (Request has been made for acceptance of amendment 1860) (1320kc) Ann. Jan. 25.


New fm stations

ACTIONS BY FCC

Phoenix, Ariz.—Acme Radio Inc. Granted 255 kv, 255 kw average terrain 1 ft. P. O. address 545 W. Highland Ave, Tempe. Estimated construction cost $4,600, first year operating cost $12,000. Principals include John A. Kascher, Donna J. Kascher, husband and wife, James D. G. Lindsay, and Jeanette Lindsay (husband and wife). Mr. and Mrs. Kascher own farming operation. Mr. Lindsay is employee of electronics firm. Mr. Lindsay is in temperature.


San Rafael, Calif.—Marin Best Corp. Granted 85.1 mc, 10 kw, height above average terrain 246 ft. P. O. address 1046 B St, Estimated construction cost $2,150, first year operating cost $500, Non-profit, educational. Ann. Jan. 19.


Lexington, Ky.—Bluegrass Best Corp. Granted 100 kw, 4,32 kw average terrain 1200 ft. P. O. address 1046 B St, Estimated construction cost $8,000, first year operating cost $1,500, Non-profit, educational. Ann. Jan. 19.


Bartlesville, Okla.—Oklahoma Fm Broadcasting Inc. Granted 53.1 mc, 1 kw P. O. address Box 935, Killeen Tex. Estimated construction cost $1,500, first year operating cost $500, Non-profit, educational. Applicant will duplicate WKBW-TV, Ann. Jan. 25.

Manassas, Va.—Prince William Best Corp. Granted 93.1 mc, 1 kw, height above average terrain 105 ft. P. O. address P. O. Box 691, Livingston, Mont. Estimated construction cost $10,000, first year operating cost $500, Non-profit, educational. Applicant will duplicate WPBH Manassas, Va. Ann. Jan. 25.

APPLICATION


APPLICATION


Ownership changes

ACTIONS BY FCC

WJFW Green Bay, Wis.—Granted renewal of license and assignment of_subplot. [Text continues...]

BROADCASTING, January 30, 1961

80 (FOR THE RECORD)
March 30, 1961

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING Jan. 26

ON AIR CP TOTAL APPLICATIONS
Lic. Cps. Not on air For new stations
AM 3,519 43 127 848
FM 759 69 212 108
TV 480 164 112 101

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING Jan. 26

VHF UHF TV
Commercial 453 78 531
Non-commercial 30 14 52

COMMERCIAL STATION BOXSCORE
Compiled by FCC Nov. 30

Licensed (all on air) 3,539 748 479
Cps on air (new stations) 20 53 13 14
Cps not on air (new stations) 112 211 111
Total authorized stations 3,650 1,012 661
Applications for licenses (not in hearing) 29
Applications for new stations (in hearing) 177 31 65
Total applications for new stations 798 92 94
Applications for major changes (not in hearing) 554 49 32
Applications for major changes (in hearing) 24 4 9
Total applications for major changes 742 56 51
Licenses deleted 0 0 0
Cps deleted 0 0 0

1 There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

2 There are, in addition, SS tv cp-holders which were on the air at one time but are no longer in operation.


WDMF Buford, Ga.—Granted transfer of control to Robert E. Thomas (station manager); consideration $1,000. Ann. Jan. 19.


KXJJ-AM-TV Helena, Mont., KXLF-AM-TV Kinston, Mont.—(1) Granted transfer of control of Z Net (parent corporation) from E. R. Crane, et al., to Joseph S. Sample (91.5%), wife Patricia L. Sample (0.1%), and James Anderson (0.1%); consideration $1,750,000 and agreement by Crane not to compete in radio or tv for 5 years within radius of 30 miles of Butte or Helena. Joseph S. Sample owns 50% interest in KUEN Wen- stchris, Wash., and v.d., owns KXQQ-AM- TV Billings. (3) Granted assignment of li- censes of KXJJ-AM-TV and auxiliary to Helena T. V. Inc. (owns CATV system in Helena; W. L. Piehl, president); consideration $400,000. Comm. Bartley not participat- ing. Ann. Jan. 19.

WOHI-AM-FM East Liverpool, Ohio.—Granted transfer of control from Richard V.

Beatty, George T. Farrall and Michael Turk to Constander Corp. (Joseph D. Coons, president); consideration $175,000 and agreement by Farrall not to compete in radio or tv for 5 years within radius of 30 miles of Butte or Helena. Joseph S. Sample owns 50% interest in KUEN Wenstchris, Wash., and v.d., owns KXQQ-AM- TV Billings. (3) Granted assignment of li- censes of KXJJ-AM-TV and auxiliary to Helena T. V. Inc. (owns CATV system in Helena; W. L. Piehl, president); consideration $400,000. Comm. Bartley not participat- ing. Ann. Jan. 19.

APPLICATIONS


WRFB Warner Robins, Ga.—Seeks transfer of control of Warner Robins Bestg. Inc. to Edgar M. Nobles, present 49.8% owner through sale of 9.1% interest owned by Harry P. Hancock. Consideration $200. After transfer, Mr. Hancock will own 60.8% of li- cense, and Mr. Nobles 39.2%. Ann. Jan. 24.

KBUR Burlington, S. D.—Seeks assignment of license from Burlington Bestg. Co. to RB Inc. for $450,000 (including KMCB Fairfield, KUXP, KPSD, and KUPL). Purchasers include John F. Harris (50%) and Virginia Harris Ray (16%). who own interests in several Kansas and Iowa newspapers and KJUL Garden City, Kan., and KTVH (TV) Hutchinson, Kan. Ann. Jan. 25.

KWKY Des Moines, Iowa.—Seeks assignment of license from General Bestg. Serv- ices of Iowa Inc. to Tedesco Inc. for $185,000. Tedesco principals include Nicholas Tedesco and Victor J. Tedesco (35.5% each). Mears. Tedesco has interests in KCUK Red Wing, Minn., and KNDF Shenandoah, Iowa and Radio St. Croix, New Richmond, Wis. Ann. Jan. 24.


competing in radio business in Orangeburg County. Purchasers are employees of WEUE-Best. Co.

**KVL** Highland Park, Tex.—Seeks transfer of control of University Adv. Co. licensed to KVIL and permits of fm station for Dallas, Tex. To John J. Coyle, present 41.76% owner, for failure to employ full-time radiofrequency engineer, reducing the accuracy of frequency measurements and Conrad receiver properly, and respond to commission notices of possible station violation and directed to appear at hearing in Washington at time to be announced. Ann. Jan. 19.


**Hearing cases**

**FINAL DECISION**

Commission gives notice that Nov. 28, 1960 initial decision which looked toward denying for default application of Jesse Frank Carter for a new station to operate on 1370 kc, 500 w, DA, D, in Tola, Kan., (2) Heart of America Beats. Inc., to change facilities of KUDU, Kansas City, from 1 kw, D, to 5 kw, D, 1 kw-N, DA-S, and change principal city to be served from Kansas City, Kan., continued operation on 1380 kc, (3) Washington County Beats. Inc., for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa, engineering condition. Enforcement, communication, by rules, on station to operate on 1380 kc, 500 w, D, in Washington, Iowa. Ann. Jan. 19.

**INITIAL DECISIONS**

Hearing Examiner H. Clifford Irion issued initial decision looking toward granting applications of (1) Iola Bestg. Corp, for new am station to operate on 1370 kc, 500 w, DA, D, in Tola, Kan., (2) Heart of America Beats. Inc., to change facilities of KUDU, Kansas City, from 1 kw, D, to 5 kw, D, 1 kw-N, DA-S, and change principal city to be served from Kansas City, Kan., continued operation on 1380 kc, (3) Washington County Beats. Inc., for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa, engineering condition. Enforcement, communication, by rules, on station to operate on 1380 kc, 500 w, D, in Washington, Iowa. Ann. Jan. 19.


**OTHER ACTIONS**


**WE-Originated this Special Cover**

AND IT IS USED NATION-WIDE and is SATISFACTORY and INEXPENSIVE.

Write for details and rates.

**ACTIONS ON MOTIONS**

By Chief Hearing Examiner James D. Cunningham

- **Scheduled hearing for the following proceedings on date shown:** Feb. 27 (am pre-test); Sheridan Bestg. Co. (KROE) Sheridan, Wyo. Action Jan. 18.
- **Granted petition by Robert D. and Martha M. Rapp and Donald M. Donze, applicants for new am stations to operate on 1400 kc, 230 w., unf, in Pestum, Mo., approved agreement whereby Donze would pay Rapps $1,000, in partial payment of out-of-pocket expenses incurred in connection with their application for new station, for its withdrawal; and dismissed without prejudice Repp's application. Applications are consolidated for hearing with docket 13685 et al. Action Jan. 16.

By Hearing Examiner H. Gifford Irion


By Hearing Examiner Charles J. Frederick

- **Reopened record in proceeding on am applications of Iowa Great Lakes Bestg. Co. (KRBC) Spencer, Iowa, et al., granting motion by South Shore Bestg. Corp. and applicants for a new station, subject to participation of party intervenor (commission granted consent to assignment of license of WJOB Hammond, Ind., from South Shore to Colby on Dec. 30), and closed record. Action Jan. 17.

By Hearing Examiner David I. Kraushaar

- **Denied petition by Frederick County Bcstrs. for leave to amend its application for new station in Winchester, Va., to reflect change from non-DA to DA operation, reduction of power from 1 kw to 500 w, etc., rejected amendment, without prejudice to appropriate favorable action which may be taken pursuant to sec. 1311(c) of rules provided provider petition replies instant petition and amendment in compliance with provisions of that section not later than 7 days from date of its order. Application is consolidated for hearing with application of Town Radio Inc., for new am station in Winchester, Va. Action Jan. 17.

By Hearing Examiner Elizabeth C. Smith


By Hearing Examiner Walter W. Guenther

- **By Commissioner T. A. M. Craven
  - **Granted petition by Broadcast Bureau and extended to Feb. 3 time to file exceptions to initial decision which was for docket 13 for replies to exceptions in proceeding on application for reclassification of positive control of WJPS- TV Inc., permittee of WJPS-TV ch. 49, New York City. Petition was by B. Beacom, through sale of stock to Thomas P. Johnson and George W. Eby. Action Jan. 19.

By Chief Hearing Examiner James D. Cunningham

- **By order, granted petition of WAKE Inc. (WAKE), Atlanta, Ga., and accepted its notice of appearance filed in consolidated proceeding with WAKE application, et al., which is consolidated for hearing with application of Altamaha Bestg. Co. (WBBG), Jesup, Ga. Action Jan. 23.
- **By action, opened record in proceeding on am applications of Iowa Great Lakes Bestg. Co. (KRDY) Spencer, Iowa, et al., granting motion by South Shore Bestg. Corp. and applicants for a new station, subject to participation of party intervenor (commission granted consent to assignment of license of WJOB Hammond, Ind., from South Shore to Colby on Dec. 30), and closed record. Action Jan. 17.

By Hearing Examiner Herbert Sharman

- **By order, granted motion of E. C. Gunter and extended to Jan. 24 time to file oppositions to petition by Ahlene Radio and Television Co. and Edwin Hcnery's disapproval of application of Guter in San Angelo, Texas, for new station. Action Jan. 19.

By Hearing Examiner Herbert Sharman

- **By order, consolidated for hearing with docket 13618 et al., program of interest of the David Jaret Corp., you are assure of reliability and expert service backed by our 38 years of reputable brokerage.
Classified Advertisements

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to be close to your employee, but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliated, eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with you number, in first letter. Box 390D, BROADCASTING.

Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan area. Permanent position. Largest station in area. Box 832D, BROADCASTING.

Wanted—Dynamic, ambitious aggressive man 30-45, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record of sales management. It will be paid in area of $20,000,000 as sales manager of a large station in one of midwest's best markets and be stockholder in same. Further knowlegde of advertising properties. Box 842D, BROADCASTING.

Negative control and management available in long-established, fulltime station. Purchaser should be seasoned broadcaster who can supervise every department with emphasis on sales and promotion. Opportunities become available only because of serious illness of owner. Write complete details and date for interview to Box 741D, BROADCASTING.

You chance to move into management from sales position in small market station in sunny South Florida needs manager, who will do a board shift. Base plus percentage of all gross sales. Send experience, resume and picture to Box 769D, BROADCASTING.

Manager the #1 station in this city, 5,000 watts AM midwest. Prefer family man. Send resume and picture Box 786D, BROADCASTING.

California, Sunshine, Opportunity, 5000 watt. AM. Ideas wanted. Salary plus incentive commission. Box 814D, BROADCASTING.

Help Wanted—Sales

Experienced radio salesmen to join group-owned station in major market. Excellent earnings with drawing account against commission plus opportunity to move up to sales manager within short period. Send resume, billings and photo to Box 707D, BROADCASTING.

Representatives wanted. Major TV and FM transmitter manufacturer seeking representatives to sell to broadcast industry. Only those selling to the broadcast industry with companion items need apply. Go opportunity! Reply to Box 768D, BROADCASTING.

Would you like to sell and announce for a station in Virginia that follows an adult format. If you are an experienced salesman looking for your next opportunity, send resume and tape to Box 724D, BROADCASTING.

Top-rated, 5000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission, 40-50% of gross sales, dependent potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus commission. You get $10,000 your first year if you get $150.00. On $100.00 you get $250. On $150.00 you get $375. You must record on radio time which will be thoroughly checked. A great opportunity for the hard working pro. Box 797D, BROADCASTING.

Aggressive salesman needed to reap a harvest of accounts in large Ohio market with new fulltime FM station. Salary unlimited for the right man. Resume and references to Box 775D, BROADCASTING.

Salesman. Somewhere in this industry is the man we want to offer the necessary inducement to land on our team. With this company earnings and association with our stations is considered the highest achievement in broadcasting and the most earnestly sought. A top-rated format operation in the first 15 market, well above average commission, opportunity for advancement, and working conditions. Prime requisites are experience with, knowledge of and sincere belief in professional format programming, coupled with enthusiasm and aggressiveness. Interested only in a man who is the best salesman in his area and feels he is ready to move to a larger market... and earnings of $15,000.00 or more. Make your reply the best sales presentation you've ever made: it can be your most rewarding. No floaters, boozers or chasers, please. All replies held in complete confidence. Box 788D, BROADCASTING.

1000 watt southeastern North Carolina station needs good salesman-announcer who is ready to jump in quickly. Also need good newsmen for local news coverage. Send background, photo and tape to Box 813D, BROADCASTING.

Top salaries for top idea salesmen. KSBJ is offering established accounts plus territory we haven't even touched, to the right man. Salaries scaled up to thousand for Incentive. Send resume, etc. to Don MacTavish, General Manager, KSBJ, Jamestown, North Dakota.

Have good opportunity for hustling salesman. KJWT, Boonville, Missouri.

WBWB offers excellent opportunity for number one salesman to become President and owner. Box 788D, BROADCASTING.

Announcers

DJ with good mature voice and friendly, enthusiastic approach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, letters and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open, but well above average. Box 535D, BROADCASTING.

News man with authoritative delivery, reporter, writer, experience in wages for midwestern fulltime station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Maryland first rated station needs chief engineer/announcer. Send tape and resume. Box 708D, BROADCASTING.

Disc jockeys for middle-of-road music and news station in large southern city. No screamers but must be alert and alive. Send complete information, late photo, air check and salary expectation to Box 735D, BROADCASTING.

Virginia daytime operation with adult format needs experienced announcer. Station located in college community. Send complete tape and resume to Box 725D, BROADCASTING.

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 735D, BROADCASTING.

Progressive metropolitan midwest radio station needs announcer with 1st class ticket. Old network style delivery... mature, intelligent interpretation...colorful inflection. Send audition tape. News, production, dramatic reading--no personality—all straight announcing. Rush material. Box 745D, BROADCASTING.

Announcer-salesman. 5 kw North Carolina station needs experienced sales man. Salary and commissions. Send full details. Box 747D, BROADCASTING.

Availability midwestern daytime needs announcer-engineer. Small city offers good life for your family. Will offer good pay and plenty of future for you. You bring good voice, nature, attitude. First phone ticket. Write Box 743D, BROADCASTING.

Announcer, first phone, Montana, night shift and weekends. About $100.00 per week. Must be permanent. Box 709D, BROADCASTING.

Combo man. $125.00 week to start... $140.00 in 3 months at suburban Florida station. Heavy on announcing side. Experienced man only. Send complete resume to Box 788D, BROADCASTING.
**Help Wanted—(Cont'd)**

### Announcers

**Wanted:** First phone format DJ for Gulf Coast metropolitan network affiliate. Must swing, for one of the fastest growing markets in America. Send tape, resume. Box 748D, BROADCASTING.

**Looking for young announcer with two years experience in small station ready to move up. Send full details with tape and picture. Box 748D, BROADCASTING.**

**Young announcer with plenty of zip for fast moving Texas station. Opening also for traffic manager and copy writers. Send tape and details first letter. Box 802D, BROADCASTING.**

**Experienced DJ with good voice, first ticket. KQRM, Brookfield, Missouri.**

**Three weeks vacation per year, insurance and good salaries are some of the benefits being offered for announcers with first ticket. Strong announcing, no maintenance. Send resume, etc., to F. B. Priest, General Manager, KSBJ, Jamestown, North Dakota.**

**Opening for capable announcer-newscaster. Good opportunity. KWRT, Boonville, Missouri.**

**First phone announcer Immediate opening 6 miles from New York City. WBNE, Box 676, New York, N. Y.**

**Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WLDB, Box 517, Delaware, Ohio or phone 3-1107.**

**Straight staff announcer dual network staff. Must operate own board, be able to read good straight commercials. Some experience necessary. Send tape, picture, resume, none by Novices returned. WLDB, Atlantic City, New Jersey.**

**Immediate opening for experienced, mature, personnel in major northern Indiana market to $100.00 weekly. Send resume, photo and audition tape to Martin Crell, WVIA Radio, P. O. 379, South Bend, Indiana.**

**Announcers. Many immediate job openings for good announcers throughout the S.E. Free presentation. Confidential. Personal Placement, 458 Peachtree Arcade, Atlanta, Georgia.**

### Technical

**Kentucky AM-FM station has opening for engineer and install equipment. No floaters or drinkers. Real opportunity for ambitious man. Box 663D, BROADCASTING.**

**Wanted chief engineer. Mississippi regional wants 1st class man with knowledge of direction and complete maintenance. Top pay plus this region needs the best equipment and conditions. No drifters. Apply to Box 738D, BROADCASTING.**

**Chief engineer for northeast group daytime. Mechanical as well as electronic experience. Must be willing to work overtime. Starting $65. Box 712D, BROADCASTING.**

**Producer—Technical magazine in communications offers real opportunity to man with knowledge of radio and television industry. Engineering background desirable but not essential. Writing ability of journalistic experience needed. Salary open. Steady advancement. Send complete resume and advise salary requirements. Box 816D, BROADCASTING.**

**Engineer-announcer—must have first ticket. Limited outstanding duties. Prefer married man. Will take beginner. $80.00 to start with all new equipment. Midwest small market operation. Write Box 823D, BROADCASTING.**

**KANA Radio Station, Anaconda, Montana needs first class engineer-announcer immediately. Contact Station Manager.**

**Combo personnel are needed for new positions at KSBJ the 500 watt voice of the upper midwest. Opening on announcing, no maintenance, salary open. Send resume, etc., to Don MacFay, General Manager, KSBJ, Jamestown, North Dakota.**

**Good first class engineer wanted. Gene Newman, WHRT, Hartselle, Alabama.**

**Chief engineer-announcer. Best equipment, nice town. Send resume, tape, salary requirement to Bob Doli, WMST, Mount Sterling, Ky.—phone 1156.**

**First phone for maintenance of modern kilowatt daytime in southern Maine. Ideal place to settle in 15,000 population. No drifters. Must have license in local news or show. Phone 2464 or write WSME, Sanford, Maine.**

**Help wanted, Chief engineer-announcer. Joe Phillips, WSSO, Starkville, Miss.**

### Production—Programming, Others

**Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.**

**Copy-writer-girl with flair for some sales and some radio. Rocky Mountain station. Box 870D, BROADCASTING.**

**Newman for local coverage near New York area. Box 414D, BROADCASTING.**

**News man to gather, write, and promote local news. Must be able to work board. Box 780D, BROADCASTING.**

**Newman midwest radio-ly operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 783D, BROADCASTING.**

**Newman strong on delivery and rewrite wanted for midwest market station. Send tape and resume to Box 785D, BROADCASTING. $85 a week to start.**

**Contact desired with experienced reliable newsman, with all-around experience to gather, write, air local news. Only interested in person who desires to be permanent and growing station manager. Nice town near Sequoia and Kings Canyon Parks. KONG, Visalia, California.**

**News director—opportunity for experienced radio newsmen with pioneer station—No, 1 in market for radio news covering. Salary open. Send background, copy, and photo to WPDB, Flint, Michigan.**

**Newman wanted . . . Newspaper-owned station looking for man to cover strong local market in four-county area. Nice hard worker, reliable (no prima donnas), and be willing and able to aid in staff work when needed. Nice resort town, Send tapes and resumes to Bob Beaman, Program Director, WPBF-AM-FM, Benton Harbor, Michigan.**

**Production department opening for male announcer-cop—later partner capability voice selling commercials. Top rated midwestern market. Salary open. Send tape and resume to Orv Koch, Stuart Stations, 814 Stuart Building, Lincoln, Nebraska.**

### RADIO

**Situations Wanted—Management**

**Calling California! Top caliber manager-sales manager now operating successful midwest station. Extensive knowledge, abilities, quality, financial. Contact desired by phone or letter. Excellent management opportunities in this area for right man.**

**Manager, sales manager or sales in major markets only. College graduate, married with family. Experienced all phases. Currently owner-manager and selling out. Box 670D, BROADCASTING.**

**Manager, with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Must be right man. Also include chance for future investment. Box 885D, BROADCASTING.**

**Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.**

**Presently employed, seeking challenge: 8 years management experience Solid family man: strong on sales; well versed in all departments. Let's talk. Box 762D, BROADCASTING.**

**Excellen managerial material, with successful sales and news record. Winner of 3 consecutive statewide news awards. 7 years in Radio. Production—Radio. 10,000 music news operation with emphasis on local news. Best of references. Box 766D, BROADCASTING.**

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*WANTED TV-RAADIO PROMOTION AND MERCHANDISING MAN*

We have opening in our TV-Radio Dept. for man with several years experience in TV and/or Radio Station Promotion. He must be completely familiar with broadcast audience promotion, exploitation and merchandising. Publicity experience also helpful. Approximate age: 25 to 35 years. This is addition to our staff, and offers opportunity to work in our agency's headquarters on network, spot and local programs and campaigns sponsored by our distinguished list of clients. Write us immediately . . . please do not call . . . of your qualifications, including salary desired.

Needham, Louis and Brorby, Inc.
Personnel Dept.
Prudential Plaza, Chicago 1, Ill.
**Situations Wanted—(Cont'd)**

**Sales**

Sales manager now making 11 grand—Sees no future in broadcasting. Open to offers in any medium. Sales manager in small market, married, takes all offers. Reply to Box 197D, BROADCASTING.

Wanted: Employed manager/salesman of profitable radio operation. $8,000-$3,000+ tv operation. Large market. Seeks new association. Ten year acceptance in radio experience background. Box 800D, BROADCASTING.


**Announcers**

Looking for me? Imaginative, tasteful, pleasant and musical. $25,000-$100,000. My voice will be a real asset to your operation. Please do not offer below these salaries. Box 774D, BROADCASTING.

$1,000,000.00—I've made for 3 Ohio stations. Earnings $500.00 weekly and up. Box 778D, BROADCASTING.

Announcer-engineer, 1st phone, 5 years experience. Box 788D, BROADCASTING.

**Announcers**

Experienced, intelligent announcer wants permanent location in southeastern locale. 3rd class ticket. Single. Reliable. Loves music. Box 610D, BROADCASTING.

Experienced, versatile, personality dj currently with top rate station. Desires west coast position. Minimum $100 per week, and well worth it. Have first phone. Box 653D, BROADCASTING.

Young, married, top rated, top 40 announcer, in major northeastern market. Prefer to relocate in Ohio, Kentucky or Indiana, for right pay. Box 684D, BROADCASTING.

Announcer, DJ—experienced, versatile, not a one note act. Own board, no schedule. Available immediately. Box 692D, BROADCASTING.

Experienced dj—top 40 or other. Run own board, tight production, no filler, prima donnas. Box 694D, BROADCASTING.

Philadelphia or New York... Do you want glib dj, mature news, staff? For $150 a week, you'll have and soul. Box 753D, BROADCASTING.

Sports announcer basketball, baseball, football finest of references. Top voice. Box 761D, BROADCASTING.

First-phone CW personality dj—Excellent audience survey rating. Top audience sell. Sober, family man seeking position with reputation. Boston. Have own board, $125 weekly minimum. Box 771D, BROADCASTING.

Deejay-announcer, college, ambitious, on way up, experienced, tight board, pleasant voice, no screamer, will move anywhere and settle. Box 774D, BROADCASTING.

Attention! Major market radio-tv air personality currently with large eastern station is seeking personality radio show with big production experience. Was M.C. on local tv guest entertainment series. Desire fast paced, modern music and sound utilizing all types music. No solicitation. Please do tight production show with occasional comedy drop-ins. I program my music objectively—report: objectively! Also have been program director. Am hard worker, aggressive, alert, mature in the family. Box 813D, BROADCASTING. College background. Will move for right offer. Want security. Also am authoritative. Personal interview available immediately. Personal interview desired. Box 775D, BROADCASTING.

Announcerse—salesman. Experienced. Excellent radio voice. First phone. Box 926D, BROADCASTING.

First phone over two years experience. Graduate technical institute. Don Fenimore, Dexter, Missouri. Phone Madison 4-6319.

Mature announcer (31), 8 years radio-tv, all phases. Produced and conducted show. Seeks position with station that has realized the fallacy of screaming, howling, and "top voice." Energy and limited efforts are yours in exchange for sincere adulthood in management. Call/wire collect: Ken Lawrence: 4650 W. Davison, Detroit, Michigan, 2-3005 or Trinity 3-6701 before 11 a.m. Almost anywhere. $120 minimum. Personal interview preferred.

D-Js experienced. Good ad lib personalities. Fast talk. Good sell. Contact New York School of Announcing and Speech, 186 West 73rd Street, New York City.

**Technical**

First phone engineer, 12 years experience AM-FM desires responsible position, Pennsylvania area. References. Box 764D, BROADCASTING.

Engineer-announcer available immediately. Prefer small town, Salary $100 a week, East coast, youth preferred. Box 801D, BROADCASTING.

**Productions—Programming, Others**

Award winning newscaster and play-by-play announcer wants permanent job as either or both. Presently employed with excellent references. Can make change after basketball season. Box 868D, BROADCASTING.

Young, energetic major-market talent seeks programming responsibility. Prefer west. Box 717D, BROADCASTING.

Promotions head from combination tv/America's #1, top rates. In news, programming, management and special events. Young, industrious, dependable. Want station with growth in concert in radio, tv or both. Box 798D, BROADCASTING.

8 years experience sports, PD, play-by-play character and references. Experienced college graduate, 27, seeks station wanting only permanent, mature and news-minded. Box 784D, BROADCASTING.

BROADCASTING, January 30, 1961 87
**Situations Wanted**—(Cont'd)

**Production Programming, Others**

Auditioning for radio-tv sports directorship. Employed by major league baseball. Desires position presently, but desire permanent position, so make sure I'm it. Interested in play-by-play, commentary and lyricity my specialties. Interview necessary. Box 817D, BROADCASTING.

Newman, six years experience, writing, gathering, reporting. Mobile and beeper. Florida or south, P.O. Box 349, Chattanooga, Tenn.

Seeking major programming position with first line operation demanding sound production. Twelve years experience. Now public relations major industry 1 year, Music 2 years. Would consider, Charles Dennis, 628 Keith, Waukegan, Ill.; Majestic 3-0457.

News director, high caliber, production minded, experienced all phases top operation. Outstanding delivery. Sturdy background in contests. Experience includes three years TV production, two years radio. Box 207D, BROADCASTING.

Sales

A salesman's opportunity to grow with one of the fastest moving broadcasting corporations in business today. WTVH's Metropolitan Broadcastamation outlet in Peoria needs hard hitting, high billing salesman. Top ratings in the market. Radio experience acceptable for training. Good guarantee; good incentive: good future. Send photo and resume to WTVH, 621 Main St., Peoria, Ill. Ohio.

**ANNOUNCERS**


**TECHNICAL**

TV studio engineer, first phone, for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 742D, BROADCASTING.

Television transmitter engineer for southeast major market full power station. Must be experienced. Excellent opportunity for advancement. Give full resume on first letter. Box 789D, BROADCASTING.

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Chief engineer for KMMT-TV-AM Austin, TX. Must be experienced in man with proven ability in supervision who is now ready to assume responsibility of management. Will consider practical engineer. Box E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Wanted: Experienced transmitter engineer for major west coast operation or ABC affiliate station. Send complete resume of education and experience to Russell S. Villan, Chief Engineer, KXX-7V, Sherman, Texas.

**TELEVISION**

**Help Wanted—Management**

TV manager for well-established, fast-growing facility. Midwest Experienced only. Gilray, particulars Box 791D, BROADCASTING.

**Situations Wanted—Management**

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Southwest TV—do you need manager, assistant program director, good announcer? I perform in these categories. Write for details. For 23 years of successful experience in the industry. Why move? Doctor prescribes climate for kids. Box 735D, BROADCASTING.

Top promotion man looking to leave number one station in top ten market. Imaginative, self-starting, plans-maker, well versed in all advertising media: familiar with upward sales techniques. Capable administrator able to coordinate and motivate all. Box 740D, BROADCASTING.

Television program manager presently employed. Fourteen years experience in management, programming, production, videotape, film buying, sales, marketing, degrees and industry references. Box 790D, BROADCASTING.

TV film buyer with ten years experience in major market, available soon. Know all phases of today's production, film properties, ratings, contract law, and group buying techniques. Acquainted with all distributors. Please shave your film budget. Box 749D, BROADCASTING.

Sales promotion manager wants affiliation with major market tv or radio station. Ten years tv-radio, two years agency sales and promotion background. Award winning advertising experience. Now in mid-east major, will relocate. Box 795D, BROADCASTING.

**Sales**

Newly organized sales agency to represent radio and tv products and services in southeastern states with one or two competitive lines on retailer and commission basis. For full particulars write Box 809D, BROADCASTING.

**ANNOUNCERS**

Experienced announcer wants to return to southwest. Young, married, two children, looking for a challenge. A.B. degree preferred, but not essential. Send resume and requirements to Box 737D, BROADCASTING.

Television announcer. Fifteen years radio-tv seeks good market. Box 785D, BROADCASTING.

Experienced radio announcer-DJ wants tv. Solid radio background. Friendly personality. Box 786D, BROADCASTING.

**Production Programming, Others**

Photographer: Excellent opportunity for industrious and ambitious male. Television experience preferred, not essential. Must be able to run complete photo dept. and turn out first class 35 mm slides. Salary open. Address resume to Box 722D, BROADCASTING.

Eastern non-commercial tv station with heavy live schedule seeking experienced producer-director for challenge. A.B. degree preferred, but not essential. Send resume and requirements to Box 737D, BROADCASTING.

Newman sought for southeastern capital city radio-ty operation. Desire man in twenties, with minimum one year experience as newscaster. College graduate preferred. Primary job will be the preparation of newscasts. Possibility of local news anchorman. This multiple ownership station offers attractive company benefits, pleasant working conditions. Please rush resume, including references, and a recent photo to Box 785D, BROADCASTING.

**TELEVISION**

**Technical**

Tv studio technician, first phone, three years experience. Position available immediately. Box 606D, BROADCASTING.

Nine years in television and nine years in radio some as chief engineer. Can you use a good maintenance technician? Box 791D, BROADCASTING.

Chief engineer, AM, TV, desires position in south or southwest. Well qualified, sleeves rolled type. Box 797D, BROADCASTING.

**Production Programming, Others**

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operator and experience in both radio and television. Box 257D, BROADCASTING.

Top news-sports director. Can handle or direct all phases of network coverage, production and production of both tv-audio. Area's best known play-by-play man with outstanding experience. Has total radio and tv experience in both news and sports. 30 years on 50 stations. 10 years on college tv. Ref- erences, tape, film, and resume furnished. Box 781D, BROADCASTING.

With present employer five years. All phases production desire position in smaller market. Have own photo equipment including 16MM. Resume first upon request. Box 746D, BROADCASTING.

Production man: College grad, broadcasting school grad, married, news, social event, interested in forming my specialty. Box 772D, BROADCASTING.

Studio supervisor or floor manager experienced. Supervise and manage personnel and all studio operations, excellent work record, can furnish best references. Box 852D, BROADCASTING.

Director of production coordinator. Nine years experience, strong on camera work. Creative, able to handle personnel, net experience. Best references. Rush Box 825D, BROADCASTING.

Quickie, quickie. When you hit the air professionally, will put your tv on the line. Air-train your local personnel to take over. All phases. Reasonable. TV-Services, 1250 P. 1st South, Salt Lake, Utah.

**FOR SALE**

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost with automatic gain and power control. No transmitter. Interested unit, rack mounted. Description and schematics furnished. Address inquiries Box 457D, BROADCASTING.

Complete 12 KW G.E. TT-26A transmitter.Does not include harmonics or filter. No box. This transmitter is presently operating and is in very good condition, and will be available on short notice. Box 712D, BROADCASTING.

Attention equipment suppliers and station engineers. Limited time in which to get on air. Must have used equipment from transmitter to transmitter for 500 watt day time operation. Box 712D, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 mast for sale. Complete with tower, tv antennas, Dismantled, ready to ship. $15,000. Box 761D, BROADCASTING.
FOR SALE
Equipment—(Cont'd)

Magrecord model 814C tape player, 3 4/5 in., 1000 ft. long, with automatic reverse in cabinet ready for use. $125.00. Write Box 7611D, BROADCASTING.

General Radio 360-A impedance bridge. Beat frequency oscillator, 0.1 Hz to 1000 Groves and recording voltmeter. Leeds-Northrup apparatus. List. Box 7613D, BROADCASTING.

FM broadcast transmitter. General Electric type 485D, 2 kw power, approximately 1500 watts output, can easily be converted to 2000 watts with built-in meter and control provided. $2500.00. Box 7811D, BROADCASTING.

J ust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over 4500. Chief Engineer, KATI, Casper, Wyoming.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare parts, tubes, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,950.00 cash. F.O.B. Radio Station KBTB, Batesville, Arkansas.

Two 345' self-supporting Truscram towers with lighting kit, if available, where they stand. Opportunity for a real buy. Radio Station KIDD, P.O. Box 1070, Monterey, California.

5 and 10 kw AM transmitter parts, used, all similar to RCA BTA5F including 10 kw power supply components, modulation transformers, 10 kw sockets, blowers, filament transformers, etc. Connected two phone. Write R.W.NY, 231 So. Franklin St., Juneau, Alaska.

Two Rek-O-Kut B-16-H turntables. Good condition; KMML, Iowa State University, Amherst, Iowa.

FM antenna. Four-bay, GE type. Also isocoupler, 13/4' Hallicraft, KRCW, 818 State St., Santa Barbara, California.

90 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guy, base. Make offer over $500, or swap for FM equipment. Tower may be seen in Marin County, KTSM, San Rafael, California.

Fm transmitting equipment. Have used GE 250 watt exciter model 45TA1; three klystron GE amplifier model 45TA1 with rectifier; two 7B9-A amplifier model 45PSA1 with rectifier; GE FM broadcast station transmitter model 500PSA1 plus Gates RF amplifier for remote operation of station monitor. Final tubes for 10 kw amplifier not included. May like to sell, as package. Contact Chuck Williams, KWNQ, Winona, Minnesota.

FM monitor, state type, price, condition. WIFS (FM), 4425 Chestnut St., Bethesda, Md.

Micro-Wave equipment: 1 Raytheon microwave transmitter and rack and 1 Raytheon receiver and rack, $3975.00; 1 Raytheon portable Microwave receiver and 1 Raytheon Microwave transmitter (portable), $3975.00. Radio WHUT, Anderson, Indiana.

Two Magnecorde tape decks PT1-A for sale, complete with metal cabinets. WMAX, Nashville, Tenn.

For sale or trade for PT-6 series Magnecorde, one tape Xiander transmitter recorders, Sells for $250.00. This unit new. Will trade 2 PT-6 Magnecorde or sell for $200.00. WDNB, Monomie, Wisconsin.

RCA 5DX transmitter complete with tubes $5500. Excellent condition. DBake 8-8800 day. Write Mr. O. Boyer, 723 W. 23rd St., Beverly, Calif.

Complete new FM station equipment, 1000 B transmitter, etc. Save 25%. Write BB&L, Box 521, Altamont, Texas.

Auricon sound camera—100 foot—hardly used $500.00 complete case, mikes, etc. WHUT, Anderson, Indiana.

Anything in broadcasting sold or bought. Electro-Pind, 440 Columbus Ave., N.Y.C.

FOR SALE
Equipment—(Cont'd)

Will buy or sell broadcasting equipment. Guaranteed Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kit, educational, broadcast licensing at $195.00. 50 different models, all tested. 8 thru 34". Mietati, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Dehydrators, automatic reactivation, silica gel, thermal control 1/4 HP motor, dry air at 100 degrees F. Complete with 'dust, humidifiers, manifold etc. New-unused. $300.00 complete. P.O.B. Sierra Electric Company, 1401 Middle Harbor Road, Oakland, Calif.

One used 220 ft. self-supporting cchow tower. $1,500.00. Write Taylor Builders Co., Inc., P.O. Box 365, Angola, Indiana.


WANTED TO BUY
Stations
Young California blood has money for purchase struggling station in expanding market area in the west. Write F.O. Box 2963D, Pasadena, California.

Equipment
Wanted: one recording amplifier from GPL klystron recorder and an Altec limiter. Box 485D, BROADCASTING.

1 to 5 kw FM transmitter. Also three 450 foot AM supported towers. Box 145D, BROADCASTING.


AM modulation and frequency monitors, 24 pair patch panels. 500W transmitter, two tower phasing equipment. 5 scopes. Reply CRS, Box 503, Carthage, Mo.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, III., Micellaneous

Comedy for deejays—"Deejay Manual," a complete guide containing bits, ad libs, gimmicks, letters, patter, etc. $6.00—Show Business Comedy Service (Dept. DJ-4), 55 Park Way Court, Brooklyn 35, N.Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 590, Huntsville, Alabama.

Wanted! Commissionable, commercial-radio, television rates. Write Gospel Broadcasters, Schell City, Missouri.

HELP WANTED—ANNOUNCERS

DISC JOCKEYS
• • advance to Major Metropolitan Market

WNOE the South's top independent is expanding staff. Need DJ's and newsmen. Salary plus bonus, plus outside opportunities.

• Send up—tempo music and news air check to:

James A. Nee, Jr.
WNOE
Sheraton-Charles Hotel
New Orleans, La.

PRODUCTION—CONTINUITY DIRECTOR

50 KW major market independent needs production-continuity writer strong in promotional ideas and follow through in contests. Tapes on production, resume, photo and sample scripts to:

Box 7770, BROADCASTING

RADIO

Situations Wanted—Management

MANAGER AVAILABLE

Trouble-shooting 20 year veteran with 250 west local or 30 KW major market experience. Recently sold interest in station after 3 years of highly profitable operation. Now looking for a station in trouble in medium sized. Wesley resources where investment possible. Will consider any offer anywhere. 2609 NW 32nd, Oklahoma City, Oklahoma.
Situations Wanted—(Cont’d)

Announcers

WE HAVE NEW D.J.’s
All sizes, all colors, all ages, all scenes. And all willing to work—eager to please. By phone, please. Costs you nothing to get their tapes. Tell us what you want.
Placement Dept., J. H. Johnson School, 930 F St., N.W., Washington 4, D.C.

TELEVISION
HELP WANTED
Production—Programming, Others

WANTED A.S.A.P.
TV TRAFFIC MANAGER
For strong NBC-VHF station in southeast. Female only, from 25 to 45. Must have TV traffic experience. Will head 3 girl department. Send resume, present earnings record and current picture to:
Box 513D, BROADCASTING

FOR SALE
BROADCASTING SCHOOL
In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.
Box 143D, BROADCASTING

Equipment

High performance Low cost
SUBCARRIER GENERATOR
Model SCG-2
For FM multiplying, complete with automatic muting, delay meter, and regulated plate and filament power supply.
Write for Bulletin #203
MOSELEY ASSOCIATES
P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

BROADCAST PRINTING
New Approved STANDARD BILLING FORMS FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Group
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days. Send copy for your imprint.
FREEBERN PRESS, INC.
Hudson Falls, N.Y.

SWING!
STATION SERVICES LTD.
PRESENTS THE
"GENTLE JABS"
A series of 20 recorded & produced sixty second announcements that poke pointed, yet affable, fun.
1. "Shock of the Month Club"
2. "Brand X Instant Water"
3. "Stomach Acres Real Estate" (and 17 more!!)

FULL SET: $10.00
Send for free audition tape
To:
Station Services Ltd.
423 1st National Bank Bldg.
Peoria, Illinois
674-5912

EMPLOYMENT SERVICE
are you JOB HUNTING? let ARTE help!
ARTE lists positions currently available from all 50 states. Radio & TV announcers, engineers, sales, copy, management, etc.
American RADIO & TELEVISION Exchange
Post Office Box 1500
Orlando, Florida

FOR SALE
TV STATION IN
FAST-GROWING MARKET
Qualified Principals Only
Box 703D, BROADCASTING

FOR SALE
High power, Class "B" FM Station large midwest market. On air two years complete with background music service. All new equipment.
Box 776D, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

STATIONS FOR SALE
CALIFORNIA. Fully automatic full time operation. Trade area 20,000. Deal can be set up to net owner $1,000 a month on current business. $6,500 down.
PACIFIC NORTHWEST. Exclusive, $40,000 gross. Good profit. Ideal man and wife or partners. Asking $75,000 including real estate. 20% down.
JACK L. STOLL & ASSOC.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

BROADCASTING, January 30, 1961
The page contains a mixture of text and some illegible or partially legible text. It appears to be a document that discusses various decisions and actions taken by broadcasting authorities, possibly regarding station assignments, power changes, and other related matters. The text includes dates, locations, and references to broadcasting rules and regulations. The document seems to be a record of official actions taken by governmental bodies or regulatory commissions.

For example, a section of the text reads:

"By Hearing Examiner David I. Kraushaar
Upon consideration of agreements reached at Jan. 23 prehearing conference, ordered that either petitions for reconsideration and grant without hearing of an application of WAGE Inc. (WGOY), Clarkesburg, and Community Radio Inc., Spencer, W. Va., are to be filed with Commission not later than February 8, 1981; or, all or any evidence in support of respective proposals, filed by February 8, 1981, to remain in evidence.

By Hearing Examiner Adare A. Honig
Upon consideration of agreements reached at Jan. 23 prehearing conference, ordered that either petitions for reconsideration and grant without hearing of an application of WLJW-AM-FM raw (WAGE Inc.), Clarkesburg, and Community Radio Inc., Spencer, W. Va., are to be filed with Commission not later than February 8, 1981; or, all or any evidence in support of respective proposals, filed by February 8, 1981, to remain in evidence.

BROADCAST ACTIONS by Broadcast Bureau

**Actions of Jan. 19**

**KHOE** Temple, Calif.—Granted assignment of license to Robert Simpson.

**KVGO-TV** Ogden, Utah—Waived Sec. 3.613 and granted change of studio location to trans.-site.

**KBQK** Wheaton, Md.—Granted mod. of cp to change type trans.

**KBJS** Winnsboro, S. C.—Granted mod. of cp to change type trans.

**KLDJ** Tullahoma, Tenn.—Granted change of remote control authorized.

**WAGC** Canadiga, N. Y.—Granted change of remote control authority.

**License renewals**

- Following stations were granted renewal of license:

**Petitions for rulemaking**

- By report and order, Commission finalized rulemaking in Docket 13555 and amended its rules, effective Feb. 2, to enable non-commercial educational to engage in subsidiary services of non-commercial educational.

- They can apply to use subcarrier transmission on multiplexed systems for the purposes of supplemental uses as programming for classroom and other specialized audiences, relay programs between fm stations, remote cueing and other functions related to station operation. These multiplexed transmissions can be used only simultaneously when a commercial license is being programmed. They can present material for which only consideration is matter furnished and/or payment of any line charges involved. No commercial announcements or messages are permitted. FCC Form 312 will be used in applying for such subcarrier transmission.

**Rulemakings**

- By request and order, Commission finalized rulemaking in Docket 13555 and amended its rules, effective Feb. 2, to enable non-commercial educational to engage in subsidiary services of non-commercial educational.

**Petitions for rulemaking**

- By memorandum opinion and order, Commission (1) designated Arkansas Valley Broadcasting Co., Inc. (WCTC), New Brunswick, N. J., to extend that it requests waivers of sections 1.106(b), 1.234(b), and 1.271 and that it requests permission to increase daytime power to 1450 kW and nighttime power to 450 kW for consideration before commission in consideration of such cases.

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How 45,000 companies help their employees buy security

45,000 American business firms have put in a valuable service for their employees—the Payroll Savings Plan for U.S. Savings Bonds. Through this plan the company payroll clerk sets aside a certain amount for each participating employee, each payday. Bonds are delivered to employees as soon as they are fully paid for. It’s fully automatic, and the easiest way in the world to save.

More than 8 million employees are using the plan, and are saving about $2 billion in Savings Bonds a year. These funds have helped buy homes, finance vacations, assure college educations and provide nest-eggs for retirement.

If your company has not installed the Payroll Savings Plan thus far, contact your State Savings Bonds Director and have him show you how the Plan works. Get his experienced help in presenting the Plan to your organization. Or write Savings Bonds Division, U.S. Treasury Department, Washington, 25 D. C.

Hats off to American Industry!

"American Industry—by promoting the Payroll Savings Plan—has given the Savings Bonds Program its greatest success," says William H. Neal, National Director of the Treasury’s Savings Bonds Program.

ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN 1/2% MORE THAN BEFORE
OUR RESPECTS to Sen. John Orlando Pastore
He turns conflicting views into harmonious agreement

When top network and NAB officials and FCC members appear before the Senate Communications Subcommittee at its Sec. 315 hearing tomorrow (Tuesday), they will be confronted by a chairman whose great passion in such proceedings is cutting through to the heart of an issue and whose record in achieving this aim is uncommonly good.

He is John Orlando Pastore, a short, dapper, somewhat volatile Rhode Islander. As second-ranking Democrat on the parent Commerce Committee, he has headed the communications unit for six years and, in the process, become one of Congress' most knowledgeable men in the field of broadcasting.

Those who have observed him at committee hearings regard him as considerate and fair with witnesses. But he is also described as tenacious in keeping the central issue well in hand. With the skill of a prosecuting attorney, which he once was, he will knife through extraneous argument and discussion; then, acting as a kind of mediator, he will try to bring conflicting views into harmony.

With a witness in the chair whose remarks begin to range far afield, the senator can be expected to jab a forefinger into a section of a bill under discussion and ask, "Is this acceptable? What about the next section? It's not—will you accept a compromise?"

Warm Blood = In the course of his questioning, Sen. Pastore's Latin blood may heat up and his voice rise several decibels in volume, but it's not the witness's hide he's after—it's legislation, or the ideas and proposals on which legislation can be based.

This doesn't mean he cannot explode. A Pastore explosion still ringing in the ears of those who were present occurred at a Commerce Committee hearing in June 1958, when he went off in the faces of the seven members of the FCC (Broadcasting, June 30, 1958). What caused the blow-up was the commissioners' lack of action in formulating proposals for easing the lot of uhf stations. At that time, the FCC had been wrestling with the problem for four years, and Sen. Pastore felt that was long enough.

But as for the hearing starting tomorrow, Sen. Pastore will probably lend a sympathetic ear to broadcasters' appeals for complete repeal of the equal-time provision in the Communications Act. He said last week that, in view of the "excellent" performance of the networks and broadcasters in covering last fall's presidential and vice presidential campaigns, "Congress can now begin to review" Sec. 315. He said consideration could be given to allowing broadcasters the additional freedom needed to provide the public with coverage of state and municipal issues. But he added quickly, "This, of course, involves many ramifications and implications which have to be studied very closely."

In discussing the broadcasting industry, Sen. Pastore lets it be known that his interest "is not academic or impersonal. I enjoy television and radio," he said last week. "I see many of the programs." The senator has television sets in his homes in Cranston, R.I., and in Kensington, just over the Washington, D.C., line in Maryland. He also has a portable TV set in his Senate office.

Time Scarc = But he doesn't have a great deal of time to watch any of them. A hard-working senator whose staff has to move fast to keep pace with him, Sen. Pastore arises at 6 a.m. and is often on the telephone before 9 o'clock, talking to aides in preparation for the day ahead. His mornings are taken up with committee meetings and talks with staff members, or with playing host to visiting Rhode Islanders, who have been known to descend on him in droves. When the Senate is in session, he can generally be found in or near the floor and, when he finally leaves the Capitol, he is often headed for a trade or business association meeting in Washington.

After 10 years in the Senate, Sen. Pastore is a very respected member of that very exclusive club. Besides his membership on the Commerce Committee, he has seats on such choice committees as Appropriations and the Joint Committee on Atomic Energy. In 1955, he was on the U.S. delegation to the United Nations General Assembly as an advisor on atomic energy matters. And he is now a member of the influential Senate Democratic Policy Committee.

Sen. Pastore, who was born in Providence, R.I., on March 17, 1907, reached his present high station after following a long, tough road through Rhode Island politics that began after his graduation from night law school in 1931. He had attended the Northeastern Law School extension classes in Providence after putting in a full day as a claims adjuster for the Narragansett Electric Co.

Perfect Vote Record = In 1934, he ran for a seat in the Rhode Island General Assembly. He won that contest and every election he has entered since. He was reelected in 1936, and in 1937, with his political star beginning to rise, he was appointed state assistant attorney general. With only a two-year interruption (1939-1940), when the Republicans controlled the state, he held that position until 1944.

In that year, with a record as a fair and able state prosecutor behind him, he was nominated for lieutenant governor. And that proved to be a turning point in his career. For a year after he was elected, Gov. J. Howard McGrath was named Solicitor General by President Truman, and Sen. Pastore moved into his state's highest office. In 1946, he was elected governor in his own right, and in 1948, he was reelected.

In 1950, Sen. Pastore was able to make his first run for the Senate. He was elected to fill an unexpired term and, in 1952, he was elected to a full term. In 1958, he was reelected by a plurality of some 99,000 votes.

In 1941, Sen. Pastore married the former Elena Caito of Providence. The Pastores now have three children—John O. Jr., 18; Frances E., 17; and Louise M., 13.

Sen. Pastore used to commute every weekend between Washington and Rhode Island, where he would attend Communion breakfasts, Men's Clubs dinners and a variety of other social functions. But after 10 years, he has given it up. "I will miss it," he says. "But, on the other hand, it will be less taxing on me to remain here on the weekend to rest in comfort and do the work I have to do in preparation for the new week." Chances are, therefore, that he will be even better prepared than usual when the hearing on Sec. 315 gets underway at 10 a.m. tomorrow.
EDITORIALS

Live, lively and here to stay

If the first live pick-up of a presidential news conference is to determine the future of such sessions they are here to stay—at least during President Kennedy's tenure.

Last Wednesday's bold experiment, viewed with grave concern by older heads and even by newsmen, was an outstanding success. There were none of the slips that older statesmen feared as the whole world heard and most of the nation saw. Mr. Kennedy said these live sessions have the advantage of "providing more direct communication."

While television cameras were focused on the questioners as well as the President, there were no theatrics and no free promotion of news media or news men.

Mr. Kennedy's great success in the television debates motivated his decision to permit the live pick-ups of his news conferences. He is willing to take the risk of an errant phrase or an inadvertent slip. There were none at his maiden conference as President.

The broadcast media stand to benefit. Aside from the natural advantage of instantaneous "publication" of the news sessions, their acceptance should go far in breaking down arbitrary barriers to coverage of congressional and court proceedings. While Senate committee hearings are open to broadcast coverage at the discretion of committee chairman, Speaker Sam Rayburn has barred all live pickups from House committees. Most courts cling to the outmoded concept of denying radio and television access to trials.

The courts and Speaker Rayburn, it seems to us, will be hard pressed to justify arbitrary lockouts of radio and television when the chief executive of the world's foremost power affords them full access to his news conferences.

Spectre of censorship

It is not improbable that broadcasters along with all media will some day find themselves suffering under censorship that is traceable to a decision reached by the U.S. Supreme Court last week.

By the narrowest of majorities—5-4—the court upheld the constitutionality of motion picture censorship. Broadcasters can take small comfort in the observation of the majority that the decision applied to no media other than movies. As the minority said, in an eloquent dissent written by Chief Justice Earl Warren, "the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio or public speeches."

Of all the endangered media, television and radio, it seems to us, are the most vulnerable. They alone are already licensed by the federal government and their performance already subjected to periodic review. It is not an impassable distance from Supreme Court approval of local censorship, as in the Chicago case decided last week, and an assertion by the FCC of authority over broadcast programming. The Chicago city government claims the right to censor movies on the grounds of protecting the public interest. It is in the public interest that broadcasting is regulated by the FCC.

Last week's Supreme Court decision is the more ominous for broadcasting because of the prevailing mood of the new administration. James M. Landis, the President's overseer of administrative agencies, has repeatedly said that the FCC ought to exert stronger control over programming. Newton Minow, the FCC chairman-to-be, has expressed similar views. We imagine that by now both have committed the Supreme Court's majority opinion to memory.

Do we seem unnecessarily alarmed? Four distinguished members of the court took this minority view:

"Let it be completely clear what the court's decision does. It gives official license to the censor, approving a grant of power to city officials to prevent the showing of any moving picture these officials deem unworthy of a license."

The question under consideration, the minority said, applies to "any city, any state or the federal government."

Do broadcasters need a rallying cry to arouse their interest in this subject? Here is what Justice Douglas wrote in a separate dissent in which the other dissenters concurred: "The First Amendment was designed to enlarge, not to limit, freedom in literature and in the arts as well as in politics, economics, law and other fields. Its aim was to unlock all ideas for argument, debate, and dissemination. No more potent force in defeat of that freedom could be designed than censorship. It is a weapon that no minority or majority group, acting through government, should be allowed to wield over any of us."

To read the dissenting opinions is to be convinced that the majority decision runs counter to the benchmark cases of the past. Clearly there will be chance for reappraisal by the court. When that chance will come or how cannot now be known. But broadcasters must do what they can to make it come as soon as possible.

The Motion Picture Assn. of America has already announced its intention to seek some kind of relief from the decision of last week. It would be to the benefit of broadcasting if the NAB at least conferred with the movie group to explore ways of joining forces.

Logical move

It is not in the cards for Charles H. King to remain on the FCC as one of its three Republican members under the new Kennedy administration. His recent appointment terminates the day the incoming Democratic chairman, Newton N. Minow, takes his oath of office—probably in early March.

In the five months Mr. King has served he has endeared himself not only to his colleagues but to the communications fraternity at large. He is a good lawyer, uninhibited by bureaucratic tradition. And he doesn't wear a political label on his shirt front.

While Mr. King's tenure on the FCC is necessarily limited, he is available for appointment to some other agency on which there will be Republican vacancies. The Federal Trade Commission, for example, will have two. Mr. King's appointment to the FTC is being urged even by prominent Democrats who have had occasion to observe his refreshing and authoritative approach to regulatory problems.

We second the motion.
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When a man assumes a public trust, he should consider himself as public property.

Thomas Jefferson

A radio or television station is a public trust. The airways belong to the people. The management of broadcasting properties must serve the public interest and further the public welfare. This responsibility is significantly greater when a group of radio and television stations in major American cities is owned and managed by a single company.

With the announcement of its Symbol of Service, RKO General reaffirms its dedication to serve the listening and viewing public. It will be used to designate the public service programs broadcast on RKO General stations. Struck in bronze, it will be awarded to groups and organizations who join with RKO General in the creation and sponsorship of such programs.

RKO General establishes its Symbol of Service as a visual expression of the principles and policies of its Broadcast Code, copies of which are available upon request. It is RKO General's intent that, over the years, this Symbol of Service will become synonymous in the public mind with programming of unusual merit and community benefit.