Baseball advertisers plan to pi
$75 million .................................. 27 hit $682 million in '60 .......... 38

Those foreign film imports for tv: the field is bulling along .......... 78

Realism in photography: how Drew applies it in doing tv documentaries ........... 82

COMPLETE INDEX PAGE 7

---

Those foreign film imports for tv: the field is bulling along .......... 78

---

RADIO is an unceasing source of wonder

Who else grasps the sudden surprise and wonder of a world in change... and brings it to us exactly as it happens? Who else communicates it with such speed and directness? Only Radio creates this stunning sense of *immediacy* and only Spot Radio lets you choose the time and place to match it.

---

<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>WINZ</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSN</td>
</tr>
<tr>
<td>Buffalo</td>
<td>KSTP</td>
</tr>
<tr>
<td>Chicago</td>
<td>WTAR</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>KFAB</td>
</tr>
<tr>
<td>Houston</td>
<td>WIP</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KPOJ</td>
</tr>
<tr>
<td>Little Rock</td>
<td>WJAR</td>
</tr>
<tr>
<td>Miami</td>
<td>WINL</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>KCRA</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>WOAI</td>
</tr>
<tr>
<td>Norfolk-Newport News</td>
<td>KFMB</td>
</tr>
<tr>
<td>Omaha</td>
<td>KMA</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>KREM</td>
</tr>
<tr>
<td>Portland</td>
<td>WTAR</td>
</tr>
<tr>
<td>Providence</td>
<td>KVBO</td>
</tr>
<tr>
<td>Richmond</td>
<td>KCRE</td>
</tr>
<tr>
<td>Sacramento</td>
<td>WOOD</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KFAB</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB</td>
</tr>
<tr>
<td>Shenandoah</td>
<td>KREM</td>
</tr>
<tr>
<td>Spokane</td>
<td>KREM</td>
</tr>
<tr>
<td>St. Paul</td>
<td>TGMB</td>
</tr>
<tr>
<td>Tampa Orlando</td>
<td>TGMB</td>
</tr>
<tr>
<td>Tulsa</td>
<td>KREM</td>
</tr>
</tbody>
</table>
Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily than the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

**Comparative Daily Circulation**

<table>
<thead>
<tr>
<th>Station</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTVJ</td>
<td>363,500*</td>
</tr>
<tr>
<td>Miami Herald</td>
<td>321,500**</td>
</tr>
<tr>
<td>Miami News</td>
<td>147,200**</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>289,900*</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>227,900*</td>
</tr>
</tbody>
</table>

*ARB Coverage Study—January 1, 1960
**Publisher's Statements—March 31, 1960
buy St. Louis "a la card"

*KTVI rate card your lowest
cost per thousand TV buy in St. Louis

Nantucket Cove

KTVI CHANNEL 2

Represented nationally by
BLAIR-TV
you can’t miss...

...in the Dallas-Ft. Worth market with Channel 4

The January 22, 1961 NSI shows that KRLD-TV continues to reach more TV Homes in the Dallas-Ft. Worth market than any other station.

KRLD-TV's average number of homes reached in Nielsen's six summarized time periods is 40% greater than Station B, 55.6% greater than Station C and 163% greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

Clyde W. Rembert, President

Broadcasting, March 6, 1961
Tape format set

Last week's White House news conference format (i.e., taping by radio and tv for simultaneous release with other press services upon completion of conference) is expected to become standard except for interspersing of live radio-tv pickups on special occasions. Despite none too veiled opposition of printed press and press associations, it's understood President Kennedy and his news secretary, Pierre Salinger, are convinced this procedure is best and gives equal break to all news entities.

Actually last Wednesday's Kennedy conference coverage went well except for incident in New York occasioned largely by misunderstanding on timing. Newspaper reports to effect that there were major snafus on network handling are branded exaggerations.

Alert on alerts

Sharp-eyed broadcasting representatives participating in meeting last Thursday on implementation of Conelrad project covering radio silence except on designated channels during air attack alert, blocked move that would have placed programming control in government hands in national emergencies. Language proposed by Office of Civil and Defense Mobilization read: “During a Conelrad alert, control of emergency broadcasts to the public is the responsibility of the government of the area in which the Conelrad alert originates.” After long and bitter debate, key words “official information” were substituted for “emergency broadcasts.”

Non-government spokesmen were unanimous in opposition to OCDM language. Developed during discussion was fact that Kennedy administration already had approved private control and that during entire World War II emergency, no government control was exercised over programming since stations and networks invoked voluntary censorship. FCC staff also opposed OCDM language.

Ford mulls radio

Ford Motor Co., Dearborn, Mich., which for this season is cutting back in network by dropping one half of its sponsorship of NBC-TV's Wagon Train and Alfred Hitchcock Presents, is considering network radio splurge and newspaper schedule to take up slack. Word is that Ford, through J. Walter Thompson Co., may buy on two or more radio networks. Change in strategy said to be influenced by auto sales drop. Ford's portion of NBC-TV shows have been “sold off” to Revlon.

Big brother is watching

In case any CBS radio affiliates are getting notions, network is still keeping tabs on their program clearances and still insisting they carry all shows reserved for network sales under “Pep Plan” as revised last fall. Inadequate clearance is reason network authorities give for quiet move few days ago notifying KEPR Kennewick, Wash., that it was being dropped from CBS radio lineup. KEPR had been CBS affiliate for some 15 years.

All-band sets

Optimism exuded by FCC Comr. Frederick W. Ford and some of his FCC colleagues on proposed legislation to make manufacture of all-band (vhf-plus-uhf) receivers mandatory is premised on legal opinions that such legislation can be enacted and is constitutional. All previous efforts to enact such legislation have failed. But in past year, not only FCC lawyers but those of Dept. of Justice have concluded that sound legislation can be written. And there's at least one private opinion by highly placed law firm that it can be done. Electronic Industries Assn. consistently has assailed legislation on constitutional grounds. (Story page 62)

Clear channels continued

As promised, clear-channel case was back on FCC agenda for last Wednesday's meeting (CLOSED CIRCUIT, Feb. 27) but was passed over without debate or formal vote. Unofficially, its reported seven members present were split 3-3-1 (three favoring break down of all clear channels; three wanting to duplicate only half, and one against any breakdown without power increases for remaining clear). With new Chairman Newton Minow sworn in day after meeting, there is chance for action after he becomes acquainted with case.

Minow may wait

FCC Chairman Newton N. Minow may take his time in appointing new head of Broadcast Bureau which he regards as key staff position. Instead of lawyer or engineer, he may reach into broadcasting ranks for “practical broadcaster” familiar with vicissitudes of operations and observance of FCC's rules and regulations. Meanwhile, incumbent Harold Cowgill, who once operated uhf station in Illinois, continues on job.

Also under consideration, however, are several staff officials. They include James Barr, assistant chief of Bureau under Mr. Cowgill, Network Study Staff Chief Ashbrook Bryant and Louis Stephens, assistant chief of rules and standards. Joe Nelson, head of renewal and transfers, is being supported by others but has made no move on his own.

Fresno situation

KFRU-TV's ch. 12, believed earmark for Santa Barbara as Fresno station begins permanent uhf operation on ch. 30, desintermarket quality, may remain in Fresno after all but as educational tv outlet. Otherwise it's likely to move to location north of Santa Barbara. One of channels involved in new bilateral agreement evolved by U. S. and Mexican governments in adjusting tv allocations (CLOSED CIRCUIT, Nov. 7) it's now learned authoritatively that Mexico does not look with favor upon ch. 12 operation in Santa Barbara because of limitations on its use by that country.

Untouchable boycott

Board of governors of Federation of Italian-American Democratic organizations of New York plans to propose at annual Amerigo Vespucci dinner on March 12 that its 500 member organizations in New York boycott sponsors of ABC-TV's Untouchables unless network gives “more satisfactory assurances” that future programs do not link Italians with crime. Italian-American group is also going ahead with plans to picket ABC New York offices on March 9, Amerigo Vespucci day (BROADCASTING, Feb. 27, 1961). Organization will use 21 pickets, representing 21 million members of more than 2,000 Italian-American groups across the country. New York chapter expects other chapters to join in boycott, which would be directed against one sponsor at time. Program is currently sponsored by L&M Cigarettes, Beecham Ld., Armour & Co. and Whitehall Labs.

Early caller

Among first of official callers at office of FCC's new chairman, Newton N. Minow, after he was sworn in last Thursday was NAB President LeRoy Collins. He spent informal 10 minutes with new FCC head.
BOB MURPHY
6' 8" host of the
WJBK-TV
"Morning Show"
9-11 a.m., Mon. thru Fri.

HEAD AND SHOULDERS
ABOVE ALL COMPETITION

Detroit's Top Salesman In
136,800 TV Homes Daily

It isn't in height alone that Bob Murphy
tops 'em all in 4-station Detroit! It's
persuasive power plus active partici-
pation that make Murphy's emceeing
so sales provoking. Here's the formula
that keeps 'em tuning to "Morning
Show." A good movie. Surprise visits
from guest notables. Daily "calls" by
three doctors... Dr. John T. Dempsey,
WJBK-TV news director, background-
ing the news, Detroit Health Com-
missioner Dr. Joseph T. Molner on
health topics, and Dr. Elton McNeil,
child psychologist, on child rearing.
Total: 120 minutes of sell. Ask your
Katz man how you can get in on it!

*Nielson (Aug. 60-fam. 61 Avg.)

WJBK-TV
CHANNEL 2 CBS DETROIT
a Storer Station

NATIONAL REPRESENTATIVE: THE KATZ AGENCY
وهام: لعبة الألعاب كجزء من الاحترافات الرياضية والأحداث الرياضية. تحمل اللعبة قيمة كبيرة من حيث الأثر الديموغرافي والاقتصادي، حيث تجلب رأس مالًا يزيد عن 17.3 مليون دولار للنادي من خلال الإذاعة، من خلال إيرادات الإعلانات والتغطية الرياضية المتبادلة. 

**WHO PAYS FOR AMERICA'S PASTIME?... 27**

두 번째 أكبر حاملي حقوق الأفلام وامتناعها عن مشاهدة الأفلام الأجنبية على التلفزيون، مما يؤكد أن الأفلام الأجنبية تضيف حركية كبيرة إلى البيئة. في العقدين السابقين، حسب التقارير، من خلال تغطية CBS-TV التي تحقق قمة قصص الأحداث على NBC-TV، خارج الإطار الزمني الكلاسيكي. 

**MARKET'S BRISK IN MOVIE IMPORTS... 78**

الشبكات التلفزيونية استمتعت بالبضائع الواسعة من 682.3 مليون دولار في عام 1960، مع زيادة 85 مليون دولار (8.8%) من عام 1959، تكشف هذه الإحصاءات عن تأثير الأفلام الأجنبية على تغطية الأحداث، مما يؤكد أن الأفلام الأجنبية تضيف حركة كبيرة إلى البيئة. 

**TV NETWORK SALES UP 8.8% ... 38**

هناك حركة جديدة في تقديم البرامج التلفزيونية، والتي تضيف الكثير من القيمة في مجال الإنتاج. أفضل الأمثلة على هذا السبب هو المؤسسة المنتجة المحدودة. 

**TV'S SCHOOL OF STORM AND STRESS... 82**

تحذير من سلاسلprime time من التسجيل، لكن عندما يتعلق الأمر بتسمية البرامج، يفضل المشاهدون قد يفضلون البرامج التلفزيونية في ساحة الأحداث، وهو ما يعكس الرغبة في البرامج التلفزيونية التي تقدم حركة كبيرة للبيئة. 

**CULTURE FINE, BUT WHO LIKES IT?... 46**

يفضل المشاهدين قراءة البرامج التلفزيونية، بغض النظر عن العناصر المشرقة. 

**DEPARTMENTS**

<table>
<thead>
<tr>
<th>DEPARTMENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>9</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>27</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>38</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>COLORCASTING</td>
<td>81</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>47</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>12</td>
</tr>
<tr>
<td>EDITORIAL PAGE</td>
<td>112</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>86</td>
</tr>
<tr>
<td>FANFARE</td>
<td>94</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>90</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>95</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>62</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>88</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>27</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>46</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>22</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>20</td>
</tr>
<tr>
<td>OUR RESPECTS</td>
<td>111</td>
</tr>
<tr>
<td>PROGRAMMING</td>
<td>78</td>
</tr>
<tr>
<td>WEEK'S HEADLINERS</td>
<td>10</td>
</tr>
</tbody>
</table>

**BROADCASTING**

**THE BUSINESSWEEKLY OF TELEVISION AND RADIO**

*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 $11.00. Add $1.00 per year for Canadian and foreign post-age. Subscription orders and address changes: Send to Broadcasting Circulation Dept., 373 DeSales St., N.W., Washington 8, D.C. On changes, please include both old and new addresses.
IF YOUR CLIENT IS THINKING OF SELLING CARS IN NEW YORK
(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY
(easier because the New York market is bigger than the next 3 combined)

START WITH WINSland
(the proven road for reaching these people)

WHERE THE MARKET IS MARVELOUSLY MOBILE
(all ages, all interests, all incomes)

No matter where they go, WINSlanders have this in common. They're always on the go and they prefer to go in cars. They spend over $2.7 billion a year on new cars, gasoline, lubricants and automotive products. You can reach them almost every minute of the day and night (on their car radios!) with WINS, No. 1 station in New York. MEDIA MORAL: If you sell something with "go," go sell it on WINS, the station that can drive home the sales.

For complete information call: WINS Judson 2-7000
KJEO (TV) sale sets uhf record: $3 million

Sale of ch. 47 KJEO (TV) Fresno for $3 million cash—highest price ever paid for uhf outlet—was consummated last Friday, subject to FCC approval.

Purchaser is Shasta Telecasting Corp., Redding, Calif. (owner of ch. 7 KVIP-TV), headed by George Fleharty and which includes group of financial backers. Acquisition is from J. E. O'Neill, president of O'Neill Broadcasting Co. and 100% owner, who is retiring from broadcast business but will remain active in other California enterprises.

KJEO (TV) began operation Sept. 1, 1953, and has been affiliated with ABC-TV from start. Fresno becomes all-uhf market with impending switch of KFRE-TV from ch. 12 to 30. Shasta's KVIP-TV also is affiliated with ABC.

Mr. Fleharty said present operating policies and personnel of KJEO will be continued. Joe Drilling, vice president and general manager, likewise has been asked to continue.

**Why pilots cost so much: something for everybody**

Big reason for present high costs of pilots is that film makers now try to include as many elements as possible to fit whatever time period network or advertiser may have in mind, and thus be more salable, according to report not generally circulated.

Once sale is made, it's then simple to concentrate on most appropriate ingredients—action, humor, youth appeal, etc.—in making rest of series.

Pilot doctoring is even more important, say syndicators explain, in preparing film which fails to make network sale but is picked up by regional advertiser and is headed for syndication. Sometimes, an initial concept can come full turn around by time series goes into production to give series that "just right for syndication" look.

**Sylvania's Grant opposes all channel tv proposal**

FCC proposal to enforce all-channel tv set manufacturing (see page 62) is "unreasonable and inconsistent with the principle of supply and demand," according to head of tv setmaker Sylvania Home Electronics Corp.

Peter J. Grant, president of Batavia, N.Y., marketing subsidiary of Sylvania Electric Products Inc., said it "would place an unjustified cost burden on the public," which can buy all-channel models now if they choose. "It would be just as reasonable to require an applicant for a Florida driver's license to own a set of tire chains before he could take his road test" as to require production of all-channel sets, in Mr. Grant's view.

**A 22 year-old secret**

Just prior to swearing in Newton N. Minow last Thursday as FCC's new chairman, Associate Justice William O. Douglas of U. S. Supreme Court commented that 22 years earlier, he had fully expected to become FCC chairman and that failure to get appointment was one of great disappointments of his life. Inside story is that in 1939, after he had concluded tenure as chairman of Securities & Exchange Commission, Mr. Douglas was called in by F. D. R. and advised that he wanted to retain him in government (after Mr. Douglas had accepted deanship of law at Yale). After several minutes of conversation, F. D. R. disclosed he had just sent Douglas nomination to Senate for Supreme Court. Thereupon, James Lawrence Fly was named FCC chairman.

*CBS-TVs affiliates learn why network didn't tell*

"Why didn't they clear it first with their affiliates board?" Many have asked that question since CBS-TV first sprung its controversial but now operating plan to sell late-morning programming in "rotating minutes" (BROADCASTING, Jan. 16, et seq).

At closed meeting with affiliates board March 3, held for totally different purpose, network officials reportedly went out of their way to raise this same question and then answer it. They didn't check first, they explained, because their lawyers felt that, in view of rate and compensation changes involved, clearing it in advance might be construed as "price-fixing."

After this digression, described as congenially received, they went on with main purpose of meeting: to lay plans for general affiliates convention to be held in New York.

*Ohio's 'Untouchables' outdrawn by NBC-TV's special show*  

American Research Bureau special overnight "national" and its regular "multi-city" report (seven major cities in U.S.) agreed Friday (March 3) that highly-rated The Untouchables of ABC-TV (Thursday, 9:30-10:30 p.m.) is indeed not sacrosanct.

ARB's figures showed NBC-TV's special 90-minute "25 Years of Life" (9:30-11 p.m. reached an average 13 million homes in U.S., while The Untouchables was seen by an average of 8 million homes. A. C. Nielsen reported that in its New York "instantaneous" reports (via audimeter) NBC's "25 Years of Life" scored 39.6 average rating with 54.1 share during period when homes using tv in New York reached all-time high of 73.2.

*GM plans package on NBC-TV*

Chunk of unexpected General Motors business appears headed for NBC-TV summertime only. Details still must be worked out but concept seems to have substance: yet-to-be-determined GM divisions would participate in pack-
H. D. (Bud) Neuwirth, director of sales, WIP-AM-FM Philadelphia (Metropolitan Broadcasting Corp.), named vp and director of radio sales for Metropolis. He joined firm last year as assistant to John W. Kluge, president and board chairman, and later was promoted to top sales post at WIP. Appointment, effective March 13, puts Mr. Neuwirth in charge of coordinating sales activities for Metropolitan radio properties: WIP Philadelphia, WNEX-AM-FM New York, WHK-AM-FM Cleveland, KMBC Kansas City (subject to FCC approval), and international station WRUL.

Maitland Jones, formerly senior vp and creative director, Fletcher Richards, Calkins & Holden, and previously in similar capacity at Sullivan, Stauffer, Colwell & Bayles, joins Donahue & Coe, N. Y., as vp and associate creative director. Mr. Jones will share creative directorship with Henry Slesar, both of whom will devote full time to creative supervision. Warren Donahue, who joined agency several months ago as copy director, will have full responsibility for department administration in addition to his creative duties. Move, according to Don E. West, president of Donahue & Coe, "may well chart the future of agency creative operations."

Edgar J. Scherick, president of Sports Program Inc., New York, which produces live sporting events for showing over ABC-TV, named ABC vp in charge of tv network sales, succeeding William G. Mullen, who continues as an ABC vp and whose duties will be announced at later date. Mr. Scherick has been in his own business for four years and earlier was sports specialist for CBS-TV and with Dancer-Fitzgerald-Sample, New York, as director of sports and special events. Michael Joseph, who has been program consultant to WABC New York and WISH Indianapolis, appointed program consultant to ABC's six owned-and-operated radio stations. From 1955-58 Mr. Joseph was national program manager of Founders Group of four radio stations, and later was vp in charge of radio for Capital Cities Broadcasting Corp.

William T. Orr, head of Warner Bros. tv division since its inception five years ago, appointed vp in charge of production of all tv, motion picture and theatrical production. He will report to Jack L. Warner, WB president. Mr. Orr was responsible for introducing following Warner Bros. series: Maverick, 77 Sunset Strip, Hawaiian Eye, Surfside 6, The Roaring 20's, Cheyenne, Lawman, Bronco and Sugarfoot.

Sevyn L. (Stretch) Adler, director of national sales for Paramount Television Productions, N. Y., appointed vp and general manager of Paramount owned and operated KTAL (TV) Los Angeles. Mr. Adler, who joined Paramount in October 1959, previously headed both network and syndication sales for Official Films, N. Y., as well as program development and production. Prior to that, he held the same position with Guild Films, also N. Y. He was associated with Screen Gems from 1954-57 as senior account executive, after service as executive in radio- tv department of William Morris Agency.

For other personnel changes of the week see FATES & FORTUNES

RCA dividend 25 cents

RCA, whose annual report revealed 13% drop in 1960 earnings (see story, page 48), declared quarterly dividend of 25 cents per share on common stock, payable April 24, 1961, to holders of record as of March 13, 1961. Firm also declared dividend of 87 1/2 cents per share on first preferred stock for period April to June 30, 1961.

H&B buys 3 more catvs in West for $1.3 million

H&B American Corp. through subsidiary Transcontinental Communications Systems Friday (March 3) purchased three additional catv systems in President cotta, Ariz., and Missoula and Whitefish, both Montana, for approximately $1.3 million from local owners.

Purchase price included microwave relay which serves Montana systems, according to H&B Board Chairman David E. Bright. Three systems serve estimated 7,500 subscribers.

Last summer, H&B entered catv field with $5 million purchase of nine catv systems from Jerrold Electronic Corp. (Broadcasting, Aug. 15, 1960). H&B is Los Angeles-based home building and steel forging company.

Way cleared for grant of ch. 10 to KMED Medford

Way was cleared for KMED Medford, Ore., to receive grant of ch. 10 there when FCC Chief Hearing Examiner James D. Cunningham Friday (March 3) dismissed without prejudice applications by two competitors.
WSPA-TV Salutes: NEW HORIZONS in the Piedmont SUPERmarket!

The booming Piedmont soars to new horizons of growth with the joint Greenville-Spartanburg Jetport...a six million dollar development linking the Piedmont SUPERmarket with the world at the speed of sound.

Located at the “Crossroads of the New South” near the intersection of Interstate Highways 85 and 26, this new facility, the first regional Jetport in the South, will serve over a million and a half people who live within easy driving distance.

WSPA-TV blankets the broad heart of the Piedmont Industrial Crescent which the Jetport will serve. Here in the SUPERmarket of the South is growing industry, a payroll-rich population and unparalleled progress. Let WSPA-TV’s powerful Channel 7 signal beam your message to this jet-age audience.

WSPA-TV SPARTANBURG, S. C.
CBS in the PIEDMONT
Channel 7

National Representatives: GEORGE P. HOLLINGBERRY CO.
DATEBOOK

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

March 6 — Hollywood Advertising Club, luncheon meeting, Hollywood Roosevelt Hotel.
March 7 — Radio & Television Executives Society, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.
March 8 — Hollywood Advertising Club, workshop on "How to Make a Good TV Commercial." Hollywood Roosevelt Hotel, 11 a.m.-3 p.m.
March 8 — Publicity Club of Chicago, Sharon Towers, Chicago, 12 noon. Pierre Satlinger, news secretary to President Kennedy, is guest speaker.
March 8 — Resumption of FCC hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cuningh- am as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 315 N. Spring St., Los Angeles.
March 9 — Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.
March 13 — New deadline for filing comments on FCC proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.
March 15 — Bureau of Broadcast Measure- ment, annual meeting. Hotel Vancouver, Vancouver, B.C., Canada.
March 15-18 — Assn. of National Advertisers, annual West Coast meeting. Santa Barbara, Calif.
March 20-23 — Institute of Radio Engineers International Convention. Program of 275 papers covering recent developments in the field of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.
March 29-31 — Third annual short course for newsmen in analysis and reporting of crime news, sponsored by Northwestern U.'s schools of journalism (Medill) and law, downtown campus, Chicago.
March 22 — Assn. of National Advertisers, workshop on news and exhibits. Hotel Plaza, New York City.
March 24-26 — Alfred L. duPont Awards Founda- tion, awards dinner, 7 p.m., Mayflower Hotel, Washington, D. C.
March 24 — American Marketing Assn., New York Chapter, marketing workshop; Report writing for management reading. Lever House auditorium, New York, 4 p.m.
March 31 — Deadline for entries in American TV Commercials Festival. Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1 — FCC deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.
April 1 — Deadline for entries in the American Bar Assn.'s Gavel Awards competition given to tv radio stations and newspapers in major cities for "outstanding contribu- tion to public understanding of the American legal and judicial systems.
April 4-7 — Radio Engineering Society, West Coast spring convention. Ambassador Hotel, Los Angeles.
April 6-8 — Montanta Broadcasters Assn. annual meeting, Billings, Mont.
April 7-9 — New Mexico Broadcasters Assn., convention. Speakers include Howard Bell, vice president for industry affairs, U.S. Air Force; Stafford D. Royal, Anglers Motor Hotel, Farmington, N. M.
April 7-9 — Southwest Assn. of Advertising Agencies, annual convention. Marriott Motor Hotel, Dallas.
April 9-12 — Fourth Public Service Programming Conference for Broadcasting Industry produced and sponsored by the Westinghouse Broadcasting Co. Pittsburgh-Hilton Hotel, Pittsburgh, Pa.
April 15 — West Virginia AP Broadcasters meeting, Charleston.
April 16-19 — Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Wash- ington, D. C.
April 17 — Academy of Motion Picture Arts & Sciences Oscar award ceremonies, Santa Monica (Calif.) Civic Auditorium. The presen- tation will be telecast by ABC-TV.
April 17-20 — International Advertising Assn. Waldorf-Astoria Hotel, New York City.
April 20-22 — Alabama Broadcasters Assn.
WFGA-TV captures a big 51.0% share of audience in November ARB!

From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.
GREENWOOD 7-8300!
Kim is the name.
And you can reach her, and many more of Hollywood's biggest stars, with a call to WCAU-TV Philadelphia.
Channel 10 has just added, to its already fabulous feature film library, two new star-studded packages of more than three hundred major post-'48 movies—from both Warner Brothers and Columbia Pictures—never before seen on television.
In the months ahead, Philadelphians will be tuning to 10 to see big premieres like The Caine Mutiny, Born Yesterday, A Star is Born, The High and the Mighty and Rebel Without a Cause... with big stars like Marlon Brando, Rock Hudson, Judy Holliday, Jack Lemmon, John Wayne, Judy Garland; Doris Day. All coming to Channel 10's top-rated Early Show and Late Show!
In short, "colossal" motion picture entertainment and a "stupendous" advertising buy.
Get the picture?
Dial Greenwood 7-8300 or write to WCAU-TV
Channel 10, Philadelphia • CBS Owned
Represented by CBS Television Spot Sales
spring conversion. The Holiday Inn Riviera Dauphin Island, Ala.
April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting, Hotel Thomas Jefferson, Birmingham, Ala.
April 24-25—Channel 11, 12 and 13 annual meeting, The Fairmont Hotel, Miami, Fla.
April 24—Advisory Board, U. of Florida third annual Communications Week, Broadcasting Day.
April 24—Advertising Day, Day April 25. Other days devoted to photojournalism, print media and public relations, Gainesville, Fla.
April 25—American Marketing Assn., New York chapter marketing workshop: Management of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.
April 28—Institute for Education by Radio-Television, Dazler-Hilton Hotel, Columbus, Ohio.
April 28—Alpha Delta Sigma, professional advertising fraternity, national convention, U. of Minnesota, Minneapolis-St. Paul.
April 30-May 3—U. S. Chamber of Commerce annual convention, Washington, D.C.

MAY

May 1-3—National Radio Month.
May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word outlined summaries of papers for the Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.
May 1-3—Assn. of Canadian Advertisers. Royal York Hotel, Toronto, Ont., Canada.
May 3—Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.
May 3-5—American Public Relations Assn. 17th annual convention. Beverly Beach Hotel, Beverly, Calif.
May 3-5—Atlantic City, N. J. The association’s Philadelphia banquet will be held. The theme will be: “Analyzing Public Relations Accomplishments Problems, Opportunities and Skills.”
May 4—American TV Commercials Festival. Hotel Roosevelt, New York City, all day.
May 4-7—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.
May 4-8—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.
May 4-14—Brand Names Week.
May 7-10—NAB annual convention. Sherron Park and Shoreham Hotels, Washington.
May 7-12—Society of Motion Picture & Television Engineers, 89th semianual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be “International Achievements in Motion Pictures and Television.”

Advertising Federation of America 1961 Conventions
April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 12-13—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savvy Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.
**Hours Ahead!**

UPI was two hours ahead of the second best effort on this news break, which still dominates the day’s news.

In most of the country, this meant that UPI station listeners heard it before they went to work. Others heard it when they came home.

---

**FIFTH WORLD IN BRIEF -0-**

**LATE NEWS FROM UNITED PRESS INTERNATIONAL: BULLETIN**

(ELISABETHVILLE, KATANGA, THE CONGO)—PRESIDENT TSHOMBE OF THE SECEDED CONGO PROVINCE OF KATANGA HAS ORDERED THE GENERAL MOBILIZATION OF ALL NEGRO AND WHITE INHABITANTS OF HIS PROVINCE. TSHOMBE SAID THE PURPOSE OF HIS ORDER WAS TO “DEFEND LIVES AND PROPERTY DEMANDED BY THE UNITED NATIONS.”

-0-

(MORE) MG755ACS 2/21
The first of the COLUMBIA POST-48's breaks TRENDEX rating records in NEW YORK, CHICAGO and LOS ANGELES.

On Saturday, January 28, 1961
"All The King's Men" was played on the "Late Shows" of WCBS-TV in New York, WBBM-TV in Chicago and KNXT in Los Angeles. Here are the results:

<table>
<thead>
<tr>
<th>Location</th>
<th>Rating</th>
<th>Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK</td>
<td>23.9</td>
<td>76.6%</td>
<td>75.7%</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>26.9</td>
<td>51.9%</td>
<td>30.6%</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>24.2</td>
<td>62.1%</td>
<td>68.1%</td>
</tr>
</tbody>
</table>

Clearly, Columbia Pictures Post-1948 features properly programmed and promoted—can play an important part in the future success of television stations everywhere.

For details on availabilities, contact
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
Open Mike

Compliment
EDITOR: ... My humility struggles with my vanity as I read it [Our Respects, Jan. 30] and I compliment your staff writer on his effort.—John O. Pastore, United States Senator.

The fm story
EDITOR: Please send me 100 reprints "A Dramatic Spurt in Fm Development." [PERSPECTIVE '61, Feb. 20] ...—S. A. Cisler, President, WLVL(FM) Louisville.
EDITOR: Article on Fm outstanding and encouraging. Rush 100 reprints. Sorry you missed Seattle in coverage.—Bob Ball, General Manager, KGDN-KGFM Seattle.
EDITOR: We regret that you neglected the Seattle-Tacoma market.
Please ship up 100 reprints.—Cortland T. Clark, Vice President-General Manager, KLSN(FM) Seattle.
EDITOR: Please send me 12 reprints.—Thomas R. Bengimina, KCMK (FM) Kansas City, Mo.
EDITOR: Please send us 1,000 reprints.—Harold I. Tanner, President & General Manager, WLDM (FM) Detroit.
EDITOR: ... I would appreciate ten copies.—Earl Easley, KFUO Clayton, Mo. (St. Louis).
EDITOR: Please send us 50 copies.—Randy Towry, WAHR (FM) Huntsville, Ala.
(Reprints up to 500 available at 15 cents each; over 500 at 10 cents each.)

Correction
EDITOR: ... We would like to correct an error relative to Liquid Mist Reddi Starch. You state that this product is being marketed by Union Starch & Refining Co., Inc., a subsidiary of the Simoniz Co. [BROADCAST ADVERTISING, Jan. 30].

1) Union Starch & Refining Co. Inc. is not a subsidiary of the Simoniz Co.
2) Liquid Mist Reddi Starch was tested and introduced by Union Starch & Refining and sold to the Simoniz Co. in November 1960. (The sales involved the product only, not our company nor any division of it.—L. S. Barnhart, Advertising & Sales Promotion Manager, Union Starch & Refining, Columbus, Ind.)
Who committed the Time?

Was it truly the Time Buyer?

Or was it the Media Buyer, the Radio/TV Account Man, the Sponsor's Advertising Manager, or perhaps the Company President himself?

Time-buying decisions often involve the entire advertising-marketing complex. Even Space Buyers get into the act.

Media/scope is edited for all these decision-makers—for the people who buy or influence the purchase of advertising in all media. Its circulation is concentrated among such people, regardless of title, regardless of advertiser company or advertising agency affiliation.

Your message in Media/scope reaches this important audience of decision-makers...provides them with information that helps them buy time on your station.
Ideas for unusual commercials are likely to come from anywhere. Good ideas can and do come from photographers, film producers or other suppliers. They can also come from account men or even from your neighbor who complains about commercials (try asking him just “how” he would do it better).

It pays to listen to everybody— including the nuts. They may be just far enough out in left field to come up with a swinging idea.

But the idea is just the beginning. It's up to the agency creative director or the copy chief or the writer to find the right technique for giving expression to the idea. The technique by itself is not pertinent, but married to the right idea the result is a commercial that sells.

Consider some of the commercials Campbell-Ewald has done for Chevrolet in television. They took the grand prize and honorable mention at the Venice Film Festival, won the top car commercial award at the American TV Commercials Festival and Forum and garnered many other awards.

'Slice of Life' * Back in 1958, our tv department looked at a film produced and directed by Jerry Schnitzer. Not a commercial, simply a "slice of life" vignette. It was wonderfully warm and revealing in the way it dealt with people. It was gently humorous. It was easy to identify yourself with the people on the screen. We got the client to look at the vignette, he saw the possibilities and agreed that it might be a way to go.

Trouble was it was nearly impossible to write that kind of technique into a television script. All we could do was develop a situation, write a paragraph delineating it and depend on Jerry's sensitivity, talent and way with people to make it come alive.

The result was a commercial titled "Going to the Dance." It was a two-minute vignette about a teen-age boy borrowing his father's car to take his girl to a dance. There were only six words of audio in the whole commercial. It turned out to be the most "awarded" commercial of the year. We've done several "Schnitzers" since. The one he did last year featuring a family shopping for a station wagon won another honorable mention at Venice.

At least a half dozen of our very best commercials have come from suppliers. Not just from film producers or companies with a television technique to sell, but from people with whom we do many kinds of business and who visit our offices frequently.

Complaint * One day Warren Winstanley, a Detroit photographer who has taken pictures for a number of our print ads, was talking to Bob Murphy, one of our television writers. Winstanley complained that much of the film shown on television was poor photography, poorly composed—and certainly not up to the standards of a professional still photographer.

To prove his point, Winstanley took 800 pictures of a Chevrolet truck. From this batch he selected 340 slides to be put on movie film. We added a sound track and it went on the air. The result was quite startling. It wasn't quite squeeze motion and it was anything but a "flock" of slides. It attracted attention. So well, in fact, that we made another one last spring.

Good ideas come from far out of your own backyard, too. For example, we've used ARCO Productions on several occasions. Their first job for us was a commercial titled "An American Visits Paris." It featured a driverless car wending through the streets and past the sights of Paris. Beautiful. And we've done more with them.

Video Tape * Some of our best and most unusual commercials were done on video tape. Chevrolet was a pioneer in the use of the tape medium. One successful experiment solved the problem of squeezing 1 1/2 minutes of commercial into one minute of time. Part of the selling message we wanted to get across, in connection with the Chevrolet Corvair, was the extra "load space" available in the back of the car with seat folded down. Unfortunately, the script insisted that the actors load the car.

After a couple of dry runs, our producer, Peck Prior, was ready to give up. Then he had a flash of inspiration. He had the actors load the trunk, then he taped them unloading it. When the tape was run backwards you saw the fastest loading job ever witnessed on television.

That success resulted in more experiments with tape, some spectacular, some best forgotten. But we feel that making mistakes is an important part of achieving the unusual. You must provide the freedom to fail or you'll never come up with that truly spectacular "different" commercial.

This year we ran into another interesting television experience. Instead of the usual "variety show," Chevrolet bought co-sponsorship in an exciting adventure series titled Route 66 on CBS-TV. Research told us we'd have to come up with some pretty unusual commercials if we wanted to be seen in an exciting television show like Route 66.

Integration * So we borrowed an idea from the show itself. The continuity is based on the experiences of two boys traveling west on Route 66 and finding adventure along the way. Campbell-Ewald writer Don Frankman drove out Route 66 all the way to Los Angeles to scout situations. As a result, he wrote 13 different commercials, moving from east to west just like the show. The commercials have an element of adventure, of discovery, about them and integrate well with the program.

Sameness in advertising? There doesn't have to be. The ideas are around to be had. It just takes a little bit more work to get the unusual on the air or into print.

Willard Klose, whose 30 years in advertising include pioneering work in radio and tv, is a vice president and director of broadcast creative activities for Campbell-Ewald Co. He was vice president of Lennen & Newell, Chicago, before joining C-E in September 1960. Besides writing and producing radio shows, he has been in radio-tv departments of several major agencies. Prior to L&N, he was with Leo Burnett, Chicago, as copy supervisor, and with Young & Rubicam, N. Y.
An ever-expanding program pattern

Dimension is creating a new depth of audience interest in seven of the largest markets, coast-to-coast.

Dimension—exciting vignettes in sound that stir the imagination: “This is my Profession,” “Hometown Recollections,” “American Landscape,” “Bennett Cerf Stories,” “Wonderful World of Teens,” “Yesterday’s Heroes Today,” “The Year 2000,” Richard Joseph’s “Travel Notes,” “Dorothy Kilgallen Introduces,” and more.

Dimension—conversation pieces by the world’s most interesting people: Raymond Massey, Vincent Price, Burgess Meredith, Hildegarde, Carl Sandburg, Celeste Holm, Shelley Berman, Zsa Zsa Gabor, Mischa Elman, Theodore Bikel, Margaret Mead, William Zeckendorf, and many others.

Dimension has been added to the strongest local programs on radio, those of the CBS Owned Radio stations—the idea stations. Dimension is an added reason for expanding your sales by reaching large and attentive audiences on:

WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco, WCBS New York, WEEI Boston, WBBM Chicago: The CBS Owned Radio Stations

BROADCASTING, March 6, 1961
The Land
When I was sick and lay a-bed,
I had two pillows at my head,
And all my toys beside me lay
To keep me happy all the day.

And sometimes for an hour or so
I watched my leaden soldiers go,
With different uniforms and drills
Among the bedclothes, through the hills;

And sometimes sent my ships in fleets
All up and down amid the sheets;
Or brought my trees and houses out,
And planted cities all about.

I was the giant great and still
That sits upon the pillow-hill,
And sees before him, dale and plain,
The pleasant land of counterpane.

— Robert Louis Stevenson

Maybe it's leaden soldiers... or ships in fleets... or little toy cities... sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over $315,000.00.

This is more than the policy... this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten... like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.
W-I-T-H with CCA is Baltimore's Most Powerful Selling Force!

Ever since Eve lured Adam in that garden, women have had control of things . . . money included. For example, Baltimore women have presented over NINETEEN MILLION proofs of purchase as part of W-I-T-H's Community Club Awards. And W-I-T-H, being men—businessmen, and only human—has rewarded these fast-buying women with $183,000 in cash. How do you like them apples?

And CCA is only part of the W-I-T-H sales-success story. Only W-I-T-H has such extensive merchandising tie-ins with Baltimore's leading drug and grocery outlets, offering you in-store promotions, displays, bargain-bar features and other forms of sales-proven, sales-producing extras. They all add up to make W-I-T-H America's greatest selling station. Write, wire or phone today for full details.

RADIO PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING, March 6, 1961
Who pays check for America’s pastime?

RADIO-TV SUBSIDIZE BASEBALL WITH $17 MILLION FOR RIGHTS

Triggered primarily by the American League’s controversial expansion, a boost in televised games, color television and a king’s ransom in extras, baseball billings in 1961 will soar to an all-time high estimated at $75 million, according to Broadcasting’s annual survey. This surpasses last year’s overall estimated tab of $70 million (Broadcasting, March 14, 1960), far and away baseball’s most productive year in broadcast billings.

Baseball teams in the two leagues will receive a total estimated at $17.3 million from broadcasting. This is broken down to approximately $6.5 million to the 10 teams in the American League, $5 million to the eight teams in the National. In addition CBS-TV and NBC-TV will pay $2.7 million for their Game of the Day telecasts and the World Series and All-Star rights have brought in another $3.2 million.

These rights have in turn been sold to sponsors under many different types of contracts with beer companies the biggest single advertising classification. These contracts are estimated to total $75 million this year as compared to $70 million a year ago.

Advertisers Eager • The back-to-back record seasons (with another already set for 1962) have disproved the charge that some clubs are pricing themselves out of the market. Bidding in 1961 has been described on all fronts as highly competitive with most advertisers seeking to renew promptly so as to keep others out of the bidding.

The American League’s decision to expand will bring baseball nearly $2 million more revenue than was spent for broadcasting rights in 1961 (see chart page 30), with most of it coming from the new territories.

So good is business this year that Mutual Broadcasting’s failure to renew its estimated $750,000 Game of the Day broadcasts has made but a minor dent in the overall picture. Also adding to the rosy hue is the fact that most contracts already are firmed up—a turnaround from the last-minute chaos usually prevalent in the final pre-season week.

Revenue Boom • Biggest factors in the increased rights revenue are the fees from the major markets of Los Angeles and Minneapolis-St. Paul, a rejuvenation in Washington and the hike from a 154- to a 162-game schedule for each of the 10 American League teams. To this has been added an almost unanimous move to televise more games. In the American League most clubs are telecasting more games than last season with the others remaining pat. In the National League the San Francisco Giants, one of the two tv holdouts (Milwaukee is the other), has seen the light and will move into tv with 11 games, all from Los Angeles.

Color tv—now a byword in Chicago where the White Sox and Cubs swear by it (see story page 34), and in Cincinnati where WLWT (tv) has successfully pioneered night colorcasting—still is a year away from any major financial impact. Current contracts will expire prior to the 1962 season thereby opening up a new area of bargaining. Pay tv has not reached the baseball front—but a spokesman for the sport says that provisions already are being made for that eventuality.

Both NBC-TV and CBS-TV will be spending high, wide and handsome for their respective Game of The Day packages with an estimated combined figure of $26 million, up 10% over 1960.

Exodus of Mutual • Reasons for Mutual’s departure from Game of The Day broadcasts after a 10-year association, according to Robert Hurleigh, MBS president, were (1) that enlargement of baseball networks had sharply reduced the number of stations eligible to be served by Game of The Day and (2) the desire expressed by Mutual affiliates to keep emphasizing news broadcasts rather than dropping them for baseball. In this connection it was pointed out by an MBS spokesman that 1961 promises to be a “big news year.”

Emerging as a relatively new “face” in the baseball picture is Sports Network Inc., New York, which provides facilities and services for coverage of out-of-town games for major league clubs. SNJ expects to be active in 450 tv games and in excess of 3,000 on radio. It has its own personnel, though on occasions local station employees are engaged.

In the sponsor department the breweries, as usual, are the kingpins (17 of 18 teams with the Los Angeles Dodgers the lone exception). Tobacco and oil companies follow in that order. Individuals, the “Theatrical Booking Co., last year’s leader (excluding Gillette), has reduced some of its spending, thus encouraging the leadership challenge of Falstaff Brewing Co. which surges via purchases of the Los Angeles Angels.

Good Baseball Year • The fact that 1961 is looming as a great year for baseball has inspired much of the advertisers’ quickness to firm their contracts at an early date, or miss out on the expected bonanza. Whereas but a handful of clubs (those still in the pennant fight near season’s end) are given a chance of bright financial profits, 1961, the experts say, will begin a new era in baseball with the emergence of Pittsburgh, Baltimore and St. Louis as league powers, in addition to the old standbys, and Los Angeles, Minnesota

$75 million tab will be picked up by baseball sponsors $17 million will go to baseball teams for radio-tv rights $1.3 million more goes to teams this year than last More games will be broadcast by radio and tv than ever before
WH0 PAYS FOR AMERICA'S PASTIME?  continued

and Washington profitable curiosity points if nothing else. This means more interest and more money—on all fronts.

The Future • Although 1961 is expected to reach a new high for billings and rights, 1962 will be better—perhaps by as much as $10 million more, with National League expansion into New York and Houston (first southwestern baseball entry); the start of Gillette's new 5-year $4 million-plus World Series-All-Star Game package; possible entry into television of Milwaukee; new color contracts in Cincinnati, Chicago and possibly other places, and rights renewals for most National League teams. If it proves nothing else it does reveal that broadcasting's traffic will bear plenty and that its limit has not been reached and won't be for a while.

Below are the 1961 lineups as of last Friday.

AMERICAN LEAGUE

Baltimore Orioles: WJZ-TV Baltimore will telescan 50 Oriole games (11 at home and 39 away) on a regional hookup in the surrounding area. Theo. Hamm Brewing Co., through Campbell-Mithun, Baltimore, and P. Lorillard Co., through Lennen & Newell, New York, will co-sponsor for television. WBAL, Baltimore, will broadcast the Orioles' complete schedule plus 12 exhibition games starting March 11 with Hamm Brewing Co. picking up ½ sponsorship and 12 local firms sharing the remaining ½. Herb Carneal and Bob Murphy will air games on tv with Joe Crogan handling play-by-play on radio.

Boston Red Sox: The entire Boston schedule will be broadcast by WHDH, that city, with 56 contests to be carried on WHDH-TV on weekends, holidays and on 10 evenings. Radio coverage will be extended to a network of 40 stations in New England. A tv network of four cities—Hartford, Providence, Portland and Bangor (Maine) will be fed the tv coverage. Sponsors will be the Atlantic Refining Co. through N. W. Ayer & Son, New York; Narragansett Brewing Co., through Doherty, Clifford, Steers & Shenfield, New York, and American Tobacco Co., through BBDO, New York. Curt Gowdy, Art Gleeson and Ned Martin will provide play-by-play and color.

Chicago White Sox: Daytime home games will be colorcast for the second consecutive year on WGN-TV Chicago (see feature sidebar page 34) with a card of 15 night games in black-and-white. Theo. Hamm Brewing Co., St. Paul, Minn., through Campbell-Mithun, Minneapolis, will co-sponsor on tv. The alternate sponsorship is not set except for Camel cigarettes, which will take one-quarter. Jack Brickhouse, assisted by Vic Ford and Bob Missing (Maip) will carry the tv games for the 14th year. Opening home game is April 18. In radio, WCFL Chicago,

Pay tv may have long wait for World Series

Baseball's World Series will become available to pay tv only when 25% of the population is subscribing.

This is the position of Ford Frick, baseball commissioner, who arranges for radio and tv rights for the World Series each year. This 25% pay tv coverage figure is written into the five-year contract signed last year by Mr. Frick and NBC and Gillette, according to Mr. Frick (Broadcasting, Feb. 29, 1960). Coverage, Mr. Frick feels, is just as important as income when the World Series is involved. In some respects coverage is more important. "The World Series is our show case," Mr. Frick said the other day. "We've got to show it to as much of the country as we can."

When pay tv has a coverage that encompasses one-fourth of the nation, baseball will be receptive to bids, Mr. Frick emphasized. "We are not interested in pay tv in isolated cases," the baseball commissioner stressed, "only in national coverage." He acknowledged that no one has yet approached him to put the World Series on a pay tv basis, either air or wire.

In the U. S., plans are underway to run an FCC-approved three-year over-the-air test of Phonevision in Hartford, Conn. (Broadcasting, Feb. 27). Under RKO General auspices, it is expected to begin in six months. A wired operation is under serious consideration in Little Rock, Ark., where a local group has asked the state public utilities commission to order Southwestern Bell T&T to furnish lines to the group. This will use the Telemeter coin-box method, the same system that is being run in the Toronto suburb of Etobicoke at the present time.

Dizzy Dean, colorful ex-pitcher, announces the 'Baseball Game of the Week' on CBS-TV.

will feed all games on a network of more than 60 stations in several states—extending as far as 1,200 miles. Season begins March 10 with spring training games. Ralph Kiner, ex-National League home run champion, and Bob Elson will handle play-by-play. Sponsorship includes renewals by General Tire & Rubber Co. through D'Arcy Adv., New York; General Finance Co. through Gordon Best, Chicago, and Anheuser-Busch's Budweiser beer through D'Arcy Adv., St. Louis. Newcomer is American Tobacco Co. through Gumbinner, New York, replacing White Owl cigars.

Cleveland Indians: WJW-TV Cleveland will telescan 56 Indian games and WERE-AM-FM will broadcast the complete schedule over a 35-city network. Television sponsorship—1/2 each—is shared by Carling Brewing Co. through Lang, Fisher & Stashower, Cleveland; Standard Oil of Ohio (Sohio fuel) through McCann-Erickson and American Tobacco Co. through BBDO, New York. Carling also sponsors on radio with others still to be named. Play-by-play will be handled by Ken Coleman and Harry Jones on tv and Jim Dudley and Bob Neal on radio.

Detroit Tigers: Repeating last year's coverage, Stroh Brewery Co. through Zimmer, Keller & Calvert and Speedway Petroleum Corp. through Doner Co. will each take one-third of a big radio-tv package. WMKMH Dearborn, Mich., will originate a feed to a network of some 50 stations that includes WWJ Detroit (afternoon games) and WJR there (evening games). In prospect is a third-sponsorship sale to American Tobacco Co., possibly for Lucky Strike, through BBDO, New York. About one-third of the Tiger schedule under the same sponsorships will go on tv with
When the people in Hamlin and environs wanted a job done they called on the Pied Piper. For action in Cleveland they pipe for WHK. It’s the radio station with the most followers-biggest audience and largest number of local clients. Lock up your family if you don’t buy WHK CLEVELAND

A Metropolitan Broadcasting station
V.F. & General Manager: Jack Thayer
National Rep: John Blair & Co.

*PULS: DECEMBER 1960, HOOPER: JANUARY 1961
What baseball gets from broadcasting

Below is an itemized breakdown of the way baseball teams get an estimated $17,346,000 from broadcasters. While many of the figures are estimates each has been checked with appropriate executives and is as accurate as it is possible to obtain. For details on sponsorships see story.

### American League

<table>
<thead>
<tr>
<th>Team</th>
<th>1961 Rights</th>
<th>1960 Rights</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE</td>
<td>$600,000</td>
<td>$600,000</td>
<td>None</td>
</tr>
<tr>
<td>BOSTON</td>
<td>600,000</td>
<td>500,000</td>
<td>$+100,000</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>800,000</td>
<td>750,000</td>
<td>+$50,000</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>700,000</td>
<td>625,000</td>
<td>+$75,000</td>
</tr>
<tr>
<td>DETROIT</td>
<td>600,000</td>
<td>600,000</td>
<td>None</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>400,000</td>
<td>400,000</td>
<td>None</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>750,000</td>
<td>*</td>
<td>+$750,000</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>600,000</td>
<td>*</td>
<td>+$600,000</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,000,000</td>
<td>900,000</td>
<td>+$100,000</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>300,000</td>
<td>200,000</td>
<td>+$100,000</td>
</tr>
<tr>
<td><strong>A. L. TOTAL</strong></td>
<td><strong>$6,350,000</strong></td>
<td><strong>$4,575,000</strong></td>
<td>+$1,775,000</td>
</tr>
</tbody>
</table>

### National League

<table>
<thead>
<tr>
<th>Team</th>
<th>1961 Rights</th>
<th>1960 Rights</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICAGO</td>
<td>$500,000</td>
<td>$500,000</td>
<td>None</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>480,000</td>
<td>480,000</td>
<td>None</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>None</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>800,000</td>
<td>800,000</td>
<td>None</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>500,000</td>
<td>500,000</td>
<td>None</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>500,000</td>
<td>350,000</td>
<td>+$150,000</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>900,000</td>
<td>750,000</td>
<td>+$150,000</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>400,000</td>
<td>400,000</td>
<td>None</td>
</tr>
<tr>
<td><strong>N. L. TOTAL</strong></td>
<td><strong>$5,080,000</strong></td>
<td><strong>$4,780,000</strong></td>
<td>+$300,000</td>
</tr>
<tr>
<td><strong>Two-League Total</strong></td>
<td><strong>$11,430,000</strong></td>
<td><strong>$9,355,000</strong></td>
<td>+$2,075,000</td>
</tr>
</tbody>
</table>

### CBS-TV

| (Game of The Day) | $1,333,000 | $1,212,000 | +$121,000 |

### NBC-TV

| (Game of The Day) | 1,333,000 | 1,212,000 | +121,000 |

### Mutual Broadcasting

| (Game of The Day) | did not renew | 750,000 | -750,000 |

### World Series and All-Star Games

| 3,250,000 | 3,250,000 | None |

**Grand Rights Total** $17,346,000 $15,779,000 +$1,567,000

* No franchise.
Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.
WHO PAYS FOR AMERICA'S PASTIME continued

commence April 11 and end Oct. 1. WCBS-FM will carry the full 162-game schedule as well as all exhibition games. The am outlet will carry 142 games, excluding only those scheduled on week-day afternoons. Yankee games also will be broadcast on a 40-station "Home of Champions" radio network, covering New York, Connecticut and western Pennsylvania. Mel Allen, Red Barber and Phil Rizzuto are Yankee sports-commentators.

Washington Senators: WTOP-AM-FM-TV Washington will broadcast the full slate and will telecast 30 games (6 more than last year) of the new Senators on a several state regional network. P. Ballantine & Son (Ballantine beer) and R. J. Reynolds Tobacco Co., both through William Esty Co., New York, each will sponsor ½ on television with the remaining ½ not sold as of now. Ballantine will also sponsor 4/9 on radio with 12 local firms sharing the remaining 5/9. Those already set are Briggs Meats and Washington Gaslight Co., both through Kal, Ehrlieh & Merrick; Sears, Roebuck through Alvin Epstein Adv., and Bruce Hunt (clothing store) through Abramson Adv., all Washington agencies. Other sponsors not complete. Play-by-play will be handled by Dan Daniels and John F. MacLean.

NATIONAL LEAGUE

Chicago Cubs: As in the case of the White Sox, WGN-TV will carry all daytime home games in color, covering 77 games, with co-sponsorship signed by Theo. Hamm Brewing Co. through Campbell-Mithun, Minneapolis, for this season and next. Camel cigarettes also has been signed for one-fourth sponsorship with the rest not set. WGN also has radio rights to the Cubs with sponsorship one-third sold to Oak Park Federal Savings and Loan Assn. through Roy Conner & Assoc., Aurora, Ill. The other portion is still in negotiation.

Cincinnati Reds: Color telecasting of day and night games again this season will be standard operating procedure at WLWT (TV) Cincinnati using the highly sensitive GE pickup tube. Apparently most sponsors like it, too, because they all have renewed: Hudepohl Brewing through Stockton-West-Burkhart, Cincinnati; Standard Oil of Ohio through McCann-Erickson, and Colgate Palmolive Co. through Ted Bates. The Crosley Broadcasting Co. station will feed the colorcast coverage to Crosley's owned stations WLWC (TV) Columbus and WLWD (TV) Dayton, both Ohio, and will also feed WSAT-TV Huntington, W. Va., and WLEX-TV Lexington, Ky. Season starts April 11. On radio, the Reds will be fed by WKRC Cincinnati to a network of more than 50 stations, 45 of which already have signed for the new season. The whole radio package will be sponsored by Burger Brewing Co. through Midland Adv. It will be Burger's 20th year of baseball radio.

Los Angeles Dodgers: Union Oil through Young & Rubicam, Los Angeles, and American Tobacco (Tareyton cigarettes and Roi-Tan cigars) through Lawrence C. Gumbiner Adv., New York, co-sponsor all Dodger games on radio (154) and television (11, all at San Francisco against the Giants) on KFI and KTTV (TV), respectively, both Los Angeles. KTTV also does pickups of Giant games in Los Angeles for KTVU (TV) San Francisco-Oakland. Radio network will encompass 19 stations. Sponsors are the same as last season. Play-by-play will be done by Vin Scully, Jerry Doggett and Chuck Bennett.

Philadelphia Phillies: WFIL-AM-TV Philadelphia again will carry the Phillies' games. The radio schedule: 20 pre-season games and 154 regulation games. Some 20 other radio stations in eastern Pennsylvania, New Jersey, and Delaware form a Phillies radio network. TV schedule: 20 home games, 35 away games. All but 16 telecasts are daytime games. Other TV stations pick up the Phillies through WAGL-TV Lancaster and WNEP-TV Wilkes-Barre-Scranton, both Pennsylvania. Radio TV sponsorship is the same as 1960: Atlantic Refining (N. W. Ayer & Son) is back for the 26th year; P. Ballantine & Son through William Esty Co., New York; Bayuk Cigars through Weman Tobacco Co. (Tareyton cigarettes) through Gumbiner Adv. Miller signed its second five-year pact for radio coverage in 1958. Originating outlet again will be WEMP Milwaukee with duplicate coverage also to be aired by WMIL-FM, both Milwaukee. Mathisson handles details of the baseball package. Club does not televise any games. Earl Gillespie and Blaine Walsh will do play-by-play for the 9th consecutive year. Spring training broadcasts begin March 15.

Florida enjoys annual baseball boom, too

The business of baseball rose to a peak in Florida last week as 13 major league and 50-odd minor league clubs fielded their full squads in training camps.

Thousands of dollars pour into resort coffers every day as close to 2,000 players, coaches, other club personnel, broadcasters and sportswriters go about their pre-season activities in the generally sunny state.

The importance of the sport to Florida is shown by the spirited bidding by cities for the spring training activities. All but five major league clubs are installed around central and southern Florida. The camps are a star tourist attraction.

"Once more Florida has the honor of hosting a California team, the Los Angeles Dodgers who are camped in typically deluxe quarters at Vero Beach," the Florida Development Commission proudly announced. It suggested this is "an endorsement of Florida's superior weather for spring baseball training, and fans from all over the nation will have a chance to get preview looks at their favorites as they, too, enjoy Florida's fabulous commodities—sunshine, beaches, fishing, recreation and easy living."

The state is a busy programming source for radio and tv stations in the North as tape, film and telephone beep accounts of training activities are transmitted northward. While no estimate has been made of the amount of sponsored time sold, it's known to be significant.

Of more significance to Florida is the power of baseball training to extend the peak tourist season through March and into April. The liveliest municipal bidding appears to be efforts by Fort Lauderdale and Miami to lure the New York Yankees away from St. Petersburg.

Florida is celebrating its 73rd anniversary of major league spring training camps. The Washington Senators were the first to train in the balmy climate, pitching camp in Jacksonville in 1888. In 1903 the Philadelphia Athletics moved into the city and soon the Florida camps were sprouting all over the state.

There's one cloud on the horizon—the clubs are annoyed at the refusal of hotels to house Negro players, who usually are shunted to rooming houses. More and more radio and television stations in or near training-camp cities are originating games for home-town audiences while thousands of dollars are spent daily by players and club personnel in the usual round of pre-season activity.
wmca 570kc

has New York in the bag. Proven sales results have kept 1 out of every 5 wmca advertisers on the air five years or more.
& Schorr, Philadelphia, and Tasty Baking through Atkin-Kynett, Philadelphia. Each sponsor has an equal share, and under a rotation plan there will be three sponsors for each game. Play-by-play will be handled by Byrum Saam, Frank Simms and Claude Haring.

**Pittsburgh Pirates:** KDKA Pittsburgh will broadcast the entire Pirate slate with 35 of these (and possibly more) to be presented on KDKA-TV. On radio the coverage will be provided to a network of 26 stations in Pennsylvania, Ohio and West Virginia. The sponsorship this year will be by Atlantic Refining Co. through N. W. Ayr & Son, New York; Ford Motor Co. of Allegheny County through J. Walter Thompson, New York, and Iron City Brewery through Ketchum, McLeod & Grove, Pittsburgh. Jim Woods, Bob Prince and Paul Long will do the sportscasting.

**San Francisco Giants:** KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, N. Y.; J. A. Folger Co. (coffee) through Fletcher Richards, Calkins & Holden, San Francisco; and American Tobacco (Tareyton cigarettes) through Lawrence C. Gumbinner Adv., N. Y., each sharing 1/3 sponsorship. The Giants also will break their self-imposed tv barrier with 11 telecasts—all away games with the Los Angeles Dodgers—on KTVU (TV) San Francisco-Oakland. Falstaff picks up the entire tv tab. This is the first tv venture for the Giants since moving to the west coast in 1958. Russ Hodges and Lon Simmons will handle commentary on both radio and tv.

**St. Louis Cardinals:** As in previous years, KMOX St. Louis will feed a radio network of some 60 stations in nearly a dozen states for sponsorship by Anheuser-Busch's Busch Bavarian beer through Gardner Adv., St. Louis. Although there is no telecasting when the Cardinals play at home, about 40 road games will be carried for Busch on KPLR-TV there. For many years the Cardinals radio network has claimed to be the biggest, but it is being challenged now as some of the other regional groupings press the 60-station mark, too.

**NETWORKS**

**CBS-TV:** Approximately 160 stations will carry CBS-TV's *Baseball Game of the Week* in the U. S. and about 40 Canadian stations will present about 12 games out of 50 contests scheduled on Saturday and Sunday by the network. Network officials said they were lining up various regional sponsors for the games but could announce at this time that only Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, would underwrite the games in various areas of the Midwest. Former major league stars Dizzy Dean and Pee wee Reese will handle the announcing chores.

**NBC-TV:** Weekend telecasts of top major league games will commence on 150 stations April 15-16. A total of 50 Saturday-Sunday games will have been telecast when the last tv game is played on Oct. 1. Lindsey Nelson and Joe Garagiola will call the play-by-play on NBC-TV's *Major League Baseball* series. First advertisers to sign: General Insurance Co., via Cole-Weber Adv., Seattle, for one-quarter on alternate Sundays; Anheuser-Busch, Busch Bavarian beer, via Gardner Adv., St. Louis, one-half sponsorship on both Saturday and Sunday in the Midwest. The games will not be seen in any major league market, and no colorcasts have been set.

**Baseball in full color promises future profit**

WGN-TV Chicago, which last year began full scale colorcasting of baseball games, feels the impact of color tv might very well establish a "New Frontier" in the national pastime. Last year's experiment—the colorcasting of 120 games of that city's White Sox and Cub games at virtually black-and-white prices—prompted these words from Ward Quaal, WGN-TV's vice president and general manager: "Color is a most potent and dramatic innovation in television, adding a fourth dimension of increasingly greater importance to the matchless combination of sight, sound and motion. We believe in color because it is better television."

Indicative of Mr. Quaal's feeling is WGN-TV's new radio and tv center on Chicago's north side, an all-color operation featuring live, local programming and increased emphasis of the use of color prints on feature and syndicated film prints. Financial reflection actually will not be realized until 1962 when the broadcast rights of both the Cubs and White Sox will undergo revision because of the National League's expansion plans (meaning an additional eight games to the Cubs' schedule) and the possibility of nighttime colorcasting which the station hopes to install.

WLWT (TV) Cincinnati, successful pioneer in nighttime colorcasting, also will not realize any additional profits from its venture until 1962 when the Redlegs rights are renewed. No figures are available from 1960's test, but WLWT officials report a heavy saturation of color set sales in Cincinnati and a solid share of the audience despite the fact that the Redlegs had a relatively poor season.

**Pulse to start a new in-home interview method**

The Pulse Inc. will announce officially this week the start of a new in-home interview method which is designed to eliminate two problems that occur regularly in its monthly or bi-monthly reports on viewing and listening. A Pulse spokesman said last week that continuing coincidental in-home interviews began March 1 in the top 20 markets, and the service will expand to all markets "as quickly as possible."

The new interview technique, which, in effect, will validate the research company's recall findings based on the roster reconstruction method, has been initiated to check upon the listening and viewing by (1) the not-at-home families, and (2) short-span memory loss. Results of the coincidental in-home interviews, which will constitute 6-9% of the total aided recall interview sample, will be released at no extra charge to clients in the regular monthly or bi-monthly Pulse reports.

**Agency appointments...**

- Benson & Hedges (Canada) Ltd. appoints James Lovick & Co. Ltd. and Kenyon & Eckhardt Ltd. for handling of new cigarette accounts. Media plans will be announced at a later date.
- The American Petroleum Institute, N.Y., appoints J. Walter Thompson Co. for a program of research and advertising to stimulate automotive travelling. A research project now underway is designed to learn what motivates car owners to travel and to give an indication of which advertising media will be most effective to attain the institute's objective.
- Exquisite Form Brassiere Inc., N.Y., appoints Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency for the Exquisite Form Brassiere and Feminine Form divisions. EF's budget will be above last year's ($500,000), and will be used in both print and broadcast media.
At home in the country or the city... wherever important things are done or discussed, you'll find the "Metropolitan personality."

METROPOLITAN BROADCASTING

405 East 67th Street, New York 21, N. Y.

TELEVISION STATIONS
WNEW-TV, New York, N. Y.
WTTG, Washington, D. C.
KOVR-TV, Sacramento
Stockton, California
WTVH, Peoria, Illinois
WTVP, Decatur, Illinois

RADIO STATIONS
WNEW, New York, N. Y.
W1LK, Cleveland, Ohio
WIP, Philadelphia, Pa.

INTERNATIONAL
WRUL, Worldwide Broadcasting System

OUTDOOR ADVERTISING
FOSTER & KLEISER
operating in Washington,
Oregon, Arizona
and California

Covered by Lucien Castellino, Paris
Photograph by Peter Fink
A recent independent study made by a professional consultant found in 10 outstanding college food, nutrition, and health textbooks that, without exception, among other breakfasts, a basic cereal breakfast, mostly based on the Iowa Breakfast Studies* appeared in every textbook examined.

These studies, originated in 1948 by the College of Medicine at the State University of Iowa, demonstrated that an adequate breakfast was beneficial, whereas previously only opinion prevailed.


CEREAL INSTITUTE, INC.
135 South LaSalle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

cereals are low in fat
Harvester radio show goes out to dealers

A significant business prospect for the smaller market or suburban radio station developed in Chicago as International Harvester Co., through Young & Rubicam there, ordered pressings last week on a series of 40 quarter-hour radio shows for distribution to U. S. International Harvester dealers.

The package, which instructs dealers to contact all radio stations in their areas to get rate information and offers a $4 per program cooperative advertising incentive, marks the manufacturer's major entry into the general consumer automotive field. I-H is introducing its new Scout multi-purpose family car. Young & Rubicam expects about 200 dealers initially will place the program, International Showroom With Wonderful Wally Phillips, and hopes eventually for 400 or more.

With the Scout, Harvester moves out of the farm-oriented market with which it has been identified, and shoots for the "suburban living" market near the big cities, as well as the second-car market in the city. I-H is a heavy broadcast user. Of the 40 shows, 13 will promote the Scout, and 13 the Travelall, a station wagon convertible for commercial use introduced about a year ago and redesigned for 1961. Another 13 will promote the C-line of commercial vehicles and 1 will advertise I-H in general.

The I-H series marks the first radio syndication package to be sold by WGN Chicago at its new broadcast center. WGN-TV currently is syndicating Great Music From Chicago in 19 markets.

Tidewater buys specials for tv use in 50 cities

Tidewater Oil Co., through Foote, Cone & Belding, Los Angeles, has purchased two one-hour tv specials: "The Race for Space" and "Project: Man in Space," from David L. Wolper Productions for 50 markets.

"Race for Space" will be broadcast the second week in April. It will be new in some areas, a repeat in others. "Project: Man in Space," now in production, is scheduled for telecasting the second week in May. David Wolper is executive producer and Jack Haley Jr. producer-director of "Project." Originally planned for network showing, "Race for Space" was rejected by the tv networks and was first broadcast almost a year ago on a spot basis by Shulton Inc.

PKL's formula: 'talk to one guy at a time'

The advertising business that overnight can make a new product known nationally also can hasten the growth of an agency in only a year's time, from an initial $75,000 billing to $6 million a year.

And, reports Papert, Koenig, Lois Inc., New York, its overall billing in 1962 will go much higher, perhaps to around $10 million.

For PKL, which is speedily becoming "known" along New York's ad row, it's also a story of about $3 million in current radio-tv billing and an anticipated $6 million in broadcast billing next year.

It's the contention of Frederic S. Papert, board chairman, that the agency has won its spurs because of a fundamental "belief" in advertising itself. Say its executives: too many agencies forget an advertisement (or commercial) is a very personal thing and must "talk to one guy at a time."

A typical example of how Papert, Koenig, Lois talked to a lot of guys one at a time was the mild spot radio campaign early last fall for Park & Hagna's Dilly Beans (BROADCASTING, Sept. 12, 1960). In the campaign the agency stimulated growth for a small-budget advertiser ($80,000) and at the same time for itself.

It's been like that ever since.

Several prominent men in advertising already have taken notice of PKL's work. Among them are Roy Durstine, co-founder of BBDO and president of Roy S. Durstine Co., who is doing an article about the efficacy of the imaginative commercial, and who has called on Mr. Papert for samples of the agency's work to demonstrate Mr. Durstine's point.

Alikeness = John Orr Young, co-founder of Young & Rubicam and presently a New York advertising consultant, in a recent issue of his organization's newsletter, mentioned PKL along with Y&R, Ogilvy, Benson & Mather, Doyle Dane Bernbach and Leo Burnett: '.. The five are bound together by what seems to me to be the same approach to agency life . . . They believed in advertising . . . They offered service instead of servitude, ability instead of obeisance."

With the belief that PKL people "don't do things that are cute for the sake of being cute," the agency asserts it creates soft-selling, light and humorous approaches to its advertising. In its broadcast commercials for Pharmacraft Labs (Coldene and Allerest), Park & Hagna (Dilly Beans and another new product, now in test markets), and Ronson Corp. together representing about 50% of the total agency billing, this philosophy persists.

When George Lois, a Doyle Dane Bernbach art director, and Julian Koenig, a DDB copy head, joined in partnership with Mr. Papert in January 1960, they opened their doors with 2,000 square feet of office space and a staff of six: Messrs. Papert, Koenig and Lois, Mr. Papert's wife, a bookkeeper and a secretary. Now they have 5,000 square feet of space, a staff of 35, and a desperate need for even more space.

The distressed individual above does not have a moustache—he has simply gotten in the way of a cat's tail. The man, who is allergic to cats, is advised to take Allerest in a spot tv commercial prepared by Papert, Koenig, Lois, New York, for Pharmacraft Labs. The cheerful cold tablet, part of a sequence presented to Pharmacraft Labs for approval, tells of the "modest cold tablet" (Coldene) that can only make the user feel better, "that's all."
Tv networks bill an extra $55 million

CBS-TV REMAINS OUT IN FRONT IN '60 WITH $274 MILLION GROSS

Network tv gross billing in 1960 totaled more than $682.3 million or 8.8% above 1959 when the networks chalked up more than $627.3 million billing.

Television Bureau of Advertising's accounting for the year also reveals each of the networks up from 1959 with ABC-TV scoring the greatest proportionate gain (26.2%) compared to the others (NBC-TV's 6.1% and CBS-TV's 2.9%).

Though CBS-TV was edged out of billing lead by NBC-TV in at least two of the months (October and November) in 1960, it completed the year with a total billing of more than $714.1 million, or nearly $25 million ahead of NBC-TV.

October and November were the top network gross billing months in the 12-month period. They also scored similarly for NBC-TV and ABC-TV while CBS-TV's top months were in March and November.

The week-end period, Saturday through Sunday, showed the biggest billings gain, an increase of 25.3% for December and 18.1% for the year.

Business briefly...

Lanolin Plus Inc., Newark, N. J., is launching a heavy tv-radio spot campaign in the top 100 markets for "Color Plus" nail-strengthening enamel. The drive follows a successful test run in San Francisco and Los Angeles. Consisting of eight-week flights, the spot buys are made on the basis of reaching 40% penetration in each market, with New York getting an extra-heavy push.

The New York spots began last Friday (March 3) on four tv stations and two radio outlets, and by the end of this week the campaign will have extended to all 100 markets. Agency: Daniel & Charles, N. Y.

Bristol-Myers Co., N. Y., and Kellogg Co., Battle Creek, Mich., will sponsor a new animated comedy series, Top Cat, on ABC-TV next season (Wed. 8:30-9 p.m.). With this sale, Hanna-Barbera Productions, through Screen Gems, is assured of five-hour animated shows weekly during the 1961-62 season, including The Flintstones on ABC-TV and Huckleberry Hound, Quick Draw McGraw and Yogi Bear, all three of which are sponsored by Kellogg on a national spot basis. Agencies: Young & Rubicam (Bristol-Myers) and Leo Burnett (Kellogg).

Thomas J. Lipton Co., Hoboken, N. J., purchased full sponsorship of second annual Tv Guide Award show on NBC-TV June 13 (Tue. 9-11 p.m. EDT). Presentation of eight awards will take up one-quarter of the program, with entertainment to fill remaining portion. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

The Ruberoid Co. is introducing its new "Polymerite" floor tile with a 15-year market-by-market campaign using local radio, newspaper, billboard and point-of-purchase advertising backed up by national ads in trade and consumer magazines. Agency: Fuller & Smith & Ross, N. Y.


Rep appointments...

- WFLI Chattanooga, Tenn., appoints Radio T.V. Representatives Inc., N. Y. Station began on-air operations Feb. 21, with 10 kw on 1070 kc.
- Keystone Television Group (WHP-TV Harrisburg; WLHY-TV Lebanon-Lancaster, and WSBA-TV York, all Pennsylvania): Blair Television Associates, N. Y., as exclusive national representative for the group.
- WQXI Atlanta, Ga.: John Blair & Co., N. Y.

Anti-recession campaign is launched by Ad Council

The Advertising Council launched its anti-recession campaign. Confidence In a Growing America— at a Washing- ton news conference last week highlighted by an address by Gov. Luther H. Hodges, secretary, U. S. Dept. of Commerce (Broadcasting, Feb. 20).

Gov. Hodges congratulated the Advertising Council for its continuing public services. In his address and in answering questions after, he carefully trod the Kennedy administration line, stating that although things are economically dark now, America will grow and get moving to a brighter future.

Theodore S. Repplier, Ad Council president, gave the history of the anti-recession campaign, explaining that similar pushes in 1954 and 1958 had been felt to be helpful by "many knowledgeable people." He said advertisements and spot announcements would point up the hopes of the future justified by statistics rather than dwelling on the present recession. The aim of the campaign is to instill confidence in the economy, that man's state of mind is
an economic fact with which to be reckoned. "The confident family spends normally, the frightened family spends only for necessities," Mr. Replier said.

Alton Ketchum, vice president of McCann-Erickson Inc., volunteer agency for the campaign, went over print ads and 10- and 30-second TV spots, which emphasize the ways in which today's expenditures in research will provide many new jobs of tomorrow.

Bozell & Jacobs, New York office, is volunteer public relations and promotion agency for the campaign.

ANA'S ENTHUSIASTIC LAUDS BAR MONITORING AS PERFORMANCE CHECK

The Assn. of National Advertisers is practically telling agencies and advertisers that they ought to use the monitoring service of Broadcast Advertisers Reports (BAR) to doublecheck the accuracy of proof-of-performance affidavits submitted by stations and networks.

The ANA position, which amounts to an endorsement that stops just short of being a firm recommendation, is expressed in a report being issued by the association today (March 6). Authorities acknowledged that it comes about as close to being a "testimonial" as anything ANA ever gave any one company.

By implication, if not in so many words, the report raises a question about whether stations and networks should be paid on the basis of their unverified word that a given announcement was carried when and as it was supposed to run. No matter how honest they are or how carefully they check their own operations, the report says, "We are still faced with the fact that the seller is checking and verifying his own performance. Relying on the seller's word generally is not an accepted accounting practice."

Until the emergence of monitoring, the report points out, there has been for broadcasting no equivalent of the customary tear-sheets used to verify the appearance of advertising in print media.

What BAR Does * BAR, the only television monitoring service of its size, regularly monitors all 240 stations in the top 75 markets, where about 85% of national advertising dollars are spent. The monitoring is done by tape-recording the audio of each station in each market for a full week at a time, then compiling the basic program and commercial information from the tapes. Each market is monitored four times a year; the top 15 are monitored six times. "This produces samples of, respectively, 8% and 12% of all television broadcast activity," the report notes, adding that "for accounting purposes a random sample of this size appears adequate."

The report cites "typical" ways the monitoring information is used at three different agencies, two of which specifically mentioned that "irregularities" — triple-spotting, wrong schedule, etc. — occurred less often when stations knew their performance was being doublechecked. One agency (not identified) said: "Although we have secured some substantial rebates [by using the monitor reports], these specific dollar returns are not the most important consideration. What is more significant is the resulting improvement in the general level of performance, once stations were aware that our control procedures existed and were used. In this sense, we find the greatest value of the checking procedures in the fact that it prevents problems as frequently as it solves them."

Fourteen agencies are listed as subscribers to BAR's local reports as of Nov. 1, 1960. A few others have been added since then, according to BAR. Qualifications * The report finds

Monroe's own 'instant sponsorship' deal

While Gulf Oil Corp. and NBC were making headlines with their $1 million-plus "instant sponsorship" agreement on NBC-TV news coverage (Broadcasting, Dec. 5, 1960), a station and a bank in Monroe, La., were winding up a year of local operation under the same sort of contract — a relationship so successful that it has been renewed for another year.

Under the Gulf-NBC deal, the oil company gets first refusal on sponsorship of NBC-TV's coverage of fast-breaking news, when and as it happens, under the program title Special News Reports. In the Monroe deal, the Ouachita National Bank of Monroe sponsors weekend newscasts scheduled at the discretion of the news department of KNOE-TV Monroe and also has first refusal on local news specials scheduled by KNOE-TV during the week.

The basic weekend-news agreement assures the Ouachita bank of three five-minute newscasts on Saturday and three on Sunday, plus 14 one-minute bulletins during the weekend, all scheduled at the news department's discretion. This basic agreement represents "in excess of $15,000" in annual billing to KNOE-TV.

When local and regional news developments justify specials during the week, the bank has an option on sponsorship. If station officials wonder whether the bank might want to sponsor a particular special newscast, they check first; but if the news is big enough they just go ahead and schedule it under bank sponsorship "and at the end of the month we get together with the bank people and figure out what they owe us," according to Paul H. Goldman, executive vice president and general manager. He estimated that the bank underwrote some 15 or 20 such specials last year. The bank also has been sponsoring KNOE-TV's 6 p.m. newscast once a week for the past five years.

Ben Marshall, the bank's vice president in charge of advertising and public relations, says the "instant news" arrangement has paid off even better than expected. The objective of the weekend schedule, he said, was to increase the number of savings accounts by 15-20% over the period of a year. Actually, he reported, they increased by 40% and other bank services also showed gains attributable to the TV schedule.

Bank President Lee Vanderpool adds that television now is the bank's basic advertising medium, whereas the budget formerly went almost 100% to newspapers.

Messrs. Vanderpool (seated, 1) and Marshall (standing) are shown in the picture above as they review the first year's results with former Louisiana Gov. James A. Noe (r), chairman of Noe Enterprises, licensee of KNOE-TV, and prepare to extend the arrangement for another year.
WGAL-TV serves the public interest

I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Box Derby. It is with such assistance as yours that we are able to proudly carry our slogan, “Friend of the Way”.

Reading Optimist Club

Please accept many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmstead Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Material Area, USAF

Please accept our sincere personal thanks for your station’s television coverage of the 30th Anniversary ceremonies...

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, “The School Story”. Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

My sincere thanks for your public spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our “Is It Taxable?” series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

Please accept our sincere personal thanks for your station’s television coverage of the 30th Anniversary ceremonies...

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, “The School Story”. Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

My sincere thanks for your public spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our “Is It Taxable?” series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmstead Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Material Area, USAF

Please accept our sincere personal thanks for your station’s television coverage of the 30th Anniversary ceremonies...

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, “The School Story”. Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

My sincere thanks for your public spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our “Is It Taxable?” series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmstead Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Material Area, USAF

Please accept our sincere personal thanks for your station’s television coverage of the 30th Anniversary ceremonies...

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, “The School Story”. Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

My sincere thanks for your public spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our “Is It Taxable?” series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg
DUPONT MOVES TO NBC-TV

Drops two CBS-TV shows to buy weekly hour-long Sunday night series in $7 million deal

E. I. duPont de Nemours & Co. has put its network cards on the table. The trump is a $7 million NBC-TV hour, DuPont Show of the Week, ordered by BBDO as agency of record, with N. W. Ayer & Son sharing billings. The deal, months in the making (BROADCASTING, Jan. 9), was announced by network and client last week, with dollar figures filled in by informed observers.

In addition, on-and-off product participations on ABC-TV and NBC-TV will bring up the yearly bill several millions. These, numbering 30 programs in all, are expected to continue during the summer after duPont drops off its CBS-TV investments, The June Allyson Show (Mon. 10:30-11 p.m. EST), which ends a two-season run in June and the 90-minute DuPont Show of the Month, concluding four seasons March 21.

NBC has scheduled DuPont Show of the Week Sunday nights, 10-11 p.m., New York time and will fill the hours with wide-ranging entertainment covering variety, "dramatic actualities" and special projects. Producers assigned are Donald B. Hyatt, director of NBC special projects whose credits include Project 20 and the Wisdom interviews, and Irving Gitlin, executive producer, news and public affairs, who has developed NBC's White Paper and the Purex Special for Women series.

A duPont spokesman said that while the company was very pleased with both Show of the Month (corporate advertising) and June Allyson (man-made fibers), duPont now wants to combine corporate and divisional messages in the Fashion of the Week to accommodate increased use of TV for paints, automotive specialties, antifreezes and coated fabrics.

Forty hours have been ordered, to run the course of the year with occasional lapses, according to advertising needs. The new show will inaugurate duPont's 26th year on the air, dating back to the old radio Cavalcade of America on CBS and NBC, adapted to

<table>
<thead>
<tr>
<th>NIelsen</th>
<th>TOP 10 NETWORK PROGRAMS</th>
<th>First Report for February, 1961</th>
<th>(Based on two weeks ending February 5, 1961)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL AUDIENCE</td>
<td>Rating</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Rank</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Swannoske</td>
<td>42.9</td>
<td>20,120</td>
<td>20,120</td>
</tr>
<tr>
<td>2. Cannon</td>
<td>42.0</td>
<td>19,969</td>
<td>19,969</td>
</tr>
<tr>
<td>3. The Untouchables</td>
<td>37.2</td>
<td>17,447</td>
<td>17,447</td>
</tr>
<tr>
<td>4. Rawhide</td>
<td>37.0</td>
<td>17,353</td>
<td>17,353</td>
</tr>
<tr>
<td>5. Sunset Strip</td>
<td>35.2</td>
<td>16,509</td>
<td>16,509</td>
</tr>
<tr>
<td>6. Candid Camera</td>
<td>33.5</td>
<td>15,712</td>
<td>15,712</td>
</tr>
<tr>
<td>7. Jack Benny Show</td>
<td>33.4</td>
<td>15,665</td>
<td>15,665</td>
</tr>
<tr>
<td>8. Ed Sullivan Show</td>
<td>33.3</td>
<td>15,518</td>
<td>15,518</td>
</tr>
<tr>
<td>9. Have Gun, Will Travel</td>
<td>33.1</td>
<td>15,524</td>
<td>15,524</td>
</tr>
<tr>
<td>10. Real McCoy's</td>
<td>33.0</td>
<td>15,477</td>
<td>15,477</td>
</tr>
</tbody>
</table>

AVERAGE AUDIENCE | Rating | % | % | No. | No. | homes | homes | |
| Rank | | | | | | | | |
| 1. Swannoske | 40.5 | 18,995 | 18,995 | |
| 2. Cannon | 36.0 | 16,844 | 16,844 | |
| 3. The Untouchables | 31.7 | 14,867 | 14,867 | |
| 4. Rawhide | 31.2 | 14,633 | 14,633 | |
| 5. Candid Camera | 30.9 | 14,492 | 14,492 | |
| 6. Real McCoy's | 30.9 | 14,492 | 14,492 | |
| 7. Have Gun, Will Travel | 30.5 | 14,305 | 14,305 | |
| 8. Jack Benny Show | 30.3 | 14,211 | 14,211 | |
| 9. Andy Griffith Show | 30.3 | 14,211 | 14,211 | |
| 10. My Three Sons | 30.2 | 14,164 | 14,164 | |

(t) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(t) Homes reached during the average minute of the program.

Copyright 1961, A. C. Nielsen Co.
Background: The following programs, in alphabetical order, appear in this week's BROADCASTING TV ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

1. Jack Benny (CBS-181): Lever (GSCB), State Farm (NLSB), Sun. 9:30-10 p.m.
2. Candid Camera (CBS-175): Bristol-Myers (Y&F), Lever (JWT), Sun. 10:10-11 p.m.
3. Gunsolve (CBS-201): Liggert & Myers (DES), Remington Rand (Y&F), Sat. 10:10-11 p.m.
4. Andy Griffith (CBS-177): General Foods (ABC), Mon. 9:30-10 p.m.
5. Have Gun, Will Travel (CBS-154): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.
6. My Three Sons (ABC-188): Chevrolet (CD), Thur. 9:30-10 p.m.
7. Rawhide (CBS-202): Philip Morris (BBB), National Biscuit (M-E), Bristol-Myers (Y&F), Drackett (Y&F), General Foods (BBB), Colgate-Palmoilve (LGN), Fri. 7:30-8:30 p.m.
8. Real McCoy's (CBS-171): P&G (Compton), Thur. 8:30-9 p.m.
10. Sunset Strip (ABC-174): American Chicle Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&K), Fri. 9-10 p.m.

(t) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(t) Homes reached during the average minute of the program.
Fastest Draw in the West
(East) (North) (South)
For most of America's television viewers the enchanted frontier of the old West casts a never-ending spell. They watch Westerns in greater numbers than any other kind of television program.

Today four of the six most popular shows in television are Westerns, and three of the four can be found on the CBS Television Network. In fact, for more than three years one of our Westerns ("Gunsmoke") has consistently drawn the biggest nationwide audiences in television.

Not every advertiser, however, is interested in Westerns. Depending on his product or marketing objectives, a comedy or a drama or a mystery may bring him better results. To him, the crucial test is: How well is the network doing with the kind of programming he wants to sponsor?

The advertiser who applies this test will find that the CBS Television Network attracts the biggest average audiences in every category of entertainment. And it achieves this remarkable record with the most evenly balanced schedule in network television.

<table>
<thead>
<tr>
<th>PROGRAM CATEGORY</th>
<th>CBS</th>
<th>Network B</th>
<th>Network C</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRAMA</td>
<td>13</td>
<td>16.3</td>
<td>0</td>
</tr>
<tr>
<td>VARIETY &amp; PERSONALITY</td>
<td>18</td>
<td>21.0</td>
<td>6</td>
</tr>
<tr>
<td>WESTERN</td>
<td>25.6</td>
<td>20.3</td>
<td>29.4</td>
</tr>
<tr>
<td>MYSTERY &amp; ADVENTURE</td>
<td>20</td>
<td>19.5</td>
<td>20.6</td>
</tr>
<tr>
<td>TOTAL NIGHTTIME</td>
<td>100</td>
<td>18.3</td>
<td>100</td>
</tr>
</tbody>
</table>

There are two important points to keep in mind: One, you will not find as many Westerns on the CBS Television Network as you will elsewhere, but you will find the best. Two, it is this ability to produce the best entertainment of every kind that continues to attract television's largest audiences.

CBS TELEVISION NETWORK ©
Alcoa plans to stick with ABC-TV next fall

Only the contracts remain to be signed by Aluminum Co. of America and ABC-TV before Alcoa's expected fall sponsorship of an ABC-TV Tuesday night time slot is definite. The advertiser, dickering with all three networks since the beginning of 1961, apparently has settled upon an unusual slotting: alternating hours and half-hours, or an average of 45 minutes weekly. This week Alcoa will present an hour show (10-11 p.m.), the next a half-hour, with Bell & Howell slated to fill the 10:30-11 p.m. slot with its own program on alternating weeks. The advertiser's final selection, which will represent $6-$7 million outlay, consists of a series of plays, produced by Reue Productions, with a varied format including drama, mystery, comedy and variety, and designed to reach a "broader audience" than this season's entry, *Alcoa Presents*.

Before this decision, Alcoa, with its budget upped about $1.5 million from this year, had shown interest in such programs as ABC-TV's *Corrupters*, CBS-TV's *Defenders*, and an NBC-TV proposed Talent Assoc. production (CLOSED CIRCUIT, Feb. 13, Jan. 16).

Mobil Oil moves from Compton to Ted Bates

The Mobil Oil division of the Socony Mobil Oil Co. has left Compton Adv. after 18 years and placed what it describes as $12 million in advertising billings with Ted Bates & Co. Compton, however, disputes the $12 million figure, claiming Mobil Oil's commissionable agency billings last year amounted to only $7 million.

In either case, Mobil Oil spent $2,850,000 in radio and tv on spots in 1960, of which all but $200,000 went into an 18-week tv spot campaign in about 110 markets. The radio spots, accounting for the rest, were mostly in weekly spots on NBC Radio's *Monitor* during the summer months.

According to J. D. Elgin, advertising and promotion manager for Mobil Oil, sales and volume had been up last year but it was decided to seek new thinking on advertising. In the course of finding a new agency, Mr. Elgin came across an advance copy of *Reality in Advertising* by Rosser Reeves, board chairman of Ted Bates. Scheduled to be published in April by Alfred Knopf Inc., the book was reportedly the most important factor influencing the appointment of Bates as Mobil Oil's new agency.

According to a company spokesman, the continued use of tv and radio advertising, "is subject to reappraisal" now that a new agency has been chosen. The spokesman also said that as of now "no radio is projected for 1961" but that a small tv spot campaign is already scheduled to begin this month in conjunction with the company's annual "economy run" competition.

**KODAK EXITS ABC, CBS Drops Sullivan and Nelsons for NBC's Disney color show**

In swift succession RCA and its NBC subsidiary the past two weeks could see the color tv rainbow forming for both.

First, encouragement to RCA was the Zenith Radio announcement that it would enter the market this fall with a line of color receivers (BROADCASTING, Feb. 27).

Last week NBC got its encouragement: Eastman Kodak Co., Rochester, N. Y., next season will leave CBS-TV and that network's *Ed Sullivan* and ABC-TV's *Adventures of the Nelson Family* to become alternate sponsor (with RCA) of a new Walt Disney show that will be colorcast on Sundays, 7:30-8:30 p.m., starting Oct. 1.

The Eastman explanation as given by James E. McGhee, Kodak's vice president of domestic sales and advertising:

"We are moving to Walt Disney's new show (Walt Disney's Wonderful World of Color) because color television has now come of age.

"Color is important to photography and has been a significant factor in the growth of our industry. It is our belief color will be of even greater importance in years to come."

No Color on CBS * Kodak has been associated in its alternate sponsorship with *Ed Sullivan* for four years. Mr. McGhee said that while "happy over the years with Ed Sullivan" who was a factor in Kodak's "marketing success," the firm feels color tv gives it "another way of showing the beauty of color photography [but] *The Ed Sullivan Show* is not available in color."

Kodak-Disney tie-up (25 original programs and 25 repeats of the 1961-62 and "past" seasons) will bring the advertiser's commercials to NBC in color as well as Disney's filmed anthology of cartoons, adventure and nature stories in this country and abroad, along with classical fiction and true stories and first tv showings of new Disney motion pictures.

Walt Disney, which for several seasons had been on ABC-TV, switches next fall to NBC-TV. The program already had RCA signed for half sponsorship. Both RCA and Eastman Kodak are handled by J. Walter Thompson. The Kodak association with the Nelsons (earlier known as *The Adventures of Ozzie & Harriet*) dates back about five years.

**Workout for peacock**

Color bursts continue at NBC-TV with 50% of the network's daytime programs to be presented in color during the week of March 13-17. The "Festival of Color" marks NBC's most ambitious color programming to date. In the past, the network's regular daily schedule of color programs has been supplemented by near total color programming on specific days. Throughout each day of the "Festival of Color" week, NBC-TV will offer eight of its regular daytime programs in color, representing 22½ hours of programming. Total number of color tv hours for the week will be 31½, including 10 nighttime programs to be presented in color.
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV IS OUT FRONT!
with greatest share of sets in use
Noon to Midnight, Mon.-Fri.
(S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD • ARB, Dec., 1960)
They want culture, but won’t watch it

RADIO-TV PREFERENCES MEASURED IN MILWAUKEE, DULUTH-SUPERIOR

Television viewers overwhelmingly prefer pure entertainment even though they may “say” they want more serious discussion, cultural and religious programs. The popularity of the western is waning.

Radio and television as community institutions are lower in esteem than churches and schools but higher than newspapers and local government.

These statements are broad conclusions found:

- In a sample of 500 homes in the Duluth-Superior market by the Research Guild, Chicago, for WGN Chicago, Duluth - Superior community needs to which recently acquired KDAL-AM-TV covers 6,417 households and includes a portion on fm.

Among other major findings of the Duluth-Superior study:

- Groups least satisfied with radio and tv are 36-45, parents of several children and first generation Americans of Scandinavian origin.
- Radio is rated well on local news, sports and religious programming, less well on adult education and culture.
- Television is rated high for local news and sports, not well on religion, programming, adult education or culture.

The major findings of the Milwaukee survey:

- Most Milwaukee television viewers feel entertainment best serves them.
- Most Milwaukeeans also feel that sports, news and weather best serve them.
- There is an interest in informational-educational programs but for actual viewings, Milwaukeeans favor “pure entertainment.”

Westerns do not have the high popularity that might be expected; many viewers claim that they want fewer shows of this type.

Duluth-Superior adults listen three hours a day to radio, but there are wide variations. One adult in ten doesn’t listen at all and one in ten listens eight hours or more daily. Women listen four hours, men two hours. Two in ten women listen eight hours or more and radio listening increases with age to about 35, then declines.

Television: adults watch three hours daily, women 3.6 hours daily, men 2.8 hours. There is no clear relationship between age and amount of viewing.

What does WGN Inc. plan to do about its new KDAL properties based upon the study findings? Only minor changes at present, since the stations are relatively “well regarded.” But KDAL’s identification with Superior is being strengthened (heretofore, Duluth was stressed). Cultural service and farm and sports programming are being increased. Greater use also will be made of local material and personalities, especially in tv.

In Milwaukee: The Milwaukee study shows that more than half of all viewers participating indicated satisfaction with present tv programs. Their favorite (18.7%) was Untouchables. Others in order: Perry Como, Lawrence Welk, Wagon Train, sports telecasts, 77 Sunset Strip, news and weather, Dinah Shore, Bonanza and Loretta Young Show.

The top religious program is Bishop Sheen (No. 80 in the list). The first information program is Meet the Press (No. 47).

Men liked programs in this order: sports, mystery-detective-adventure, news and weather, popular music and variety, westerns, drama, serious discussion, symphonies-opera-ballet, other educational-informational programs, religious.

Women: popular music and variety, news and weather, mystery-detective-adventure, drama, western, sports, religious, serious subjects, symphonies-opera-ballet, other informational-educational programs.

The total percentage of men and women satisfied with present programs is higher than those wanting “more” or “less” in every classification. But 32.5% of the men and 38.4% of the
women want fewer westerns.

WTMJ-TV notes an "interesting paradox":

"Analysis reveals that apparently certain classes of programs which best meet the viewer's needs are not necessarily the same classes of programs these same viewers would like to have more of in the television schedule."

For instance, only 42.2% of the men list serious subjects as their first choice of programs but 44.2% would like to have more of such programming. Only 5% wanted less and 50.8% voted "okay as is" and "no opinion." The disparity was even higher among women.

Other questionnaire answers, WTMJ-TV concludes, "indicated that TV viewers do not necessarily look at the programs they claim they want more of on TV."

Changing hands

ANNOUNCED - The following sales of stations interests were reported last week subject to FCC approval:

- WERC-AM-FM Erie, Pa.: Sold by Cleveland Broadcasting Co. to Simon Goldman for $335,000. Mr. Goldman is president of James Broadcasting Co., which owns WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York. Cleveland Broadcasting Co. owns WLEC-AM-FM Sandusky, Ohio, and WERE-AM-FM Cleveland. Ray T. Miller is president. WERC operates with 5 kw fulltime on 1260 kc. WERC-FM operates with 9.7 kw on 99.3 mc. Broker was Hamilton-Landis & Assoc.

- WGWC Selma, Ala.: Sold by W. E. Farrar to Robert J. Martin, Rome, Ga., for $55,000. Mr. Martin, a farmer and land developer is also an employe of WROR Radio, Ga. Mr. Farrar, mayor of Reform, Ala., also owns 45% of WRAG Carrollton, Ala. WGWC operates with 250 w fulltime on 1340 kc. Broker was Paul H. Chapman Co.

APPROVED - The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 95):

- WGIR Manchester, N. H.: Sold by Northeast Broadcasting Corp. to Knight Radio Inc. for $327,500 and agreement not to compete for a period of eight years within a 50-mile radius. Norman Knight, president, owns WHEB Portsmouth, WTSV-AM-FM Claremont, WTSI Hanover, all New Hampshire, and WJIM Fitchburg, Mass. Commissioner Bartley dissented. WGIR operates with 5 kw day and 1 kw night on 650 kc.

- KFUR-TV Santa Fe, N. M.: Cpl sold by Harrison M. Fuerst to Raymond F. Hayes and Milford Kay, for $2,700 "out-of-the-pocket" expense. Commissioner Bartley dissented. KFUR-TV construction permit is for ch. 11.

- WESO Des Moines, Iowa: Sold by General Broadcasting Services of Iowa Inc. to Tedesco Inc. for $165,000. Nicholas Tedesco, president, and Victor J. Tedesco have interests in KCUE Red Wing, Minn., KFNF Shenandoah, Iowa, and WIXK New Richmond, Wis. Tedescos also have purchased WMIN Minneapolis (CLOSED CIRCUIT, Feb. 20). KWY is 1 kw fulltimer on 1150 kc.

NBC-TV switches to KTAL-TV

NBC-TV has signed with KTAL-TV Texarkana-Shreveport (formerly known as KCMC-TV Texarkana, Tex.) to replace KTBS-TV Shreveport as its primary affiliate in that market, probably effective this summer. The station, on ch. 6, has moved its transmitter site to Vivian, La., and thus now covers both the Shreveport and Texarkana areas, NBC authorities reported.

It currently is affiliated with ABC. The KTBS-TV contract with NBC runs until next September but there was speculation that the rearrangement of affiliates in that area, with KTBS-TV presumably moving to ABC-TV, might be effected before the contract expiration date. KTAL-TV is owned by the Camden, Ark., News Publishing Co.; KTBS-TV by the family of George D. Wray Sr.

Keystone's new rate card

The first rate card since 1952 for Keystone Broadcasting System has been mailed to 3,000 advertisers and advertising agencies. Slight increases in rates are reflected across the board. Keystone now has 1,125 affiliates. Under the new card, one hour per week for 13 weeks on 100 stations costs $28 per station; one minute, $3. On 1,000 or more stations for 52 weeks, once weekly, the hour rate is $20.65; minute, $2.31.

New England FM network forms

The nucleus of an FM network was formed when WCRB-AM-FM Boston extended its programming to WMTW-FM Mt. Washington, N. H. Both are "good music" stations.

WCRB claims its programs can now be heard in all six New England states. The station's president, Theodore Joes, said plans are "well underway to expand the new network," so that it eventually may serve the entire northeast region.

<table>
<thead>
<tr>
<th>STATIONS FOR SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EAST</strong> — $175,000.00</td>
</tr>
<tr>
<td>Beautiful northeast United States. Major market in that area. Asking between $160,000.00 to $175,000.00. 29% down at 5%. Terms negotiable.</td>
</tr>
<tr>
<td>WASHINGTON, D. C. 1737 DE SALES STREET, N.W. EXECUTIVE 3-3464 RAY V. HAMILTON JOHN D. STEBBINS</td>
</tr>
<tr>
<td><strong>SOUTH</strong> — $225,000.00</td>
</tr>
<tr>
<td>SUNNY SOUTH FULLTIMER The only fulltimer in a two station, semi-major market on the Gulf Coast. Rich market, station well in the black. Good terms to responsible buyer.</td>
</tr>
<tr>
<td>DALLAS 1511 BRYAN STREET RIVERSIDE B-175 DEWITT 'JUDGE' LANDIS JOE A. OSWALD</td>
</tr>
<tr>
<td><strong>MIDWEST</strong> — $100,000.00</td>
</tr>
<tr>
<td>Midwest daytimer located ideally for owner-operator. Profitable station. Good physical plant, own real estate. Price $100,000.00 with $29,000.00 down payment.</td>
</tr>
<tr>
<td>CHICAGO 1714 TRIBUNE TOWER DELAWARE 7-2754 RICHARD A. SHAHEEN</td>
</tr>
<tr>
<td><strong>WEST</strong> — $148,000.00</td>
</tr>
<tr>
<td>Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000.00. Total price $148,000.00 with 29% down and long terms on balance.</td>
</tr>
<tr>
<td>SAN FRANCISCO 111 SUTTER STREET EXBRUK 2-5471 JOHN F. HARDESTY DON SEARLE—Los Angeles</td>
</tr>
</tbody>
</table>

Hamilton-Landis & Associates

NATIONWIDE BROKERS

RADIO & TELEVISION STATIONS • NEWSPAPERS

NEGOTIATIONS • APPRAISALS • FINANCING

*BROADCASTING, March 6, 1961
RCA's PROFIT PEAK

RCA sales set record but profits are down

RCA reported last week that its 1960 sales increased to a record $1.494 billion, a jump of 7% over the previous year's $1.395 billion. But, its profits declined 13%. Figures in the corporation's annual report show that profits, after taxes, amounted to $35.1 million compared with $40.1 million in 1959. Earnings in 1960 were $2.10 per common share on outstanding stock compared with $2.65 the previous year.

The report, sent to the company's 170,000 shareholders by Board Chairman David Sarnoff and President John L. Burns, said the 1960 profit decline was influenced by "continuing heavy investments in electronic data processing," and by the write-off of the $4 million cost of centralizing consumer products operations in Indianapolis. Both factors were termed "essential steps in the interest of efficiency and growth." The report also noted the "economic softness that made lower profits the rule rather than the exception in American business."

The report noted substantial gains in color TV, with profits on color receivers "measured in seven figures." RCA's broadcast subsidiary, NBC, achieved the highest profits in its history during 1960.

Breaking down the corporation's sales into four groups, the report shows NBC accounted for 22% of RCA's business, federal contracts brought in 37%, commercial customers accounted for 39% and 2% came from the radiotelegraph operations of RCA Communications Inc.

NBC doesn't and won't editorialize—Sarnoff

NBC has never editorialized and has "no plans to do so," according to Robert W. Sarnoff, NBC board chairman. Mr. Sarnoff expressed this opinion last week in the latest of his periodic newsletters to tv and radio editors. NBC does not "fault broadcast editorializing as such." On the contrary, he pointed out that NBC has "long upheld the right of broadcasters to editorialize." He singled out WDSU-TV New Orleans, WSYR-TV Syracuse, WKTV (TV) Utica, N.Y., WBRZ (TV) Baton Rouge, La. and WWLP (TV) Springfield, Mass., all NBC affiliates, as having "distinguished themselves" by "forthright and effective" editorializing. But editorializing by individual stations, he said, is "distinct" from editorializing by a network. On a local basis, "the broadcaster's editorial voice can be an important community asset." On a network basis, editorializing "raises different, fundamental issues."

Paley reassures Collins he can count on networks

"You were forthright and courageous," William S. Paley, chairman of the board of CBS Inc., told President LeRoy Collins of the National Association of Broadcasters in a letter last week. "The broadcasting industry needs such progressive leadership, particularly at this time in its development," he continued.

The letter from Mr. Paley came as an answer to the firm position taken by Gov. Collins in a talk before the NAB board in Palm Springs, Calif. (BROADCASTING, Feb. 13, 20).

"I certainly agree with you that whatever needs to be done to discharge fully our responsibilities to the public interest must be done by those of us within the industry itself," Mr. Paley continued. "You will find, as you probably realize, that many of us do not agree with some of the things you said. But your general objectives are the important thing, and we endorse them. You can count on our best efforts as we work toward the goals you have outlined."
ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!

THE CAROLINA TRIAD...a two-billion-dollar market...stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal...gives you net weekly circulation of 301,600*!

*1960 ARB coverage study

WLOS-TV

Serving
GREENVILLE — ASHEVILLE — SPARTANBURG
A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.
New WNBC-TV rate card ups prime minute price

WNBC-TV New York made a new rate card effective last Wednesday (March 1). It makes the price of a prime-time 60-second announcement higher than that of a triple-A 20-second spot. The new card was described by the station as "the first industry move" to create a price differential between the two prime-time spots.

WNBC-TV has established a $2,500 price on the minutes, a rise of $200 over the previous figure, but maintains the 20-second spots at $2,300. Jay Heiten, WNBC-TV national sales manager, commented: "Television is the only ad medium in existence which has charged the same rate for a varying quantity within the same rate card. Obviously, offering a customer a 60-second announcement for the same price as a 20-second announcement in the same rate period creates an unbalanced demand for the limited number of minute availabilities, and reduces the demand for the 20-second spots. It is hoped that the 20-second announcements now will be sharply re-analyzed toward re-establishing its basic value."

The new card (No. 21) also offers an extra discount for extra-volume schedules. Top discount on the station is 57.25%, an increase of 7.25% over the old rate card, which went into effect Feb. 1, 1960. The station also raised spot announcements slightly around various nighttime newscasts and increased one-minute station break availabilities in the 10:30 a.m.-4:30 p.m. period from $600 to $700. In the 7-10 a.m. periods, minutes were reduced from $400 to $300; 20-second announcements from $300 to $225.

KCDA-TV goes on the air

KCDA-TV Douglas, Ariz., ch. 3 station owned by Electron Corp., began programming Feb. 27 from its studio-transmitter quarters in the Gadsden Hotel.

The new station, the first in the southeastern area of the state, was granted in February 1960 with 447 watts radiated power. It is under the general management of William B. Miller with the following staff: Daniel C. Park, commercial manager; David B. Miller, program and production director; Norman Robb, chief engineer.

The Electron Corp. is a wholly owned subsidiary of Ling-Temco Electronics Inc. It has specialized in providing equipment for low cost, low powered tv stations.

Susskind latest bidder seeking WNTA-TV

The competition for the purchase of WNTA-TV New York became more heated last week when producer David Susskind confirmed reports that he intends to bid for the tv station.

Mr. Susskind would not identify his financial backing but it has been reported to be a nationally-known company. Mr. Susskind and his associates are the third group to express interest in the station since National Telefilm Assoc., New York, the owner, invited offers. NTA already has rejected as "inadequate" a bid of $4 million by a group working with the National Educational Television & Radio Center that would use the station for non-commercial educational telecasting (BROADCASTING, Feb. 27). Ely A. Landau, former board chairman of NTA, resigned from the company several weeks ago and is in the process of forming a new company, Landau Broadcasting Ltd., to purchase broadcasting outlets, including WNTA-TV.

Mr. Susskind has had a working association with WNTA-TV for several years. He is moderator of the Open End discussion program, carried on the station and syndicated to other tv outlets. Mr. Susskind formerly was executive producer of The Play of The Week, which started on WNTA-TV and also has been sold to other stations.

Oliver A. Unger, NTA board chairman-president, said the station will not be sold until it receives a "satisfactory offer," and added that if such a proposal is not forthcoming, NTA will continue to operate the station.

CBS' Heffner calls for freedom from Sec. 315

In making a plea for permanent re-vocation of Sec. 315 of the Communications Act, Richard D. Heffner, director of Special Projects, Information Services, CBS-TV, told the annual Western Radio & Television Conference in Salt Lake City that only with this action can broadcasting become free to offer consistent political coverage, "substantial and divergent" opinions, and debates in national, state and local elections.

Mr. Heffner's talk stressed that broadcasters everywhere should press for permanent revocation of Sec. 315. He added: "Responsible broadcasters want to continue their meaningful coverage of politics on television and radio. The public at large desires the same end. We at CBS particularly believe that, in freedom, our media can offer 'education for effective, informed citizenship capable of making sound decisions and making them fast.'"

BROADCASTING, March 6, 1961
How to get TV shows on ... on time

Every day, the National Broadcasting Company uses Emery Air Freight to speed television film throughout the United States and overseas to meet network schedules. This planned use of air freight, not only helps NBC to meet program deadlines, but also enables NBC to cut down costly inventory of prints, saving both time and money. Take advantage of the speed and reliability of Emery Air Freight by specifying “Ship Emery Air” on your shipments of film and tape. To find out how much faster Emery can deliver your shipments call your local Emery man, or write...

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.
Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

**Broadcasting** scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:
THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question—

"In which publication would a station’s advertisement be likely to have the most impact on you?"

Here, Broadcasting gets 57% more preference than publication "B"—and 80% more than "C" and "D" combined:

<table>
<thead>
<tr>
<th>Publication</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td>57% more</td>
</tr>
<tr>
<td>Publication &quot;B&quot;</td>
<td>80% more</td>
</tr>
<tr>
<td>Publication &quot;C&quot;</td>
<td></td>
</tr>
<tr>
<td>Publication &quot;D&quot;</td>
<td></td>
</tr>
</tbody>
</table>

These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the "Top 50" agencies investing nearly 1½ billion dollars of their clients’ money in TV and radio annually. What’s more, the same Nielsen survey shows that these advertising leaders place Broadcasting first (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, they say so themselves.

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of Broadcasting.

NOTE: Of Broadcasting’s guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of Broadcasting’s 8,068 agency-advertiser distribution (unlike that of publications “B”, “C” or “D”) is paid circulation, verified by the Audit Bureau of Circulations. Only Broadcasting, among these four TV and radio business journals, qualifies for ABC membership.
Radio network services still needed—Hayes

Despite the emergence of the independent radio station in the television era, the network radio affiliate finds a plethora of needed services that only the national network can provide. These were explained a fortnight ago by Arthur Hull Hayes (right), president of CBS Radio, in an address before graduate students at the Annenberg School of Communications, U. of Pennsylvania. Dr. Charles Lee, vice dean of the school, looks on. The subsequent question and answer session were taped for future classes of the Annenberg school.

Goldenson urges foreign expansion through tv

America must strike quickly to take advantage of international tv opportunities, both economic and political, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, told the San Francisco Advertising Club last week. Pointing the electronic way to world understanding, Mr. Goldenson said that entertainment can do the job as well as informational programming. To counter massive Russian propaganda, the U. S. must be ready with tv programs to portray its way of life, and encourage world interchange by communications and business.

U. S. businessmen, by adapting domestic tv techniques, can and must meet the world trade challenge and tap big market potentials, Mr. Goldenson urged. He gave this off-hand illustration based on his own observation in Thailand about 18 months ago, when the country had 38,000 tv sets in operation: Colgate-Palmolive Co. in a commercial offered to exchange a free box of Fab detergent for a box top. The offer pulled 78,000 tops.

IATSE, networks start talks

Negotiations have begun between New York Local 1, International Alliance of Theatrical Stage Employees and ABC, NBC and CBS on a new contract covering stagehands and associated employees. A meeting held last week centered around preliminary demands by Local 1, including an increase in salary and the establishment of a pension and welfare plan. Negotiators declined to give details, claiming that talks were still "in the early stages."

The present pact expired Dec. 31, 1960 but negotiations were postponed because the networks were engaged in extended contract talks with the Screen Actors Guild, the American Federation of Television Radio Artists, the International Brotherhood of Electrical Workers and the National Assn. of Broadcast Employees & Technicians. The next session with Local 1 is set for tomorrow (March 7).

MBC income doubles but profits up only slightly

Metropolitan Broadcasting Co., New York, last week reported an estimated gross revenue of $42,579,477 for the 52 weeks ended Dec. 31, 1960, compared to $16,543,422 in the like period of 1959. The increase was said to be partially attributable to significant acquisitions during 1960 (BROADCASTING, Jan. 23).

Metropolitan's net income in 1960 of $1,708,253 is a slight increase over the $1,552,463 total reported for 1959. The company's 1960 net income per share is $1.01 compared to $1 in 1959. A cash flow last year of $5,492,659 rose considerably above the total of $2,957,235 for the previous year. The cash flow per share in 1960 was $3.23 compared to $1.91 in 1959. The number of shares outstanding at the end of 1960 was 1,699,137, compared to 1,549,012 the previous year.

Metropolitan said the results reported in its release were before non-recurring charges of $104,726 in 1960 and $136,355 in 1959. Federal income taxes in 1959 were reduced by approximately $480,000 due to the application of operating losses carried forward from prior years.

Westinghouse report cites broadcast property

Expanded leadership in independent broadcasting operations and continued heavy reliance on tv advertising to promote products and dramatize company achievements, were among highlights cited in Westinghouse Electric Corp.'s annual report to stockholders released last week.


In the marketing field, Westinghouse sponsored CBS-TV and CBS Radio coverage of the political conventions, presidential campaigns and election returns. According to figures given by the report, Westinghouse's convention telecasts reached more than 74% of all tv homes, or nearly 85 million people.

Highlight of the financial section: Firm's net income from operations in 1960 was $79 million, equal to $2.22 a share on the 34,813,842 common shares outstanding at the end of the year, which was identical with the per share income from operations in 1959.

WLW gets 'Mike Award'

WLW Cincinnati, a division of the Crosley Broadcasting Corp., received a "Mike Award" during a banquet held Feb. 26 at New York's Latin Quarter. The award was given during a fund-raising event attended by more than 700 members of the broadcasting industry. Proceeds from the affair will be turned over to the Broadcasters' Foundation Inc., an organization devoted to aiding fellow broadcasters in financial need because of illness, emergency or other unusual circumstances.
WESTERN ROUND-UP!

Heading your way—for the first time in television—a library of three of the most successful Western adventure programs ever presented. A walloping 250 half-hours in all: 81 episodes of ANNIE OAKLEY (named the “Best Western Performer” on television for two consecutive years by The Billboard)...78 episodes of RANGE RIDER (“Action with a capital A is the byword in these films.” Radio Television Daily)...and 91 episodes of GENE AUTRY (“King of the Cowboys” and one of the biggest money-makers in the Western field). This sure-fire three-in-one library, backed by a national merchandising campaign, is available now for unlimited run (and profits) from CBS FILMS.
The long-range plans of ABC's Jim Hagerty

It may take ABC two or three years to achieve the stature of an NBC or CBS in the general field of electronic journalism, but catch up it will.

This is the long-range planning of James C. Hagerty, ABC vice president in charge of news, special events and public affairs, who arrived on the network scene immediately after his former employer, President Eisenhower, left the White House. At ABC, Mr. Hagerty sums up his "goal" in building the news operation simply as "something that I and the company will be proud of in 2 1/2 -3 years from now."

Already some of the Hagerty advance planning is taking effect. Washington is the first area in which the gradual ABC News buildup will occur. Appointments include John Scali, a top Associated Press correspondent who covered the State Dept. for many years. Mr. Scali will be ABC's diplomatic reporter in Washington. ABC News staffer William P. McSherry has been named national news editor.

Mr. Hagerty in an interview described the capital city in this way: "ABC has a "window" in Washington. It's a place to experiment, too. The Hagerty method will be to build from within. But at the same time he will appoint non-broadcast but veteran news names, such as Mr. Scali, from the outside. "We plan to be ready for the fall," he explains.

Among plans to build-up the news operation:

- An experimental "news" program will go on the air at 11 p.m. in the fall on WMAL-TV Washington and WJZ-TV New York. The idea here is to permit the new team to get a feel of the medium and to showcase the personalities in both cities. In the meantime, radio will be used as a method of giving them broadcast indoctrination.

- The theory will be to emphasize news reports by people who actually cover them. Mr. Hagerty knows that Washington sources which make news are well aware when a TV newsman speaks from the studio and describes the "thinking" and "talking" of a prominent Washington official whom he's never interviewed and perhaps never met. As it stands now in much of broadcasting, he emphasizes, "there's nobody (for the Washington news source) to praise and nobody to blame." It will be more effective whenSen. Joe Doakes sees and hears an ABC reporter talk about Sen. Doakes not long after the senator and the reporter actually meet. Sen. Doakes, Mr. Hagerty feels, will remember that reporter and the network the next time.

- A five minute newscast now is being fed daily to ABC-TV stations in the afternoon. There'll be more program interruptions when the news warrants them, with breaks into the schedule for reports from experts at the scene.

- An expansion in New York will follow the news buildup in Washington.

- The news facilities of the owned and operated stations as well as the affiliates will be used more in the future. Data on facilities of the owned stations as well as affiliates are now being gathered.

- In his news operation, reporters will be out in the hinterland on the "main stories" of national interest—"We want viewers and the nation to be aware that not all stories are on the eastern seaboard and I want to feel that TV reporters can go out from cities other than New York."

- The overseas expansion will take a little longer than domestic. But Mr. Hagerty feels ABC News has more time in that area and efforts will be "more long-range." Mr. Hagerty notes he has personal contacts overseas and intends to use them.

Mr. Hagerty says he has been given encouragement on the financial budget needed to do the job he expects the ABC operation to perform in the next few years.

ABC documentaries will be produced by the "best people" he can obtain, and he reminds he has jurisdiction over both the topics and material which go into such shows. (In his interview, Mr. Hagerty said he works in just that way with Robert Drew Assoc. which has been producing for the Close-Up series.)

Speech Making • The ABC News head didn't waste time having his views expressed for all the broadcast industry to see and ponder. But some of the reaction, particularly in the press, to his Feb. 16 speech in Oberlin, Ohio (Broadcasting, Feb. 20), surprised him. In his speech he decreed studio-bound newsmen and pinpointed a need to assure public association of broadcast newsmen with events they cover.

Says Mr. Hagerty: He did not intend to take a "slap" at broadcasters but rather the system in which they operate. Though he cannot blame an individual newsmen for reading a news report from a studio about an event with which the newsmen has no personal relationship, that system is wrong.

As he looks at it, one man possibly could not "report it all." He is a firm believer in having more than the single newsmen in a studio. Mr. Hagerty envisions a studio team made up of experts or specialists in the areas they cover giving reports to the radio or TV audience. What he wants: the why in the news and the image of the personality.

Television, he reflects, has a natural, built-in advantage over newspapers and "even over radio." On tv, he continues, "events can be seen and heard." Philosophy? Mr. Hagerty's is easily wrapped up in this line: "Give a lot of people a chance, and change the format." As for newsmen, the idea is in this kernel of wisdom "As in newspapers, the reporter in broadcasting must earn his byline."
From poverty to wealth, from obscurity to fame that has endured the centuries, William Shakespeare was the epitome of literary "know how." And if there were one single motivating force, it was his belief that "a man's powers and virtues were given him not to waste in idleness, but to shine like torches giving light to others." While we lay no claim to greatness, we, too, recognize the fallacy of passive existence and strive through our own "know how" to offer a better product each day in the field of radio and television.

WFAA

dallas • radio & television
The Stations With The "Quality Touch"
SERVING THE GREATER DALLAS-FORT WORTH MARKET
BROADCAST SERVICES OF THE DALLAS MORNING NEWS
How Cincinnati shift affects network rates

The shift in CBS and ABC television affiliations in Cincinnati will have opposite effects on the network rates of the networks and stations involved. The ABC-TV rate for that market will not be increased but that of the new ABC-TV affiliate will be; the new CBS-TV affiliate will not get a raise in its network rates, but the network will.

The rate situation was clarified last week on the heels of the announcement that Taft Broadcasting Co.'s WKRC-TV Cincinnati would shift from CBS to ABC—taking the primary affiliations of Taft's WBRC-TV Birmingham and WKYT (TV) Lexington, Ky., along with it—and that WCPD-TV, which has been the ABC-TV outlet there, would become the CBS-TV affiliate (BROADCASTING, Feb. 27). The changes are effective April 30.

ABC-TV officials said the moves would not change the current ABC network rates in any of the three markets. This means, they said, that WKRC-TV, whose network hourly rates as a CBS affiliate have been $1,500, will be raised to the $1,750 level that WCPD-TV has been getting as the current ABC outlet. CBS-TV officials said WCPD-TV's network rate would remain at the $1,750 level.

As ABC-TV primary affiliates, WBRC-TV and WKYT will retain their current network hourly rates of $1,250 and $140, respectively.

But WBRC-TV's compensation deal with ABC is better than those of WKRC-TV and WKYT. Network officials said their contracts with the Cincinnati and Lexington stations were "standard affiliation contracts," calling for the stations to give 22 free hours to the network and be paid 30% of their rates starting with the 23rd hour each month. The Birmingham station's compensation, however, is based on approximately 50% of its rate.

KRON-TV, NBC continue affiliation

Despite KRON-TV San Francisco's dispute with NBC over the latter's attempt to purchase KTVU (TV) Oakland-San Francisco, KRON-TV will continue as the San Francisco outlet of NBC-TV for another two years, starting July 1.

This was set forth in an affidavit filed Monday (Feb. 27) in the U.S. Court of Appeals by The Chronicle Publishing Co., owner of KRON-TV. The affidavit stated that NBC on Feb. 22 made the written offer to continue the affiliation, subject of termination by either side on 90-days notice. KRON-TV accepted the offer on Feb. 26.

KRON-TV's antitrust suit against NBC, KTVU and RKO General has been stayed pending FCC action on the network's acquisition of KTVU. (AT DEADLINE, Sept. 26, 1960).

McLendons acquire XEAK sales rights

Acquisition of American sales rights for XEAK, 50 kw outlet on 690 kc in Tijuana, just south of San Diego, Calif., by B. R. and Gordon McLendon, father-son multiple owners, was announced last weekend. The purchase price is understood to be in excess of $1 million.

Purchase was from a group headed by Helen Alvarez Hill, who has been identified with U.S. station interests in the Southwest, and her brothers, James and Robert Harmon. XEAK is owned and operated by Radio Difusora, Mexican corporation, of which veteran broadcaster Jorge I. Rivera is head. The McLendons, long anxious to get into the Southern California-Los Angeles market, own the limit of seven domestic am stations. These are KLIF Dallas, KILT Houston, KTSA San Antonio, KABL San Francisco, WAKY Louisville, WYSL Buffalo and KEEL.
SQUARE (?) MEAL

The equilateral triangle shown is a meadow with a lush stand of delicious* grass. Its area is one-half acre. Tethered to a post at one corner is a goat with a consuming passion for grass. What should be the length of the tether (to the nearest inch) to permit the goat to eat just half the grass in the field? Assume that the goat can feed to the end of the tether.

Tell us—correctly—and we’ll forward a copy of that delicious brain fodder, Dudeney’s “Amusements in Mathematics” (Dover Publications, Inc., N. Y.). If you have a copy, say so and we’ll provide a different prize.

* WMAL-TV’s grass is greener in the nation’s capital: Its audience is the biggest in the Washington market 6 P.M. to midnight, all week. (ARB Dec. ’60; NSI Jan. ’61.)
ABC RADIO WEST IS NEW REGIONAL

Mann heads system, formed from three regionals

A new regional network, ABC Radio West, with 104 outlets serving more than 11 million homes and almost 26 million people in 10 western states, has been organized by combining the ABC Pacific Network of 59 stations, the Arizona Network of 10 stations and the Intermountain Network of 35 stations.

Jack H. Mann, director of sales development and program coordinator of ABC Radio, becomes director of ABC Radio West, with headquarters in New York. Harry Woodworth, western sales manager, ABC Radio, will also serve as sales manager for ABC Radio West, from headquarters in Hollywood.

Avery-Knodel has been appointed national sales representative of the new regional network. Avery-Knodel also represents the Intermountain Network and has just been named to represent the ABC Pacific Network, following the resignation of the network by its former rep, H-R Representatives. The Arizona Network is represented by John Blair & Co.

Formation of ABC Radio West was announced jointly by Robert R. Pauley, vice president in charge of ABC Radio; George Hatch, chairman of the Intermountain Network, and John Hogg, president of the Arizona Network.

Mr. Pauley commented that the total market served by the new regional network is “one of the most important in the country. It is more productive and shows a greater rate of growth and a higher degree of prosperity than any other area.” The network will bring listeners “the finest regional programming combined with the full service of the ABC Radio Network,” he said, and “will also furnish advertisers with the finest and most effective medium to reach this growing and prosperous market.”

Mr. Hatch welcomed ABC Radio West as “bringing new strength to radio” and promised that it would provide “an excitingly new western radio news, weather and sports program service.” Intermountain President Lynn Meyer pointed to the success of that network, with 1960 gross revenue of more than $1.5 million, up 22.8% from 1959, and purely national spot business up 19%. “The area covered by ABC Radio West is a homogenous one,” he said, “with the fastest growth in population, retail sales and buying power in the nation.”


FIGHT ON 20 CATV’S

Prediction of 100 systems sharply cut by heavy cost

TelePrompTer Corp., New York, expects to collect $150,000 in fees from community antenna television systems which will carry the March 13 heavyweight championship fight between Floyd Patterson and Ingemar Johansson. The estimated $13,000, a company spokesman said last week, will accrue from fees turned over by 20 catv systems across the country, including TelePrompTer’s own six systems and a cable tv system with 20,000 homes in Montreal. Upwards of 100,000 homes will receive the telecast on U. S. catv systems.

There are two main reasons why no more than 20 catv systems have signed up for next Monday’s fight in Miami. TelePrompTer said that some systems ran into conflicts with theatre showings of the bout, but a larger number of systems could not afford to pay the $3-4,000 in charges, the cost of picking up the telecast off AT&T lines leased by TelePrompTer. The company had earlier estimated some 100 catv systems would carry the fight (BROADCASTING, Jan. 30).

In other pre-fight developments, TelePrompTer sold to Fremantle International Inc., New York, the international radio and delayed tv rights to the fight, except in Great Britain and the Scandinavian countries. Gillette, it was learned, has purchased half-sponsorship of radio broadcasts and delayed tv telecasts in 18 Latin American countries. Though Gillette’s purchase price was not announced, it was revealed that the amount Gillette is paying for half-sponsorship in Latin America is half as much as Gillette ever paid for worldwide radio rights to a sports event.

In collecting fees from catv owners who will carry the bout, TelePrompTer asked system owners to guarantee an amount based on the percentage of the telecast’s potential viewers. TelePrompTer is leaving it to operators to levy an extra charge to viewers, and in some instances, as at TelePrompTer’s own systems, operators will make the telecast available as a good-will gesture.
AN AMPEX FOR EVERY PROFESSIONAL NEED

In sound quality... in features... in lasting economy... these four Ampex professional recorders maintain the highest performance standards for broadcasters, recording studios, educators and other critical users. For 7" reel requirements—the PR-10 series—newest in studio quality compact recorders, priced from $845. For 10 1/2" reels—the 351/354 series—proven by more than 10,000 units in use throughout the world. Other 10 1/2" Recorders include the 300 series multi-channel Mastering series with up to 8 tracks. Your Ampex dealer will aid you in selecting the Ampex which best fits your needs. And ask him about the new Ampex Finance and Lease Plans.

THE PR-10-1
MONOPHONIC,

Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space, 2 3/4, and 7 1/2; or 7 1/4, and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.

THE AMPEX 351
MONOPHONIC

Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10 1/2". Speeds: 3 3/4, and 7 1/2; or 7 1/4, and 15 ips. Available as console, two-case portable or as mounts in 22 1/2" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.

THE 7" REELS

THE PR-10-2
STereo/MONo

Two-channel electronics fit some rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes—one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

THE AMPEX 354
STereo/MONo

Two-channel electronics. Compact and portable version as well as console. Requires only some rack space as 351. Some heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-33 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

10 1/2" REELS

ACCESSORIES AND ASSOCIATED EQUIPMENT

MONITOR SYSTEM

STEREO/MONO MIXER
MX-10 or MX-35. Four position, two channels, matches PR-10 or 351/354.

PLUG-IN EQUALIZERS
provide NAB AME or CCIR curves as required.

PLUG-IN INPUTS
match various inputs. Balanced bridging or mikes.

Complete descriptive literature also available on 300 series Mastering Recorder and High Speed Duplicators from Ampex. Write Dept. B-3.

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 Charter Street, Redwood City, Calif. • Ampex of Canada Ltd., Rexdale, Ontario

BROADCASTING, March 6, 1961
Industry backs federal etv subsidy

FCC SAYS $1 MILLION GRANTS MAY PROVE INCENTIVE FOR UHF

The Senate Commerce Committee last week heard a parade of witnesses urge adoption of legislation they felt would give educational television a badly needed shot in the arm.

Their views were given during hearings on S 205, which was introduced by Committee Chairman Warren G. Magnuson (D-Wash.) and Sen. Andrew Schoeppel (R-Kan.), ranking minority member. The measure provides for grants of up to $1 million to states and the District of Columbia for establishing or improving educational television facilities.

Without such aid, the witnesses said, the potential of educational television will never be realized in this country. With it, poor states as well as wealthy would be able to provide enormous educational benefits to their school children and college students. Some even saw educational television the potential for spurring commercial television to achieving higher standards.

Of the 268 channels the FCC set aside for educational purposes in 1952, only 54 are being used. Sen. Magnuson and many of the witnesses expressed the view that lack of capital funds is blocking the use of more, if not all, of the remaining etv channels.

Many of the arguments presented on Wednesday and Thursday (March 1 and 2) were not new to the committee. It held hearings on the same bill in the 86th and 85th Congresses. On both occasions, the measure sailed through the Senate but died in the House.

New Views: There were, however, some new wrinkles. This time, two important broadcasting figures, James Aubrey, president of CBS Television, and John L. Burns, president of RCA, spoke in favor of the measure. Donald H. McGannon, president of Westinghouse Broadcasting Co., who had supported the measure in the past, submitted a statement favoring passage of the bill.

In addition, the FCC also supported the measure. Commissioners Frederick W. Ford and Rosel H. Hyde both said etv needs financial assistance. Commissioner Ford, who testified shortly after stepping down as FCC chairman (see story page 74), also said that the cause of etv would be furthered if more uhf sets were in use. And he said the commission will shortly resubmit legislation to achieve this end.

The proposed bill would virtually compel manufacturers to build all-channel receivers by banning in interstate commerce those sets unable to receive both uhf and vhf signals. This measure has been presented to past Congresses, but has never gotten out of committee. Commissioner Ford said that if the bill is approved, it would promote the use of more uhf channels, educational as well as commercial.

In his testimony, Mr. Aubrey said that television is a valuable tool in education but that lack of funds has limited its use. The financial aid provided for in the Magnon bill, he added, "will act as a trigger for the investment of non-public funds," in educational television. He said that once a station is on the air, it finds it easier to get the support it needs for continued operations.

CBS Subsidy: Mr. Aubrey also announced CBS Television is providing an aid-to-etv program of its own. He said, as a starter, the network and its Pittsburgh affiliate KDKA-TV are sending a director-producer team this week to WQED (TV) and WQEX (TV), Pittsburgh's two etv stations. The commercial tv men are to make their "know-how" available to the local etv outlets.

Mr. Burns saw almost unlimited possibilities in the aid-to-etv bill. The "seed money" it would provide, he said, could lead to the establishment of a nationwide educational television system. Such a system, he added, could bring a college degree within the reach of every American, raise teachers' pay and help combat the teacher shortage.

His reference to a nationwide etv network echoed an earlier comment by Sen. Magnuson. "Someday, we'll have a fourth network of educational television if we get this thing going," he said. And he predicted such a network would have an important effect on improving the commercial tv networks.

Commissioner Hyde agreed. "I am optimistic enough about the possibilities of educational tv to believe that it can even educate the people to demand of commercial television something better than a surfeit of cowboys, private eyes and give-aways," he said.

An example of the use to which etv can be put was given by John Schwarzwalder, manager of KTCA-TV, an educational station in Minneapolis-St. Paul. He said that 30,000 fourth grade children in 1,000 different classes were being taught Spanish by "a master teacher" at a cost of one cent per pupil. Previously, he said, only 59 fourth graders were studying any foreign language.

Evidence of bi-partisan support for etv was supplied by William Harley, president of the National Assn. of Educational Broadcasters. He read into the record letters received by his association last fall from President Kennedy and former Vice President Nixon, both of which favored the idea of fed-
VIEWMANSHIP

WMAR-TV delivers the big difference

VIEWMANSHIP — the indefinable ingredient in WMAR-TV programming that means acceptance in the public eye.
QUALITY! ... We’ve got it!
—And Size, Too!

Once again more homes in aggregate total per quarter-hour view WMAR-TV than any other Baltimore station (Jan. '61 Nielsen, Jan. '61 ARB).

In Maryland Most People Watch
WMAR-TV

Sunpapers
Television
Baltimore 3, Md.
CHANNEL 2

Represented Nationally by
THE KATZ AGENCY, INC.
eral aid in this area.

Lausche Not Sure = However, hearing wasn't all one-sided. Sen. Frank J. Lausche (D-Ohio) sounded the discordant note, declaring, "I think the medium is wonderful, but I think it's an erroneous conclusion that the only way it can be utilized is with federal financing." He said state and local governments should "take the lead and not come constantly to the federal government."

Sen. John O. Pastore (D-R.I.) rose to this challenge. He said the federal government has been forced to undertake various projects for local communities which simply lacked the necessary funds. "And I'd hate to see the day," he added, "when a man has a lot of gold hoarded and his children are illiterate . . . And I'd even go for a $4 billion deficit in gold if it would help us beat the Russians in education."

While most of the witnesses were talking of educational stations which would cost several hundred thousand dollars to build, one witness said etv could be provided at bargain rates.

In a statement entered into the record, Mort Zimmerman, president of Electron Corp., of Dallas, Tex., said his company had developed techniques for putting an etv station on the air for $50,000. He said he had already done this in the case of KRET-TV on ch. 23 in Richardson, Tex.

Other witnesses appearing at the hearing or entering statements were

IN THE HILL HOPPER

Here, in capsule form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 4502. Rep. Victor L. Anfuso (D-N.Y.)—would amend the Communications Act to prohibit radio or tv stations from consistently portraying any religious group, race or nationality in a degrading or criminal manner. Commerce Committee.

HR 4231. Rep. Clarence Brown (R-Ohio)—would require the licensing of networks and bring them under FCC regulation and control.

HR 4232. Rep. Clarence Brown (R-Ohio)—would prohibit the broadcasting of edited interview or discussion programs without the consent, to the editing changes, of the persons participating in the interview or discussion.

Sens. John Sherman Cooper (R-Ky.) and Lee Metcalfe, (D-Mont.), who also co-sponsored S205; Erling Jorgenson, director, Montana Educational Project, Montana State Univ.; Dr. Charles H. Boehm, superintendent of public instruction for Pennsylvania; Mrs. Robert Horning, president, Greater Cleveland TV Education Assn.; Loren Stone, manager, KCTS-TV, Seattle, Wash.; Mrs. Edmund D. Campbell, Greater Washington Educational TV Assn.; Dr. Bernard Everett, assistant superintendent of schools, Boston, Mass., and John F. White, president of the National Educational TV & Radio Center.

KFRE-TV dual start called 'coincidence'

Triangle Publications Inc. told the FCC last week it was just "sheer coincidence" that its KFRE-TV Fresno, Calif., began dual operation on chs. 12 and 30 the same week two rating services began surveys of the Fresno market. Replying to a protest by ch. 47 KJEO (TV) Fresno (AT DEADLINE, Feb. 20), Triangle said the complainant "deliberately chooses to ignore" this.

Both KJEO and ch. 24 KMJ-TV Fresno objected to the commission's grant of dual operating authority to KFRE-TV until April 13. The move was made as part of the commission's plans to make Fresno an all-uhf market by deleting ch. 12.

Triangle said it voluntarily abandoned legal rights by which it could have prolonged the uhf-uhf status quo in Fresno for several years; that it has cooperated
This man has a complete radio station in his brief case. He has microphones and consoles, towers and transmitters: the wide array of equipment it takes to put a radio station on the air—even a building. This man is a Collins broadcast sales engineer.
with the commission at every turn, ex-
pending considerable time, energy and
expense to inaugurate KFRE-TV's op-
eration on ch. 30 as quickly as possible.
“What more can be asked of a licen-
sor?”

KFRE-TV originally planned to be
gin dual operations Jan. 6—was de-
layed when it failed to receive the uhf
antenna from the manufacturer—and
KJEO knew this, Triangle said. “Yet,
now petitioner would have this com-
mission believe that the dual operation
of KFRE-TV... during the survey
periods is part of a clever, diabolical
scheme to dominate those surveys,”
Triangle stated. “The fallacy, if not
the absurdity of petitioner’s argument,
is manifest.”

Triangle maintained the public in-
terest requires temporary operation on
both channels so citizens in outlying
areas will not be deprived of the KFRE-
TV signal. For example, Triangle said,
the community of Woodlake, 40 miles
from Fresno, now receives ch. 12 but
can’t pick up ch. 30. A uhf translator
has been ordered to provide Woodlake
with ch. 30, Triangle added.

Authority for dual operation, issued
Feb. 8 by the FCC, was “proper and
in full compliance with all pertinent
legal requirements,” Triangle said. Its
request for dual operation actually was

Space law meeting?
A proposal that the Inter-American
Bar Assn. hold a special
meeting on space law as it may
apply to transportation and com-
munications is being considered
by officials of the western hemi-
sphere law group. The suggestion
was made by the committee on
transportation and communica-
tions law during the regular bi-
ennial IABA conference in Bo-
gota, Columbia, Jan. 27-Feb. 3.
This committee was chairmaned
by William A. Roberts, Washing-
ton transportation and communi-
cations attorney. The next me-
ing of the IABA is scheduled to
be held in Panama in 1963.

an application for license under Sec.
319(c) and therefore was exempt from
that part of the Communications Act
requiring public disclosure, Triangle
stated.

Appeals court to hear
ch. 10 case on merits

The Miami ch. 10 ex parte case goes
to court on the merits March 22.
The arguments will be heard by the
same three-judge panel which has sat
on the case since its beginning: Circuit
Judges E. Barrett Prettyman, John A.
Danaher and George T. Washington.

At issue is the FCC’s July 1960 order
revoking the 1957 grant of ch. 10 in
the Florida city to National Airlines
and reassigning it to L. B. Wilson Inc.
Wilson was the only one of the four
original applicants not found to have
engaged in some form of off-the-record
maneuvering.

National Airlines claims its grant
cannot be revoked without a revoca-
tion hearing before the FCC. North
Dade Television Inc., a third applicant,
maintains the FCC erred in tarring it
with the ex parte brush. The fourth
applicant, WKAT Miami, has with-
drawn from the litigation.

The Miami ch. 10 case is the first of
many involving charges of behind-
the-scenes pressures. The court’s ruling
in this case will be considered a bell-
weather for the others, which include:
Miami ch. 7, Boston ch. 5, Orlando ch.
9, Jacksonville ch. 12, St. Louis ch. 2
and St. Louis ch. 12.

Like the Miami ch. 10 case, the Bos-
ton ch. 5 case is back in court; the
Miami ch. 7 case is to be argued before
the FCC en banc March 10; the Or-
lando and Jacksonville cases have been
designated for hearings; the FCC propo-
sal to reconsider the St. Louis ch. 2
case is subject to court approval, and
the St. Louis ch. 12 case is under in-
vestigation.
The first prize was a Duroc gilt

(\textit{not to be confused with our Gold Pork Chop award})

\textbf{Swine}, no cuss word in Eastern Iowa, can be beautiful, if you know where to look. Stuffed with corn, symbolically wearing an apple presaging future feasts, a hog, considered moola-wise, is money on the hoof, or bankable bacon.

Porcine aesthetics are understood in Iowa, producer of some 22\% of the nation's hog income. For five years now, WMT-TV's annual Swine Judging Contest has stimulated lively interest (649 entries this year). It's no place for Revlon, but sponsors like Wilson and Company, and the J. I. Case farm implement dealers, find it better than an Atlantic City beauty contest.

Should any New York City television stations want our secret, here's the oink-tested formula: Truck twelve hogs to your studios. Rev up the videotape and shoot the porkers front, side and back. Interview them, being careful to avoid conversational gambits that lead to discussion of future plans, and football. Safe subjects are diet, farm size, and number of tractors in the family. Store the tapes for subsequent use, after the oinks are cleared away, as segments on your weekday noontime farm show. Encourage would-be contestants to write for judging blanks. Play back the taped segments in a specified week. Ask the contestants to place, grade and estimate back-fat thickness of each hog, four hogs to a class. Let your farm staff tabulate the entries and pick the winner.

This year (the third year in a row) a lady won first prize. We suspect the reason for such distaff accuracy is training acquired from years of keeping an eye on the butcher.

Well, that's about the story, except for the admonition in the sub-head. Each spring, the WMT Stations also present a Gold Pork Chop plaque (made from a cast of a frozen chop from the champion carcass) to the winner of the Iowa State Spring Market Hog Show \textit{Quality Pork Contest}. How'd you like to have one of those over your mantel?

WMT-TV • CBS Television for Eastern Iowa Cedar Rapids—Waterloo
National Representatives, The Katz Agency Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.
HARRIS’ NEW SUBCOMMITTEE
Regulatory agencies group with $195,000 budget announced, with Rep. Harris as probable chairman

Chairman Oren Harris (D-Ark.) of the House Commerce Committee last week made it official: The Legislative Oversight Subcommittee, which dug deeply into the affairs of the FCC and other regulatory agencies for 3½ years before going out of business on Jan. 3, will have a successor—a permanent Subcommittee on Regulatory Agencies.

Not yet official at week’s end but expected momentarily was the announcement that Rep. Harris will chair the new subcommittee, as he did the old oversight unit. He is also expected to announce that, to take on the new assignment, he will give up his chairmanship of the Communications Subcommittee.

It is believed he will be replaced in this position by Rep. Morgan Moulder (D-Mo.), the next-ranking committee Democrat without a subcommittee chairmanship. Rep. Moulder was the controversial first chairman of the oversight subcommittee. After several months in that position, he was forced to resign by Rep. Harris for, among other gaffes, leaking to a St. Louis newspaper secret subcommittee documents concerning a prominent Republican.

The Harris announcement, which had been anticipated ever since Oversight expired, was made following House approval on Tuesday (Feb. 28) of the full Commerce Committee’s request for $435,000 to finance its activities. Of this sum, $195,000 is earmarked for the new subcommittee.

Who’s On It? - The membership of the new unit will be announced shortly, along with other subcommittee assignments. Rep. Harris and Rep. John B. Bennett (R-Mich.), the Commerce Committee’s ranking minority member, began conferring on assignments late last week.

In making his announcement, Rep. Harris said the subcommittee’s purpose will be to examine “the adequacy of the laws and their administration by the agencies whose activities are subject to the jurisdiction of the committee.”

And, while he did not mention James M. Landis, the newly appointed White House overseer of regulatory agencies, the Commerce Committee chairman emphasized that he was not about to surrender any of his committee’s jurisdiction.

“I have no intention of abandoning or neglecting the responsibility of the committee,” he said. “Our committee is familiar with the problems and has the facilities to deal with them. The major regulatory agencies whose activities are under the jurisdiction of our committee are ‘independent’ agencies. They are an arm of Congress and, therefore, primarily subject to the legislative oversight of our committee.”

Close the Gap - The chairman stressed that the subcommittee will look into the adequacy of both substantive and procedural law. “The time has come to close the regulatory gap between promise and performance,” he said. “Deficiencies in the substantive or procedural law responsible for this gap must be corrected by legislative or administrative action.”

Turning to one question the new subcommittee can be expected to look into, he said, “There is no reason why false and misleading advertising should remain in a gray area, uncorrected by regulation.” “Gray area” is a term some agencies have used to describe situations in which they were uncertain of their power or authority.

Rep. Harris also said he was “gratified by the recent actions of several agencies” to improve and speed up their operations. He wasn’t specific, but it was believed he was thinking primarily of the ICC, which has introduced a number of new procedures to expedite its work.

Despite these “encouraging signs,” further action is needed, he said. “We should concentrate on developing concrete legislative proposals and administrative measures to eliminate bottlenecks and make certain that the laws keep pace with changing needs.”

“The American people,” he said at another point, “are entitled to speedy and inexpensive processing of matters before administrative commissions.”

Pope brothers plead guilty

Fortune Pope and Anthony Pope, co-owners of WHOM New York and WDOT Burlington, Vt., pleaded guilty last week in U. S. District Court in New York to five counts of an indictment charging them with violation of Securities & Exchange Commission regulations. The indictment covered charges of diverting more than $375,000 from Colonial Sand & Stone Co., New York, of which the Pope brothers are substantial stockholders and chief executive officers, for their “personal benefit and enrichment.” They face up to 20 years in prison. Sentencing was set for March 31.
THAT WCKY SURE SEWS UP CINCINNATI!

Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: "... in the Cincinnati market, WCKY is our best sales tool ... never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up; if WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood.

What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY! 50,000 WATTS - CINCINNATI
King warns against program surveillance

...AND ADDS SOME SALTY VIEWS ON FCC'S WORK AS HE LEAVES IT

There is nothing the FCC or any government agency can or should do about the quality and content of programming. As long as the public and Congress expect the commission to do something to improve programming, however, the agency will continue to try "...but mostly it will be just spinning its wheels."

This is the opinion of Charles H. King, Detroit Law College dean who left the commission membership last Thursday (March 2) upon the swearing-in of the new chairman, Newton N. Minow. Commissioner King had served on the agency since last July under a recess appointment from President Eisenhower.

Although his tenure in Washington was brief, Commissioner King won a reputation as a critic of a bureaucratic government, delay and the drain on a commissioner's time by inconsequential matters.

During his last week in office, several questions were put to Commissioner King on the current problems and activities of radio-tv and the FCC. Here are his replies:

Q. What do you think is the FCC's responsibility in programming, if any?
A. Here I think the FCC is getting itself into an impossible situation. Many say programming quality is poor. My opinion is that there is nothing the FCC can do about it. The FCC cannot tell a broadcaster what he can or cannot put on the air. All it can do is review the station's performance.

But, how is the FCC going to determine the quality has been good or bad? Nobody is going to listen to a three-year tape recording of programs by the 1,600 stations up for renewal each year. All they can look to is some sort of a triennial report form. In the present forms, the programming information relates not to quality, but to quantity. I don't know how any form can be devised which will adequately measure that factor.

This is why I can't get too excited over all the talk that a station's performance should be rigorously checked against its promises.

The commission is proposing a change in the programming section of the application and renewal form. Unless I badly miss my guess, these statements will boil down pretty much to how much of this and how 'much of that.'

In a recent issue of Broadcasting [Feb. 20], I saw a statement by someone on Capitol Hill that the FCC's function is to keep stations in a continued state of tension and forestall a feeling of self-satisfaction. That isn't regulation—it's harassment.

Taste and quality in programming can't be measured by fixed rules; they differ, from person to person.

Q. Do you think the FCC's activity in respect to programming will lessen at any time in the near future?
A. No. Look at Mr. Minow's confirmation hearing in the Senate. Practically the only thing the senators seemed to be interested in was the quality of television programming. I never appeared before them. But my friends back in Detroit wanted to know what I was going to do about television.

As long as the public and the Congress expect the FCC somehow to improve the quality of television, my guess is that the FCC will continue somehow to try. But mostly it will be just spinning its wheels.

Q. In the final analysis, what do you think will improve the quality of television?
A. That's easy—public opinion. Broadcasters are under a duty to serve the public interest, but they first have to stay in business by making a profit. It is inevitable that what most of the people want is what they are going to get.

A lot of people don't like this, and feel that television should be on a much higher plane. But their position would be much sounder if they explained who was going to pay for it.

Television suffers from a handicap. Nobody expects everything in a newspaper or magazine to be extra good or to be interesting to everybody. But what you don't like in a magazine you can skip. On television, that can't be done. The critics of television apparently feel they shouldn't have to turn the set off—that whenever they turn it on, they are entitled to watch something they like.

If the magazine concept was applied to television, the quality might go up.

There is one drawback to the magazine concept—that old 'debbil' money. If advertisers were denied control of the shows they sponsor, so they would lose their identity with a particular program, they might not be willing to pay so much toward the support of free television.

Q. Would your advice to the New Frontier in respect to programming be to walk softly?
A. Yes, and to carry a big stick—but be careful how you use it. When a real abuse turns up, swing it hard, but don't regulate just for the sake of regulating.

Q. Can the quantity of commercial content be limited?
A. I don't know. After all, broadcasting is private enterprise and not a public utility, although it is frequently referred to as such.

The broadcaster must fight his own economic and competitive battles. So maybe it would be illegal to limit the quantity of commercialism.

Q. How about the "lifted eyebrow" technique of regulation?
A. I'm against that and have so voted a couple of times. When without any advance notice, the commission picks on a particular station for running more commercials than the commissioners personally think he should. It may work, by scaring other stations but it certainly is out of step with American justice and fair play.

Q. Do you advocate direct regulation of the networks by the FCC?
A. I think, at least to the extent that the commission can presently regulate the networks by indirectness, it should be able to do so directly. In other words, I think the business aspects of a network should be subject to regulation by the FCC. Programming is something else.

Q. What do you think of the future of pay tv?
A. I don't think it will work. The pay TV people claim that they will deliver a better product than is presently available on free television. How does pay TV expect to get more people to pay to watch than will watch for free?

Of course, if pay TV doesn't expect to be a mass media but to cater to an elite audience, then the lack of a large audience would be immaterial. But if it succeeds, I should think the inevitable tendency would be to cater to the many rather than the few.

Moreover, there is a question in my mind concerning where pay TV is going to get this better quality programming they talk about.

Q. If pay TV is successful, do you think it will put an end to our present free system?
A. I should think so. It would be bound to siphon off the most attractive programs now on free television. When that happens, advertising support of free television is bound to drop and probably dry up altogether eventually.

Q. On that basis, do you think pay TV should be permitted?
A. Yes. Stopping it without a trial would be the same as if we had prohibited the manufacture of automobiles because it might put horses out of business.
Q. How do you feel about Section 315 and the current plea of industry to have it repealed outright?
A. Ultimately, I think the entire section should be repealed, but I suspect this will have to come about step by step. In the last presidential campaign, certainly no criticism could be leveled against the broadcasters. I doubt that there would be any if you included state governors and perhaps U.S. senators. But I do think that Congress will immediately leave it completely up to the broadcasters. Sooner or later, I think it will come and that at least on an experimental basis, we will trust the broadcasting industry to do what is right.

Q. Do you subscribe to the often-heard criticism that the commissioners are susceptible to domination by the industry they regulate?
A. I have seen references to myself as not having been tough enough. Admittedly, I have been on the side of the broadcasters on several controversial issues. It was because I thought the public interest required me to vote the way I did and I wasn't going to change just because the broadcasting industry happened to be on the same side. They are not all angels, but neither are they a bunch of crooks.

Incidentally, I think the biggest problem the commissioner has is determining what is this so-called "public interest." What constitutes the public interest is left pretty much up to the conscience of the individual commissioners which certainly makes for a practicing lawyer's paradise. Anything can happen, depending upon how tough a majority of the commission happen to feel on any particular day. That's an overstatement but there's some truth in it.

Q. Have you exposed to any of the ex parte pressures we have heard so much about in the past?
A. No. I expected pressures, of course, but I've had them before. Actually, there haven't been any.

Q. One of the points in the Landis Report was that the commissioners are overwhelmed with detail and don't have enough time to consider the broader aspect of policy. Do you have any comment on that?
A. Yes. There isn't any question that Dean Landis is right. A good deal of my time has been spent on matters that really weren't important enough to warrant taking up the time. The obvious answer is that more authority in routine matters should be delegated to the staff. The other commissioners are as conscious of it as I am and, long before the Landis Report, Chairman Ford appointed a task force to investigate the whole matter.

Q. Would you recommend a separate tribunal to handle adjudicatory cases, taking them away from the commission altogether?
A. No. I think the commission can handle both the regulatory and adjudicatory aspects. It can do a better job on both if it handled only the regulation.

Q. The Landis Report says that the Commission has drifted, vacillated and stalled in almost every major area. Do you agree?
A. Definitely not. Take two of the areas which I assume Dean Landis was talking about when he made that statement—the clear channel proceeding and the vhf-uhf problem.

Nobody has been able to figure out how to break the clear channels down without jeopardizing the only nighttime radio service available to about 25 million people. So the commission hasn't taken any action. But this isn't stalling; this is simply preserving the status quo until some better answer can be found. As to the vhf-uhf matter, the commission has proposed to Congress that it require all new television sets to be equipped for all channels. I'll bet Congress doesn't do it. The problem isn't going to be solved by critics who do nothing more constructive than say—

Don't just stand there, do something! Somewhat facetiously, I might add that if the quality of television is as poor as so many people say it is, why do we want more?

An appellate court has only two alternatives: affirm or reverse. The commission on the other hand, must develop alternatives, including the maintenance of the status quo. Choosing the latter until a definitely superior alternative presents itself is not vacillating. It is cautious good sense.

Q. Any last words?
Yes. I think television is a lot better than it's given credit for. I see a lot of wonderful things. Maybe I see a lot that's not so wonderful, too, but if it was all high class, I guess we'd get bored even with that—sooner or later.

The industry has grown from nothing to a tremendous giant in less than 15 years. It's a lot better now than it used to be; I suspect it will get even better in the future, if the government gives it a chance. Free enterprise has produced for the American people the highest standard of living in the history of the world. I don't want it shackled or destroyed.
COURT UPHOLDS FCC

Says order putting networks out of rep business is legal

The FCC's 1959 order to put the television networks out of the national spot representation business (Broadcasting, Oct. 12, 1959) was upheld last week by a three-judge panel of the U. S. Court of Appeals in Washington.

The court thus denied appeals by NBC and four affiliated tv station owners against the FCC rulemaking order. Station Representatives Assn., which long has opposed the networks' competition in the national spot sales field, sided with the FCC as an intervenor in the case. Two networks (CBS and NBC) have until next Dec. 31 to terminate their contracts with several tv affiliates under the FCC order. ABC-TV does not represent affiliates for national spot.

The court denied the validity of three reasons given by NBC and the four affiliates for reversing the FCC: (1) that the FCC has no statutory authority to issue such an order; (2) that the order is an unreasonable exercise of FCC rulemaking authority; (3) that the FCC is not justified in requiring "divestment" of existing contractual rights.

Legality = The established legality of the FCC's right to issue its chain broadcasting regulations of several years ago is adequate to cover the present order, the court said, and it can find no error in the FCC's conclusion that the networks' dual role in representing affiliates for sales of both non-network time and network time enables them to restrain competition between network and national spot tv in a way which can restrict the affiliate's freedom and independence of action.

The court said it need not consider whether a mere "potential" evil is involved, "for it is settled that practices which present realistic dangers of competitive restraint are a proper consideration" for the FCC.

The FCC, the court said, considered and rejected alternatives, suggested by NBC and the four affiliates, on the ground they would require too much supervision, too regularly; that the hardships of divestiture are outweighed by the public interest in the FCC's remedial rulemaking.

Appealing with NBC were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis and WRGB (TV) Schenectady.

Concurring in the opinion written by Judge David L. Bazelon were Judge George T. Washington, a member of the court, and Orie L. Phillips, senior U. S. judge for the Tenth Circuit.

NO ONE ELSE CAN MAKE THAT STATEMENT!

...JUST US!

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

of all the TV stations in the Pacific Northwest, only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

KNTV

CHANNEL 11

CBS for Seattle, Tacoma and Puget Soundarea

Studies in Seattle and Tacoma

NASA, FCC reach accord on space

A "memorandum of understanding" between the National Aeronautics & Space Administration and the FCC, designed to coordinate their respective responsibilities in civil space communications, was released last week.

The joint NASA-FCC announcement was made following lengthy discussion between the two agencies (Closed Circuit, Feb. 27). Among others, they agreed upon the following policy guidelines: (1) the earliest practicable realization of a commercially operable communications satellite system is a national objective; (2) this can be accomplished through joint action by government and private enterprise; (3) private enterprise should be encouraged to undertake development and utilization of satellite communications systems.

NASA and FCC also promised to work for international cooperation in the field and to use existing inter-agency organizations to coordinate assignment of frequencies necessary to support research and development.

NAB seeks court permit for rehearing film case

NAB asked the U. S. Supreme Court last week for permission to join a rehearing petition by Times Film Corp. in the court's ruling which upholds pre-screening of motion pictures to be shown in Chicago theatres. Under the terms of the decision (Broadcasting, Jan. 30), all media face problems of censorship.

NAB proposed to argue that such a censorship method would be difficult to limit to films. The trade association also contended it might lead to violations of the basic fundamental right of freedom of speech under the First Amendment to the Constitution.

"While the majority of the court would limit the effect of the decision to motion pictures," NAB said, "no justification is made for treating movies differently than other vehicles used for the dissemination of ideas and information."

NAB contended the sole question "is not whether there exists an inherent right to show all motion pictures at least once, no matter how obscene or inflammatory their content might be, but whether any city may require all motion picture exhibitors to submit all films for licensing and censorship prior to public exhibition. Unless a reasonable basis can be found for distinguishing movies from other media, equal protection of laws would seem to give validity to like censorship schemes for..."
YOU MAY NEVER SEE A 2-TON TURTLE*

BUT... You'll See BIG Things Happen
In Kalamazoo - Grand Rapids When WKZO-TV Carries Your Message!

WKZO-TV is, and has always been, the biggest thing in television in Kalamazoo-Grand Rapids and Greater Western Michigan.

NSI (see left) proves that no other station reaches as many homes in this area as frequently as WKZO-TV! But the size and growth record of the market makes WKZO-TV's position even more important. For example, between now and 1965 Kalamazoo alone is predicted to grow faster, in terms of personal income and retail sales, than any other U.S. city (source: Sales Management Survey—July 10, 1960).

Put the solid push behind your product that only WKZO-TV can give in Kalamazoo-Grand Rapids. And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-RAPID CITY
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRaverse CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

*BIIeir leatherback turtles have weighed up to 1,002 lbs. and grown to 9 feet in length.
The changing of the guard at the FCC

The New Frontier officially took command of the FCC last Thursday (March 8) when Newton N. Minow of Chicago was sworn in as a member and chairman. The ceremony, held in the 160-seat commission meeting room, was attended by an estimated crowd of 350 with every available standing space filled. It was described by veteran FCC information chief George Gillingham as the largest audience ever to witness a swearing-in ceremony.

Mr. Minow, 35-years-old, is the second youngest man ever to serve both on the commission and as its chairman. He has been confirmed by the Senate for a term ending June 30 and a subsequent full seven-year term running until June 30, 1968.

Charles H. King of Detroit (see story, page 70) left the commission to make room for Mr. Minow. Mr. King had been serving since July under a recess appointment. Mr. Minow succeeded Frederick W. Ford as chairman with the latter remaining as a member of the agency.

Supreme Court Justice William O. Douglas swore Chairman Minow in. Justice Douglas said that his outstanding abilities were well known to the high tribunal from Chairman Minow’s service in 1951 as clerk to then Chief Justice Fred M. Vinson.

Chairman Minow went to work immediately after taking the oath to prepare himself for three oral arguments before the commission en banc Friday, at which he presided as FCC chairman for the first time.

Immediately after being sworn in as chairman of the FCC, Newton N. Minow (r above) receives the congratulations of (l to r) Rep. Peter Mack (D-III.), Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Supreme Court Justice William O. Douglas, who administered the oath to Chairman Minow. Almost immediately, also, the FCC chairman made a date to meet with the Commerce Committee chairman in the immediate future to discuss broadcasting problems of mutual interest.

On the right, Chairman Minow whispers to his wife, Mrs. Josephine Minow, while waiting to receive congratulations from others in the record audience.

newspapers, books, magazines, radio and television.”

The widespread concern caused by the Supreme Court’s decision was evident also in the number of *amicus curiae* filings on the motion for rehearing. In addition to the NAB document, similar pleadings were submitted by: Book Publishers Council of America, *Playboy Magazine*, Motion Picture Assn. of America, Authors League of America, American Society of Magazine Photographers and the Society of Magazine Writers.

The FCC last week...

- Granted an extension of time for comments on a new proposal on payoffs, drop-outs and mergers (Broadcasting, Feb. 27). Comments due originally Feb. 20 will be accepted until March 12; replies deadline is moved from March 7 to March 28. The extension was requested by the Federal Communications Bar Assn., which stated it had been electing new officers at the time comments were originally due.
- Amended its rules to exempt TV translator stations from certain of its requirements dealing with published notice of amendment of existing facilities or applications for new ones. A new subsection was added to FCC rules to apply to low-powered translators, relaxing requirements on the number of times published notification must appear. In any case, if no publication of general circulation is available in the area applied for, the applicant can post notice in the local post office or other public place, the rules say.
- Extended indefinitely the effective date of rules requiring TV stations to have type-approved frequency and modulation monitors. at the station whenever the transmitter is in operation. The deadline for compliance had been extended several times in the past with last week’s action cancelling a Feb. 28 deadline. The commission noted that rulemaking now is underway which would eliminate the requirement for type-approved monitors with comments due March 23.
- Received a petition from National Telefilm Assoc. asking that its application for a new TV station on ch. 12 in Wilmington, Del., be dismissed. NTA said that it had decided to sell is broadcast properties (WNTA-AM-FM-TV New York) and to concentrate on the development and distribution of TV programs. Other applicants for ch. 12 include Rollins Broadcasting Co., educational WHYY Inc., Metropolitan Broadcasting Co. and Wilmington TV Inc. A prehearing conference has been scheduled for Wednesday (March 8).
they like talk in Detroit (and fine music, too)

We were sure of it all along—and now Nielsen confirms it! WWJ’s four-hour week night block of good talk and fine music attracts more listeners than any other programming in the time period.*

**HOUR OF INFORMATION**

6:00 ......................... WWJ News—Dick Westerkamp  
6:15 ............................ Sports—Budd Lynch  
6:25 ............................ Our Changing World—Earl Nightingale  
6:30 ............................ Business News—Britton Temby  
6:40 ............................ Weather—Sonny Eliot  
6:45 ............................ Three Star Extra—Ray Henle

**PHONE—OPINION**

7:05 ......................... Following NBC News on the Hour, Bob Maxwell presides over WWJ’s open forum of the air, literally the talk of the town.

**FAYE ELIZABETH**

8:30 ......................... Detroit’s First Lady of Fine Music provides the finishing touch with a feast of melodic masterpieces.

Here’s the programming, the audience, the station that spell exceptional sales opportunities. Call your PGW Colonel or your WWJ-Radio local sales representative for availabilities.

*Source: Nielsen Station Index, Detroit, November-December 1960
RADIO-TV'S CAMPAIGN BEHAVIOR

FCC final report indicates broadcasters toed the line

The FCC last week issued its report on the effects of last year's temporary suspension of the equal-time provision of the Communications Act.

For the most part an elaboration of the preliminary statement it gave the Senate Communications Subcommittee last month (Broadcasting, Feb. 6), the report indicated that broadcasters behaved responsibly with the freedom given them to cover the presidential and vice presidential campaigns.

However, it did offer two suggestions in the event Congress decides to make the temporary suspension permanent. It said new legislation should provide for the eventuality that a presidential or vice presidential candidate might also be running for another office at the same time.

The Johnson Case The report noted that the then Sen. Lyndon Johnson, while a candidate for vice president, was also seeking reelection to the Senate. As a result, after he had appeared on a number of network programs, his Republican opponent in the Senate race requested "equal opportunities" of the Texas stations on which Sen. Johnson had appeared. This issue was never resolved, the commission said.

The second suggestion calls for a clearer definition of word "nominees." Since the resolution suspending the equal-time provision refers to "nominees" for president and vice president, the commission noted, "it can be argued that the appearance of an independent candidate or one who is not nominated at a convention ... does not come within the provisions of the resolution."

The report was based on replies to questionnaires sent to the networks and some 5,000 stations requesting information on political broadcasts during the presidential and vice presidential campaigns.

While the report satisfies the congressional request incorporated in the resolution suspending the equal-time provision, the FCC said there would be more to come.

It said it is working on a state-by-state breakdown of activities of am, fm, and tv stations in political broadcasting (sustained and paid). The study includes the appearances of candidates for five offices selected for study—president, vice president, senator, representative and governor. This report is expected early next month, according to the FCC.

WJPB-TV transfer hit by Broadcast Bureau

The FCC's Broadcast Bureau last week took a strong stand against a hearing examiner's decision affirming the transfer of 50% of WJPB-TV Weston, W. Va. (Broadcasting, Dec. 19, 1960). The bureau argued that there had been an unauthorized transfer and that J. P. Besshim, 100% owner of WJPB-TV, and Thomas P. Johnson, who purchased 45%, were guilty of deliberate concealment of facts to the commission.

Mr. Beacom received the Weston ch. 5 grant Nov. 4, 1959, following a stock option agreement between his WJPB-TV Inc. and a competing applicant, Telecasting Inc. (dark ch. 22 WENS-TV [TV] Pittsburgh). In return for the withdrawal of Telecasting, WJPB-TV granted a three year option in May 1959 for Telecasting to purchase 50% of the remaining applicant. Two weeks after the grant, Mr. Johnson, majority owner of Telecasting, contracted to purchase 45% of the Weston station and George W. Eby, another Telecasting stockholder, 5%. Mr. Beacom retained 50%.

An application effecting these changes was filed in January 1960 and it was granted without hearing Feb. 17, 1960. WBOY-TV Clarksburg, W. Va., pro-tested and the approval was postponed and set for hearing last April.

The Broadcast Bureau, in filing exceptions to the December decision affirming the Beacom-Johnson-Eby transaction, said that "affirmative acts on the part of Johnson reveal at least de facto working negative control of WJPB-TV... and also that he assumed control of Telecasting without approval.

On or before Nov. 15, 1958, the bureau said, Mr. Johnson's interest in Telecasting had increased from 27.3% to 52.5% and on Nov. 28 the same year to 60% with his accession to the commission until 16 months later—after the WJPB-TV transaction had been approved. Also, the bureau charged, Mr. Johnson became board chairman and treasurer of WJPB-TV on Nov. 30, 1959, loaned the station some $125,000 and assumed control without FCC approval. This control was exercised, among other ways, by requiring Mr. Johnson's signature on WJPB-TV checks, it was asserted.

The Bureau charged that Mr. John-son is "... guilty of deliberate pro-castination" and that if "... self-serving statements of the interested par-ties as to what they thought or believed Johnson's position was in the permit-tee [are] given the weight they deserve ... the conclusion is inescapable that Beacom and Johnson were guilty of an unauthorized transfer of control and that misrepresentations were made to the commission."

Mr. Beacom was accused by the bureau of "deliberate concealment of facts to this commission" in a Dec. 2, 1959, WJPB-TV ownership report which listed him as 100% owner and which did not reveal loans received from Mr. Johnson.

SEC charges Guild Films failed to show true facts

Another nail was driven into the coffin of Guild Films last week by the Securities & Exchange Commission. The tv film company, recently declared bankrupt by a New York judge (Broadcasting, Jan. 9), was cited for stop-order proceedings on a registration statement for 17,664,891 shares of common stock filed last May.

The commission charged that Guild had failed to disclose in bankruptcy proceedings; that it gave conditions of a stock exchange for various corpora-tions constituting the Vic Teney Gyms-nium system which had been voided at the time and that the company's financial statements "were not certified, as required, and ... were not pre pared in accordance with generally ac-cepted principles and practices."

Daniel Glass is serving as trustee of the defunct company. The SEC does not expect its stop order to be con-test, a spokesman said.
Salinger sets rules for news conferences

White House News Secretary Pierre Salinger last week indicated consideration had been given to stationing watchers in the TV network rooms where Wednesday's presidential news conference was taped. The purpose would have been to guard against premature use of any information.

He said spokesmen for some other media had expressed fear that the networks might make unauthorized use of their tapes or that an employee might get a tip with which he could make a stock market "killing" before the conference ended.

Mr. Salinger, however, said he was willing to trust the networks to abide by the ground rules laid down in advance of the conference.

These prohibited live radio or TV coverage. But they permitted the networks to tape the conference in New York headquarters for use at its conclusion. In addition, newspaper and wire service reporters were not allowed to file stories before the end of the conference.

Mr. Salinger said these rules might be changed in the future but that they would be permanent for presidential news conferences not carried live.

While he said he trusted the networks, Mr. Salinger added that he would confer with network representatives about the possibility of installing taping equipment in the State Dept. building where the news conferences are held.

Stations criticize NBC's JFK conference edicts

Five New York radio stations (all independents) criticized NBC Radio last week for alleged "arbitrary handling" of the pooled coverage of President Kennedy's Wednesday (March 1) morning news conference. NBC, the pool representative for radio, told the independents they would be provided with tapes of the conference on condition they give NBC on-the-air credit, refrain from using tapes until after NBC had begun its conference broadcast, and discontinue editing or airing excerpts.

News editors from WNYC, WMGM, WINS, WMCA and WNEW, all independents, met last week and appeared ready to lodge an official protest with both the network and the White House. They labelled NBC's actions as "unprecedented" and "unwarranted." Later NBC suspended the no-editing, no-excerpts ban but declined to offer a similar guarantee for the future.

According to an NBC spokesman, "new ground rules" imposed by the White House last week were mainly responsible for the dispute.

Here's a supplementary station service that's proving a real asset to broadcasters:

It's the transmission of Magne-Tronics taped "motivational" background music — to restaurants...supermarkets...industrial plants...hotels...offices, etc.

It's a service that fits ideally into radio station operations. It's been perfected for FM Multiplexing and/or wired line transmission.

TOP QUALITY MUSIC "Motivational" music by Magne-Tronics is performed by "name" talent from both sides of the Atlantic. Over 5,000 sparkling selections...some 500 new numbers every year. All fully authorized, cleared and licensed.

EXCLUSIVE FRANCHISES STILL AVAILABLE Magne-Tronics "motivational" music is now heard with pleasure and profit in more than 80 markets — from Boston to Brownsville...from Washington to Waikiki. Choice territories are still open — and every open market is an opportunity for greater station profit. Write today for full details.

First refusal rights to qualified stations wishing to explore this opportunity. No obligation, of course.

Be sure to look into the Magne-Tronics music service for "automated" radio programming. Priced to meet economy-minded budgets.

Magne-Tronics, INC.

"motivational" music that makes money/49 WEST 45TH STREET, NEW YORK 36, N.Y.
PROGRAMMING

Market’s brisk in movie imports for tv

INTERCONTINENTAL TV, COLUMBIA INTERNATIONAL JOIN DISTRIBUTORS

Officials of Intercontinental Television Corp. and Columbia Pictures International were busily at work at their New York offices last week on projects that will bring new dubbed foreign feature films to U. S. television screens this spring and summer.

Intercontinental and Columbia International are the most recent of a growing number of tv distributors which reflect the film import-to-tv market as an expanding one ripe for further development. What is significant is that both Intercontinental and Columbia International are affiliated with the “blue chip” of the motion pictures industry—Walter Reade Theatres and Columbia Pictures Corp., respectively. In the past, the television import business has been dominated by smaller organsations.

Foreign features on television are not new. Eight years ago, Jules Weill, then with Specialty Films, pioneered the sale of Italian, French and other foreign films. But these were exposed largely in metropolitan markets and often were carried in fringe time periods. An associate of Mr. Weill, now with Colomara Features, New York, points out that the field is broadening each year and will become even more attractive to tv stations when foreign color films become available. He reported that Mr. Weill returned recently from Europe and is formulating plans to import about 100 color features. He observed: “These should be salable. Remember, not too many color features have been made in the U. S. in recent years.”

Sig Shore, an ex-tv distributor and currently a partner in Valiant Films, New York, which distributes feature films theatrically, believes the present interest in imported motion pictures gained impetus when WRCA-TV (now WNBC-TV) New York bought a group including “Anna,” “Bitter Rice,” “Mr. Hulot’s Holiday,” “Gold of Naples” and “Riff” for the station’s highly-rated Movie Four program on Saturday night about four years ago. The favorable reaction, he said, generated such interest that he sold the package in more than 60 markets, including such so-called “Bible Belt” areas as Nashville and Memphis. Many of the stations, he continued, slotted the features in popular feature-film time periods and garnered highly satisfactory ratings.

Sex and Violence: Mr. Shore, who then was president of Video Artists Inc., noted there is still some resistance to foreign features by certain station opera-
Ho! Ho! Ho! BY GEORGE MAGOO... YOU'VE DONE IT AGAIN

NEW YORK (WNEW) rating increase over replaced show... TRIPLED
CHICAGO (WGN) rating increase over replaced show... QUADRUPLED
LOS ANGELES (KTTV) rating increase over replaced show... DOUBLED

AND EVEN MORE IMPORTANT!
SRO ON SPONSOR SPOTS

YOU'LL MAKE MORE MONEY EVERY DAY IN THE YEAR WITH MAGOO ON TELEVISION

NOW FROM THE SAME PRODUCER
THE EXCITING CARTOON SERIES

THE DICK TRACY SHOW

130 FIVE MINUTE ACTION-PACKED BRAND-NEW TELEVISION CARTOONS

THE FAMED COMIC STRIP CRIME FIGHTER WITH MOST OF THE WELL KNOWN VILLAINS; FLATTOP, B-B EYES, PRUNEFACE, THE MOLE, ETC.

ANIMATED BY THE AWARD WINNING UPA STUDIO

To check availability in your market: Alvin E. Unger 527 Madison Ave.
TELEVISION PERSONALITIES, INC. PLaza 2-3630 New York 22, N.Y.
than 100 British features, produced by J. Arthur Rank, and sold in 75 to 100 markets, depending on the packages.

Intercontinental's initial release of 13 this spring will be augmented at six-month intervals by two additional packages of 13 each. A Columbia international spokesman said the first offering of 17 features may be expanded by adding others in which Columbia is a co-producer with foreign film-makers, but this determination will not be made until reaction to the first release is analyzed. Colorama Features hopes to bring in as many as 100 additional features over the next few years, an official said.

Anti-Foreign * The grass is not all green in the foreign features field, however. Some station operators—and this group includes some in metropolitan areas as well as in the "Bible Belt"—are still resisting the foreign invasion.

They base their reluctance on several factors: (1) they don't think their audience or advertisers will like them; (2) they feel that many are in "poor taste" and require sharp editing; (3) they feel there is an abundance of satisfactory domestic films they would prefer to use; (4) they could not fit them into their schedule even if they wanted foreign features, particularly if they are a network affiliate in a two- or three-station market; and (5) they don't like dubbed pictures on tv.

Ira Gottlieb, president of Flamingo Telefilm Sales, whose company has been a leader in the field, challenges some of these claims, but says he would be delighted with audience and advertiser response if the films were given an opportunity. He acknowledges there has been "poorer acceptance" in the South but claims certain important cities have played it (Atlanta, Miami, Orlando, Louisville and New Orleans), the results have been "highly satisfactory." A cross-section of the markets in which Flamingo films have appeared includes such non-metropolitan cities as Sedalia, Mo.; Great Falls, Mont., Flint, Grand Rapids and Lansing, Mich.; Boise, Idaho and Cedar Rapids and Mason City, Iowa.

He does not consider censorship a "real problem." Films that have received a "C." rating (condemned for all audiences) by the Catholic Legion of Decency are not handled by Flamingo, according to Mr. Gottlieb. (Other distributors also apply this yardstick.) Then, too, Flamingo itself edits out questionable footage, and the stations have the prerogative to "scissor out" scenes they consider objectionable.

He challenges the view that foreign films cannot compete effectively with domestic ones. He says he can cite chapter-and-verse the number of times that Flamingo films have out-rated U. S. movies. He concedes the two- or three-station market often can amount to a roadblock, but points out that foreign features, in these situations, must compete with other non-network films.

On the all-important matter of price, Mr. Gottlieb says: "We get for our foreign films, all produced after 1950, the same price as an average pre-1948 American feature. And we think they are well worth the price!"

'GREAT MUSIC' SELLS

High-class tv music show gets discriminating viewers

It started out to be an "image campaign," strictly soft sell for Ehlers coffee. The northeast regional brand decided to sponsor Great Music from Chicago Sunday afternoons on WNTA-TV New York because it looked and sounded like something that would attract a discriminating viewer, the kind who ought to know about Ehlers' "shade grown, tree ripened, high mountain coffee."

Co-ordinated Marketing Agency, New York, placed the order last fall for Sundays, 6:30-7:30 p.m. EST on New York's ch. 13, beginning Oct. 16. Now in the second 13-week cycle with Great Music from Chicago, Co-ordinated has "a very happy client" and Ehlers has established something more than image. Sales in the New York area have climbed 15-20%. All other advertising—spot tv, newspaper, trade paper schedules—have been held fairly constant, Co-ordinated says, giving Great Music credit for the difference.

Three weeks after Ehlers debuted with Great Music in New York, the client scheduled the show on WHTC (TV) Hartford, Conn. Sales have not been tabulated in that territory, but mail is building from both markets. After a slow start, letters—unsolicited—have begun to crescendo. Ehlers had on hand 300 happy viewer messages after last week's count.

Sales reports from the field are showing "meteoric" progress, according to Michael Schwartz, creative director of Co-ordinated. The only rating that agency and client are looking at is the advertising/sales ratio, a very satisfactory one in this case and "the only criterion" in any case, Mr. Schwartz believes. "They're looking and they're buying."

Great Music, a taped production of WGN Syndication Sales, Chicago, is promoted by Ehlers and stores with posters and showcards at points of sale. Also, stores print tune-in blurbs in their advertising.

The programs are built around the Chicago Symphony Orchestra but from that base they reach out to prove that Great Music can mean jazz or swing, as well as symphony, opera and other classical subheadings. Guest talent appearing with Fritz Reiner and the Chicago Symphony has included Count Basie, Woody Herman, Sarah Vaughan as well as the more august figures of Alfred Wallenstein, Sir Thomas Beecham, Arthur Fiedler and Andre Kostelanetz. The show has won the George Foster Peabody and other awards.

It is a program in good taste, the sponsor considers, and its reception is bearing out the judgment that went into buying the hour.

Commercials are integrated to fit the tone of the show, using a gently persuading voice over pictures of mountains, shade trees and the product.

The Brooklyn coffee company is a third-generation Ehlers family enterprise that distributes throughout the metropolitan New York market, New Jersey, Philadelphia and surrounding towns, the eastern half of New York State, Connecticut and Rhode Island. Between announcement campaigns and the hour programs, tv is taking about 30% of the Ehlers advertising budget currently.

Desilu sues NTA, says tv residuals unpaid

Desilu Productions has filed five suits against National Telefilm Assoc. in Los Angeles Superior Court, one each against five tv series which Desilu produced and NTA distributes, and is contemplating a sixth for the remaining series of that kind.

Desilu seeks cash damages for residual payments which NTA allegedly agreed to make but has not, deferred production fees and the like, amounting to $12,268.99 for This Is Alice, $26,031.62 for Sheriff of Cochise, $105,950.99 for U. S. Marshal, $15,374.72 for Official Detectives and $16,702.81 for Walter Winchell File. The sixth complaint, if filed, would concern Grand Jury and would amount to approximately $1,400.

Desilu asserts that because of NTA's failure to live up to its agreement the
Here are the next 10 days of network color shows (all times are EST).

**NBC-TV**
- March 6-10, 13-15 (6:30 a.m.) Continental Classroom (modern chemistry), sust.
- March 6-10, 13-15 (6:30-7 a.m.) Continental Classroom (contemporary math), sust.
- March 6-10, 13-15 (10:30-11 a.m.) Play Your Hunch, part.
- March 6-10, 13-15 (11:13 a.m.) The Price Is Right, part.
- March 6-10, 13-15 (2:23 p.m.) The Jan Murray Show, part.
- March 6-9, 13-15 (11:15 p.m.-1 a.m.) The Jack Paar Show, part.
- March 8, 15 (8:30-9 p.m.) The Price Is Right, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.
- March 8, 15 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
- March 10 (9-10 p.m.) Sing Along With Mitch, P. Ballantine through William Esty (LaSalle & co-op).
- March 9 (9:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.
- March 11 (10-10:30 p.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
- March 11 (10:30-11 p.m.) King Leonardo and His Short Subjects, General Mills through Dance-Fitzgerald-Sample.
- March 11 (7:30-8:30 p.m.) Bonanza, RCA through J. Walter Thompson.
- March 12 (6:30 p.m.) Meet the Press, c-o-p.
- March 12 (7-8 p.m.) The Shirley Temple Show, RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.
- March 12 (8-9 p.m.) The Chevy Show, Chevrolet through Campbell-Ewald.
- March 13-15 (12:12:30 p.m.) Truth or Consequences, part.
- March 13-15 (3:30-3 p.m.) Young Dr. Malone, part.
- March 13-15 (3:30-4 p.m.) From These Roots, part.

distribution rights to the tv series have reverted to Desilu and an injunction is asked for to stop NTA from making further sales of the programs. Nothing will be done to stop stations which have obtained the shows in good faith from broadcasting them, a Desilu spokesman said, but he reported that funds due NTA from certain stations for these and other properties have been attached.

Oliver A. Unger, board chairman-president of NTA, issued this statement: "We are in a dispute with Desilu and it will be litigated." He didn't expand on this.

**Forge Military Academy. The radio winners:**
- Ray Starr, Jacksonville, Fla., for "Trap of Freedom" from This Is The Life series on various stations.
- Boris Morros, New York (principal award), for series of five programs on various stations, The Genius Who Walks on Eggs; Allen Bradley Co., Milwaukee, for Bob Sieglest News on MBS; ABC-TV and National Council of Churches, for "Christianity and Communism" on Pilgrimage series; KLZ Denver, Citizens by Choice series; KMOX St. Louis, A Case in Point documentary; Military Personnel Procurement Div., Dept. of Army, for Topics of Conversation series on MBS; North American Air Defense Command, Face to the Future series on various stations; office of the chief of information, Dept. of Army, for "General Pershing Story" on The Army Hour on MBS; WBBM Chicago, Songs of Our Politics special program; WBT Charlotte, N. C., Radio Moscow series; WCAU Philadelphia and Temple U., for Governments of Man series; WFIL Philadelphia and Philadelphia Board of Education, for "Americans on WFIL Studio Schoolhouse," WNHC New Haven, Conn., for series of anti-communist commercials; WSB Atlanta, for "Open Letter to Americas" special message; WITC Hartford, America Goes to the Polls special series, and WVCG Coral Gables, Fla., for America Is Words of Freedom -Deeds of Courage series.

**Tv Awards**
- The principal tv award went to Lutheran Church-Missouri Synod, for "Trap of Freedom" from This Is The Life series on various stations.
- Other tv awards:

The foundation also conferred special leadership awards on Arthur Godfrey, for his services to radio stations, and Dave Garroway. Dr. Kenneth Wells, president of the foundation, presented Mr. Godfrey with the George Washington gold medal and honor plaque during a Feb. 23 broadcast of CBS Radio's Arthur Godfrey Time. Dr. Wells made a similar presentation to Mr. Garroway on the Feb. 22 telecast of Dave Garroway Today Show.

**A Little Learning is a Dangerous Thing**

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avail and details are yours for the asking.

"ONE OF THE TOP 100 MARKETS"

Well over 1,000,000 Population — Set Count 200,000

BROADCASTING, March 6, 1961
Television’s school of storm & stress
ROBERT DREW’S DOCUMENTARIES AIM AT PHOTOGRAPHIC REALISM

A new form of television picture journalism is bidding for attention in the field of public information programs. Leading the movement is Robert Drew, head of his own production company, Robert Drew Assoc., and executive producer of Bell & Howell’s Close-Up series on ABC-TV.

People under stress and a searching, pitiless camera are the substance and sinew of the experimental film technique used by the 37-year-old, former magazine writer and editor. In Mr. Drew’s approach, the camera is the most important ingredient. His crew uses it somewhat in the way a doctor uses a surgical probe. Relying heavily on close-up shots, the camera, in a typical Drew documentary searches for expressions that show how people on the scene are reacting to an event.

The basic theory behind his technique, according to Mr. Drew, is that “everywhere news is taking place, people are under stress.” He and his team try to capture the dramatic structure of the story by using as few adornments as possible.

“I want to do shows that employ dramatic logic—where the story tells itself through pictures, not through word logic, lecture logic, written logic or interviews,” Mr. Drew says.

Mr. Drew’s methods are influenced by three commandments: “I’m determined to be there when the news happens. I’m determined to be as unobtrusive as possible. And I’m determined not to distort the situation.”

Actually, though his crew is usually on the scene of a dramatic event as it happens, Mr. Drew does not reach the screen with his documentaries until an average eight weeks after the event.

“Our process requires a considerable amount of skilled editing—it won’t automatically work by itself.” Mr. Drew says in explaining the lag between the filming and the actual presentation. “It needs time and an army of talented people.”

RARELY OBLTRUSIVE • The other two principles of the Drew operation are more effectively executed. The on-the-spot Drew production team, usually two film makers and two or three correspondents who also serve as cameramen, travels without fanfare and is rarely obtrusive. They work as much as possible with natural light, which sometimes gives their films a grainy texture, an effect that tends to add authenticity while heightening the dramatic expression of a scene.

Artificial lights, Mr. Drew feels, create a stage atmosphere and cause people to act. “At a picnic,” he says, “a camera with a flash attachment starts people posing, staring at the camera. Segregationist shouts her beliefs and cameraman catches facial distortion during New Orleans school troubles.

Pictures taken candid style, as people relax and enjoy themselves, will produce an altogether different record.”

Mr. Drew’s camera teams use standard but specially-adapted equipment on their documentary assignments. Among their implements are Swiss and German tape recorders of compact size, low lights (only if needed) and quiet, Orthicon cameras. For close-up shots a zoom lens is used, which in the hands of Drew’s cameramen is the ultimate photographic weapon.

The cameramen shoot miles of film for each Close-Up program (the average cost for a half-hour show reportedly is $40,000) and to Mr. Drew and his editors go the formidable task of cutting and piecing-together a coherent and potent film story. Occasionally, when a gap appears in the natural sequence of events, Mr. Drew will use outside footage.

All of Mr. Drew’s work is with film, a medium which just about everybody has used from the very beginning of TV—but it’s his new approach to film’s use that has caused a stir in the industry.

Though his films employ a narrator, the commentary is in staccato style, terse and dramatic, almost like a caption for a magazine photograph. The voice of the narrator, Joseph Julian, who has narrated all the Close-Up programs to date, is low-keyed. Mr. Julian disdains the “voice of doom” approach popularized in the March of Time filmed series of the 1930s and still widely copied.

In sticking to his avowed principle of not distorting a situation, Mr. Drew’s interviewers are for the most part not seen. Even their questions are sometimes not heard by the viewer. From Mr. Drew’s point of view, the questions are seldom as important as the answers, and reporters covering the news are secondary to the people making the news—the people thrown into dramatic situations.

BEHIND DOORS • Gaining entree behind doors usually barred is one of Robert Drew’s most vital and “secretive” accomplishments. He does it, apparently, by keeping the camera and microphone hidden as much as possible and by persuading people on a person-to-person basis that exposure will not hurt them.

The three Close-Up programs already televised (“Yanqui, No!,” “X-Pilot” and “The Children Were Watching”) all of which received relatively

One citizen threatens to get his shotgun and “shoot a few niggers” as camera grinds away outside school.
favorable reception, have explored widespread subjects. "Yanqui, No!," shown Dec. 7, 1960, was a film editorial on anti-American developments in Venezuela and Cuba as seen by the people native to those countries. "X-Pilot," televised last Feb. 6, differed from the other projects in that it was a pure action story rather than a dramatic one. In the film an attempt was made to let the audience know how it might feel to be strapped in the cockpit of the Air Force's first manned, rocket-powered aircraft, the X-15. In "The Children Were Watching," Mr. Drew again allowed his audience to participate in his story. His message: what it's like to be a six-year-old Negro girl attending the first integrated school in New Orleans. Whatever else the Close-Up programs have been, they have all been hard-hitting documents, sometimes stepping on the toes of some viewers.

Mr. Drew is not entirely satisfied with his efforts. He has had soundtrack problems. Filming on the run, amid raging mobs or in competition with roaring rocket engines, have made the audio portions of his programs undecipherable in spots. Mr. Drew calls this poor sound "an agonizing, calculated sacrifice." His group, he says, has come "a long, long way" with sound technique and some day hopes to develop a cleaner sound track. Right now, Mr. Drew claims, the sound not only is "servicable," but often in the mood of the story.

Oddly enough, Mr. Drew, who's really only been in tv 2½ years, is not a cameraman himself. He was born in Toledo, Ohio, grew up and went to school in Port Thomas, Ky., eventually enlisted in the Air Force and afterward joined the staff of Life magazine. As a picture journalist there, Bob Drew developed an interest in photography while working with cameramen.

Early Failure — In 1953 NBC asked him to do a half-hour tv news show, produced in the candid Life manner. He made a pilot film called "Key Picture," but it got nowhere. He wanted to develop a technique to make a news show interesting for prime time viewing. He kept asking himself over and over, "What do you do for prime time?"

In 1954 he won a Nieman Fellowship to study American History for a year at Harvard and spent much of the time thinking about his problem.

After Harvard, Mr. Drew returned to Life and arranged with the publisher to produce films in conjunction with stories appearing in the magazine. As part of this assignment he did a film on weightlessness, segments of which were shown on the Ed Sullivan show (CBS-TV) at the same time the story appeared in Life. He also made films on bull flights and balloon flights which

Teen-age girl watches fearfully through window as crowd menaces her white, integrationist mother.

were shown on NBC-TV's Jack Paar and Dave Garroway shows, respectively, during the same months Life ran similar stories.

By this time he had proved his approach to "documentaries" was of interest to prime time audiences and in January 1960 he went to work for the broadcast division of Time Inc. He made several shows that were shown on the Time Inc. tv stations (KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.), including one on Sen. Kennedy's election primary campaign in Wisconsin and another on the Memorial Day speed races in Indianapolis. His work during this period showed such programs could be marketed and ABC became interested (Broadcasting, Nov. 20, 1960). The network signed an agreement with Time Inc. to co-produce four hours of documentaries for the Close-Up series, the contract on which Mr. Drew is currently working. It was not long afterward that John Daly, vice president in charge of news and public affairs, resigned from ABC. At the time, Mr. Daly indicated he objected to ABC's decision because it challenged his authority and violated his belief that news and public affairs shows should be produced by the network only.

Mr. Drew claims ABC's arrangement with Time Inc. came after Mr. Daly left the network, although negotiations started while Mr. Daly was still in office. In any case he feels the so-called farming out of news programs is a matter of semantics. Networks, he says, "farm out" shows to their information divisions and often some of these employees are not as close as he is to network operations. "There is no such thing as 'in' or 'out,'" he asserts. "Networks have to satisfy themselves that the people working with them on these

**DRAKE? BAYLOR? TEXAS TECH?**

**NO, THIS IS "KNOE-LAND"**
(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

**JUST LOOK AT THIS MARKET DATA**

| Population | 1,520,100 |
| Households | 428,000 |
| Consumer Spendable Income | $1,761,169,000 |
| Food Sales | $ 300,486,000 |
| Drug Sales | $ 40,355,000 |
| Automotive Sales | $ 299,539,000 |
| General Merchandise | $148,789,000 |
| Total Retail Sales | $1,286,255,000 |

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 Arbitron we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

**KNOE-TV**
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Moore Station
Represented by H-R Television, Inc.

Photo: Aerial view of Arkansas A & M, Monroe, Arkansas, one of nine 4-year colleges located in KNOE's coverage area.
shows are journalists—that’s the important thing.”

New Unit • Last month, Mr. Drew, who until that time was still a salaried employee of Time Inc., formed his own production company, Robert Drew Assoc. with offices in New York's Time & Life Building. Time Inc., however, still finances him and he is still obligated to the company, though he holds a financial interest. (Time Inc. is his selling agent and retains future rights.) Robert Drew Associates’ services are not “exclusive” with either ABC-TV nor Bell & Howell, though, of course, the reverse is true for the Close-Up series.

For the future, Robert Drew, who has three children and lives in Darien, Conn., would like to do a series of shows in prime time on a regular weekly basis “that will tell people what's going on in a manner they can't get any other way.” In his thinking, the networks are ready for such a series.

Mr. Drew has three more programs to go in his Close-Up series. His next show, scheduled for March 28, will spend an hour’s time examining the Kennedy administration.

WBC expands into program production field

WILL MAKE TV AND RADIO SHOWS FOR OWNED STATIONS

Westinghouse Broadcasting Co., New York, is announcing today (March 6) the formation of WBC Productions Inc., a company that will produce radio and tv programs for the 11 WBC stations and for syndication to other outlets.

The first project of WBC Productions will be two nighttime tv series—a 60-minute show originating from New York and a 30-minute program from San Francisco. Details will be announced shortly. They are scheduled to be run back-to-back in a 90-minute time period Monday-through-Friday. They will be taped for showcasing on the five WBC tv stations (KYW-TV Cleveland, WJZ-TV Baltimore, WBBZ-TV Boston, KDKA-TV Pittsburgh and KPIX [TV] San Francisco) and will be offered via syndication to other outlets throughout the country. The project reportedly will be slotted in a time period opposite NBC-TV's “Jack Paar Show.”

Ben Park, who has been president of the production company of Mills-Park Milford, New York, has been appointed executive producer of WBC Productions. For several years, he was director of public affairs for NBC. Others named to the staff of the new production company are William Peters, associate producer; Roger W. Murphy, production manager; Marlene Sanders, research director and Marvin David, writer.

Donald H. McCannon, president of Westinghouse Broadcasting Co., said the purpose of WBC Productions is to “evolve a wide range of new and exciting concepts.” He added that the company's programming eventually will include “everything from pure diversion to public affairs and public service, and all first-rate entertainment.”

In addition to station ownership and its new production outfit, WBC also owns AM Radio Sales and Television Advertising Representatives (TvAR), representation firms for Westinghouse-owned stations.

IT'S ALL ON RADIO

KLIF, KMOX, WSB describe their own program variations

It's not only music-and-news in radio today. Down in Dallas the accent is on news. In St. Louis it's all talk in afternoon blocks. In Atlanta there's a varied sound that even offers some old-time radio programs.

New York's Radio & Television Executives Society heard some of the trendsetting sounds at last month's roundtable luncheon, moderated by Al bert B. Shepard, sales manager of Select Stations Representatives, New York. These station men had a chance to pitch a select business audience after sample tapes were played during lunch:

* Gordon B. McLendon, president of the seven McLendon stations, told how KLIF Dallas threw out the old “razzle-dazzle” promotion it made famous and built a new promotional foundation on hard-hitting news. KLIF's eight-man news staff (soon to be 11) turned in 12,000 remote reports last year in dedicated competition with the city's newspapers. The KLIF formula is “music plus news, and news, and news.” It's paying off in ratings and station believability and is producing “more stimulation among listeners than the biggest contest or the biggest stunt,” Mr. McLendon said.

* Too many radio stations have met the challenge of television "by acting like the Bobby Sox set," Robert Hyland, CBS Radio vice president and general manager of KMOX St. Louis, told his New York audience. As part of the "grown-up" approach it believes in, KMOX a year ago inaugurated a seven-hour afternoon talk segment, "At Your Service." Sit in a day of versatile, "full-range radio," "At Your Service," noon-7 p.m., incorporates local and network news, regular medical and marriage counseling, poetry and dramatic readings, homemaker segments, school reports, a telephone question period which has guests ranging from Eleanor Roosevelt to a garage mechanic, a job-hunting guide, theatre-concert reviews, science reports and a host of other features. Advertisers like the showcase of "At Your Service," and ratings average 26% higher than previous music programming, Mr. Hyland said. The talk block is not easy programming, but KMOX is tapping a growing demand for infor-
How successful TV stations handle unsold time...

7 steps that increase the effectiveness of TV station time salesmen

STEP 1 ARB LOCAL MARKET REPORTS—This industry standard is a basic ingredient in any station's sales effort. As a complete quarter-hour measure of television audience by both metro and total area, this report provides each and every station in the country with data that is recognized throughout the industry as the ultimate in accuracy, reliability and believability.

STEP 2 ARB 1960 COVERAGE STUDY (with Totals Updated to November 1960)—Station coverage strength in areas of importance to your marketing program is essential... and ARB's full county-by-county report documents your station story. Updated station totals based on November 1960 survey results are also available for stations where changes have occurred since the basic study was made.

STEP 3 SPECIAL TABULATIONS—Demonstrating to a timebuyer how the cumulative audience for your spot package ranks with the “Gunsmokes” and “Wagon Trains” makes extraordinary (dollars and) sense. Dozens of other specially tailored ARB tabulations can have equally effective results for your specific needs.

STEP 4 OVERNIGHT COINCIDENTAL REPORTS—New program or new time period availabilities occurring between ARB market reports receive quick audience documentation with a special ARB Telephone Survey. Results are available overnight... in time to whisk them off to the timebuyer’s office for a “proof of performance” sales presentation.

STEP 5 SPECIAL SURVEYS—Studies of your picture quality in competitive fringe areas... analysis of farm audience delivered... or a report on audience reaction to your news programming are but a few of the special areas where your efforts to inform the buyer will turn the trick in your favor.

STEP 6 ARB TV-NATIONALS—This complete and qualitative report on the audience to all network programs will greatly aid the local network affiliate in selling surrounding time spots to the “specific audience” conscious buyer. A wealth of detailed information in the TV-National complements the ARB Local Market Report, especially in sales presentations.

STEP 7 MULTI-CITY ARBITRON—Local network affiliates who receive this report daily are kept up to date by this competitive program index. Fast rising new programs are spotted immediately, and local spot adjacencies are sold just as quickly when such evidence is presented to the buyer.

The next step should be taken in the direction of your telephone to contact your ARB representative. And, may we remind buyers that all these steps will work equally well for you in evaluating your present or planned TV campaign.
ASCAP reports $32.3 million gross, up 7%

GROUP PREPARES FOR TV PACT TALKS, PLANS BMI SUIT

The American Society of Composers, Authors & Publishers had a gross income of $32,344,135 in 1960, up $2,313,168 or 7% from 1959, a west coast membership meeting was told last Tuesday (Feb. 28). Of the total, $6,131,446 went for expenses, leaving $26,212,690 for distribution to ASCAP members.

President Stanley Adams reported that since the last regular meeting in September, 269 writers and 151 publishers have joined ASCAP, bringing the totals to 5,299 writers and 1,727 publishers. A man is being hired at Los Angeles to help west coast members with their problems of interpreting credit rights and other matters, Mr. Adams said.

He also reported that Dr. Paul Fagin of Joel Dean Assoc. now heads a new statistical department at ASCAP's New York headquarters, for collecting information for negotiations of the new TV agreements to replace those expiring at the end of this year. New radio agreements have been reached with CBS, NBC and Mutual, he reported, and negotiations are in progress with ABC.

Herman Finkelstein, ASCAP general attorney, said that in the upcoming TV negotiations ASCAP will not lose sight of BMI's insistence that writers should get more money for music used on TV; that since BMI is owned by broadcasters this is an admission by the station owners that they aren't paying enough for music today.

Mr. Finkelstein also reported that Arthur Dean, of the law firm of Cromwell & Sullivan, has been retained as special counsel to institute legal action against BMI for what ASCAP feels are improper activities. He declined to amplify, but said the action "will be revealed at the proper time." The ASCAP suit will have no connection with one by a group of songwriters against BMI and in process nearly a decade, he said. Mr. Finkelstein said that contrary to widespread reports, ASCAP has not been a party to the songwriters' action.

Program notes...

Coming attractions - NBC has announced it will slot for next season in prime time, House on the Rue Riviera, day and time to be determined. Being produced by 20th Century-Fox, House will be a weekly hour mystery series starring John Ericson and Richard Anderson as American agents hired by the French Surete National to patrol the Riviera (Broadcasting, Feb. 27). Guest Stars and international socialites also will be featured.

New CBS show - Irving Mansfield-Peter Arnell Productions will produce Face the Facts, a new half-hour audience participation show to be taped by CBS-TV Hollywood for a Monday-Friday afternoon series to start on the network March 13. Red Rowe will preside over a panel of four contestants who will watch a re-enactment of an actual court case by actors using dialogue based on testimony given at the original trial and attempt to duplicate the decision of the actual court. Three cases will be on each program.

GE awards to two for troposphere talk

An amateur radio operator who is a project leader on space communications with Hughes Aircraft Corp., has received an award for showing that transoceanic vhf and uhf radio communications might be feasible without the use of satellites in space.

The Edison Radio Amateur Award, sponsored by General Electric, actually was presented to two winners. They were John T. Chambers, 40, of California, who works for Hughes, and Ralph E. Thomas, 57, of Hawaian amateur who is with RCA Communications.

Using home-built equipment, they communicated via troposphere duct over 2,500 miles between their homes for over four years. They used 144 mc, 220 mc and 432 mc and are planning to continue the experiments with 1230 mc this year. Transmissions were keyed.

The project has evolved the interest of military services and of Pan American Airways, the winners reported. They estimated stations using this mode could be built for between $20,000 and $30,000. They foresaw the best use of tropospheric ducting for communications between aircraft and ground stations.

RCA adds another

The latest member of the Nuvistor tube family—a high-mu triode for industrial applications—has been introduced to equipment manufacturers by the RCA Electron Tube Div. The tiny tube designated RCA-7895, is the fourth commercial tube to utilize the all-metal and ceramic Nuvistor construction.

EQUIPMENT & ENGINEERING

3M's profits reach record high in 1960

Minnesota Mining & Manufacturing Co., St. Paul, Minn., reported last week that its 1960 net earnings reached a record high of $70,692,374 or $1.38 per share of common stock on consolidated world-wide sales of $549,675,178. These figures, contained in the firm's annual report to its stockholders, represent approximate 10% increases over 1959 sales of $500,675,932 and earnings of $63,564,729, or $1.25 a share. Expansion of foreign operations and diversification of products and markets in the U. S. were responsible for much of the 3M growth. Foreign sales climbed to $117 million last year, compared with about $95 million in 1959.

The annual report figures reflect op-
erations of the Mutual Broadcasting System, a wholly owned subsidiary purchased by 3M in April 1960. Also included in the report were the operations of the firm's magnetic productions division which enjoyed its best year to date. The Primary commercial supplier of video recording tape, 3M also supplies magnetic tape for radio broadcasting, among other markets. Tape and allied products accounted for 19% of Minnesota Mining's overall sales last year.

**NAB takes further step to automation**

Next big move in NAB's decade-long campaign to automate radio station operation is underway. This is to prove out a method of reading directional antenna phase monitors from remote locations.

Field tests of two systems are underway at two radio stations, one in Washington, D.C., and the other in Philadelphia. It is hoped that the results of these tests will be available for submission to the FCC sometime within the next six months.

Although the FCC has approved remote control of radio transmitters without regard to power or whether or not directional, it has conditioned approval for directional arrays. This requires the station to physically send an engineer to the transmitter daily during the two hour evening transition period when the station is switching from omnidirectional to directional to read the antenna phase monitor.

This requirement can be expensive to station management where transmitters are located at long distances (10-20 miles) from the station studios.

The phase monitoring program was one of a number of topics discussed by NAB's engineering advisory committee meeting in Washington March 1. The committee, chaired by A. James Ebel, KOLN-TV Lincoln, Neb., discussed plans for the engineering conference to be held in Washington in conjunction with the NAB convention May 7-10, and also reviewed:

Monitoring of tv frequency deviations (subject of an FCC rule-making proposal), space satellites for communications, video tape standards, additional remote pickup broadcast channels (also the subject of an FCC rulemaking notice), FAA proposed regulations concerning radio-tv antennas and other tall structures, and standards for tv "black-level" transmission.

The committee adopted a resolution expressing regret over the resignation of A. Prose Walker as the association's engineering department manager. Mr. Walker will join Collins Radio, Cedar Rapids, Iowa, on May 16.
TV PROGRAM SWITCHER
TASCON unit's automatic to prevent human errors

A digital computer system designed especially for automatic program switching for tv stations has been developed by TRW Computers Co., a division of Thompson Ramo Woolridge, Dr. Joseph F. Manildi, general manager, announced. The new system is called TASCON—for Television Automatic Sequence Control.

"During the busy station-break periods, as many as 100 buttons must be pressed when program switching is controlled manually," Dr. Manildi explained. "If a wrong button is pressed, a scheduled commercial message may not reach the audience and the station will lose advertising revenue. TASCON prevents these costly errors by switching sound and picture sources on the air with a precision and timing that cannot be achieved by manual operations."

The TASCON computer stands 84 inches high, is 48 inches wide and 24 inches deep. The stored information, which can issue switching orders for the entire program day, including equipment warm-up or pre-start, is fed to the machine from an operator's keyboard or through a punched tape. The information can be put into TASCON hours in advance of station “panic” periods and held until time to put it into action, or it can be inserted at the last minute, seconds ahead of air time. The flexibility is made possible by direct communication between the operator and the digital computer, which is designed for quick access to the information stored in its magnetic-drum memory.

Eight display panels on the front of the device show the time of day, the time remaining (minutes and seconds) until the end of the program or commercial then on the air, the source of the video and audio information then being broadcast (network, film, tape, live from studio or remote pickup point) and similar information for the next three broadcast items coming up, whether they are hour-long programs or 10-second ID’s. If a new item is inserted, TASCON automatically changes the time of the succeeding units and drops them back one step in the sequence.

TASCON systems are tailored to the individual requirements of the stations at which they are to be used and the company says they can easily be adapted to station growth or modified to fit new requirements or equipment changes.

Because of this custom-built-for-each customer feature, a station can figure on receiving its own TASCON about eight months after the order is placed. The normal price range is between $70,000 and $100,000, which the company says is competitive with other automatic program switching systems.

RCA's new tv recorder

A new and improved magnetic tape recorder for television, designed for added flexibility, was introduced last week by RCA.

The new model, type TRT-1B, is adaptable for both color and black and white and features a new transistor signal processing amplifier for finger-tip control of picture quality; an increased limiting (more than 55 db) of the demodulator to minimize tape "drop outs"; separate guide position controls for record and playback, and the freedom to play back non-standard recorded tapes on the 1B with “optimum results.”

NBC’s new volume meter

NBC studios in New York, Washington, Chicago, Hollywood and Philadelphia have been equipped with an improved loudness meter, developed to improve control of tv sound volume.

The project to improve loudness control was initiated more than a year ago at the request of Ernest Lee Jahncke Jr., director, NBC standards and practices, who called the new meter “another insurance of acceptability and good taste not only in what we say, but also in how we say it.”

---

SALE PRICE FOR CKEY: $4.1 MILLION

Westinghouse advancing most capital for Toronto station

The Board of Broadcast Governors has been urged to approve the sale of CKEY Toronto, Ont., from Jack Kent Cooke to Shoreacres Broadcasting Co. Ltd. for a reported $4.1 million (Broadcasting, Feb. 20). Details were disclosed at a hearing before BBG Feb. 24.

Mr. Cooke is selling CKEY because of his plans to move to the United States and become an American citizen. This would make him ineligible to own a Canadian station. He bought the 5 kw day, 1 kw night outlet (on 580 kc) in 1944 for $500,000.

Shoreacres would finance the station with $4.4 million. This includes the purchase price and operating capital. Most of the capital would be supplied by Westinghouse Electric Corp. in the form of non-voting debentures.

The company would be financed by 4,000 common stock voting shares ($1 par value), 4,000 first and second preference voting shares at $100 par value, and two classes of debentures.

The Toronto Globe and Mail, morning daily, would own 50% of the common and first preference shares, with a total investment of $202,000. Canadian Westinghouse Co. and its parent, Westinghouse Electric Corp., would each hold 12.5% of the voting shares, all of the second preference shares and the debentures, for a total investment of $4 million.

Three Toronto attorneys and an investment dealer each will own 614 1/4% of the stocks, with individual investments of $25,250. The lawyers are J. S. D. Tory, J. G. Edison and John B. Aird. The investment broker is W. P. Wilder.

President of Shoreacres will be John D. Campbell, president of Canadian Westinghouse. The nine member board of directors will be composed of two directors each from Canadian Westinghouse and the Toronto newspaper, and one each from Westinghouse Electric and the four individual Toronto stockholders.

License Renewal Up • Also pending before the BBG was an application for license renewal of CKEY under present management. The station received only a one year renewal last March after a hearing before BBG on charges its programming needed improvement. The BBG was critical of the station's performance.

Mr. Cooke also has been involved in the license renewal hearings of KRLA Los Angeles, owned by his brother, station representative Donald Cooke (Broadcasting, Nov. 7 and 14, 1960).

Both CKEY and Shoreacres asked the BBG to defer action on the application of CFRA Ottawa, Ont., for an increase to 50 kw on 580 kc since the new owners said they planned to apply for this power on the same frequency. CFRA operates on 560 kc with 5 kw.

Canadian brewers want straightaway beer ads

Canadian brewers want beer commercials on television out in the open, they told the Board of Broadcast Governors Feb. 22 at Ottawa.

Three major brewers appeared before Canada's regulatory body, in connection with a proposed rule change under which brewery brand names and labels could be used in 12-second an-
nouncements before and after sponsored tv programs. This change would bring such advertising in line with what is being used currently in the province of Ontario.

"Beer advertising should be frankly beer advertising... not vague and evasive," Ian Dowie of Canadian Breweries Ltd., Montreal, stated.

A representative for John Labatt Ltd., London, Ont., brewers, said beer should be allowed to be shown in tv advertisements, with a brand-selling message in the aural part of the tv commercial and on radio.

"We think Canadians have become sophisticated to the point where the sight of a beer glass or beer bottle is not objectionable," stated D. M. Chenowith of Molson’s Brewery Ltd., Montreal.

All three brewers said they oppose drinking scenes in advertising or the use of persons under 21 in commercials. One brewer felt women shouldn't be shown drinking beer.

**BBG head praises CKLW at its renewal hearing**

CKLW-TV Windsor, Ont., was praised at its license renewal hearing Feb. 24 at Ottawa by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. He extended the BBG’s appreciation for CKLW-TV’s efforts made in a “difficulty situation” as an example which would provide “great encouragement” to other Canadian tv stations trying to meet the 45% Canadian content ruling for programs.

A year ago CKLW-TV had been criticized by the BBG for not having enough Canadian program content and for aiming its programs mainly at the Detroit area. As a result, the station’s license was renewed for only one year. Before Ted Campeau, CKLW-TV president, had a chance to present his case, Dr. Stewart commended him on the program improvement in the past year. He thought the international border station would have no difficulty meeting the BBG’s 45% Canadian program content regulation which goes into effect April 1.

**VeneVision tv network operating in Venezuela**

VeneVision S. A., a new Venezuelan tv network, began operation last week with several ABC-TV shows on its schedule. American Broadcasting-Paramount Theatres Inc., ABC-TV’s parent company, is a minority stockholder in the new network based in Caracas.

Highlight of VeneVision’s initial programming line-up is Nightbreak, a block of 60-minute programs (Mon-Fri., 8:30 to 9:30 p.m.) which include...

**77 Sunset Strip, Maverick and Cheyenne.** Similar to Operation Daybreak, ABC-TV’s daytime programming schedule in the U.S., Nightbreak already has committed almost half a million dollars worth of advertising billings. General Foods Corp., Bristol-Myers Co., Proctor & Gamble Co., Johnson & Johnson, Chrysler Corp., S. C. Johnson & Son Inc. and Dorothy Gray Ltd., all clients of Young & Rubicam Inc., are sponsoring portions of the key programming block.

Present at VeneVision’s inaugural day festivities were Donald W. Coyle, vice president, ABC International Division; Edward Sparks, U.S. ambassador to Venezuela; John Crawford, the actress, and several Venezuelan business and governmental leaders.

**Two more join marketing group**

Two more foreign market research firms, one in Tokyo and another in Copenhagen, have been signed as affiliate members of Market Facts Roc International, a division of Market Facts Inc., Chicago. Japan’s Marketing Center Co. Ltd. and Denmark’s Markedsanalyse are the new firms which will be available to assist U. S. agencies and advertisers in marketing problems in those areas. 13 other countries already are represented. "Roc" stands for Research et Organization Commerciale, derived from the French affiliate. The international group meets three times annually for marketing workshops and will meet in Chicago this fall.

**Status of BBG member illegal, chairman says**

Mrs. R. G. Gilbride, Montreal housewife, has been acting as a part-time member of the Board of Broadcast Governors illegally, it was admitted at Ottawa Feb. 20 by Dr. Andrew Stewart, chairman of Canada’s regulatory body. Mrs. Gilbride is more than 70 years old, and became ineligible when she reached that age, according to the Canadian Broadcasting Act.

The question of Mrs. Gilbride’s age was discussed at the hearing of the Parliamentary Committee on Broadcasting at Ottawa, when some Parliamentarians commented that recommendations made by the BBG board where only a quorum was in attendance, and Mrs. Gilbride was one of those voting, would be illegal. The BBG is checking the attendance of all its meetings, since Mrs. Gilbride had attended all meetings.

There is one other woman member on the BBG, Dr. Mabel Connell, a dentist of Prince Albert, Sask. She has stated that she is still under 70.

---

Let This Emblem Be Your Assurance of

**QUALITY**

We invite you to compare the Cost and Quality of other studio equipment with the complete TARZIAN line.

You, too, will see why so many station operators select TARZIAN equipment... known for Quality... Excellent Performance... and Low Cost.

We'll welcome your inquiry. Write or call...
BROADCAST ADVERTISING


Robert H. Schmidt, formerly of Theodore R. Sills & Co., Chicago pr firm, joins Grant Adv., that city, as vp in charge of pr.

Kimberly Prins and Mitchell L. Smith named product advertising managers, Block Drug Co., Jersey City, N. J. Mr. Prins will handle Polident and Poli-Grip, while Mr. Smith will be in charge of Nytol, Corega, Dentu-Creme and Omega Oil.

Robert W. Dundas Jr., formerly with KPRC-TV Houston, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Arthur J. Bellaire and Philip C. Carling, both BBDO vps, elected to board of directors. Mr. Bellaire is associate copy chief in charge of tv and radio copy and production, and Mr. Carling is management supervisor.

Willard Klose Jr., tv-radio creative director, Campbell-Ewald Co., Detroit, elected vp. Other new vps at agency are Francis L. Congdon, head of merchandising department; Thomas D. Murray, Albert Schroeder, director of art, and Eugene A. Trombley, director of production.


John R. Latham and Charles J. Lumb elected vps of Lambert & Feasley Inc., N. Y. Mr. Latham is account supervisor on Fizzies Instant Sparkling Drink tablets. Mr. Lumb is account supervisor on Pro-Phy-Lac-Tic Brush Co. account.

George W. Booth and Lawrence J. Killian join Ted Bates, N. Y., as staff art directors. Mr. Booth was senior art director for Gardner Adv., N. Y., while Mr. Killian served as tv art director for Benton & Bowles, that city.

James T. Griffin, general manager of Sears, Roebuck & Co. retail stores in Cleveland area since 1946, named director of pr at Sears' headquarters office, Chicago, succeeding James C. Worthy, resigned. Mr. Griffin is to be elected vp at board meeting in spring.

Donald E. Rutz, for three years with Chicago office of Leo Burnett Co. as broadcast manager for Marlboro and Philip Morris cigarettes, to Clinton E. Frank, Chicago, as assistant account executive. He previously had been with CBS-TV, New York.

Daniel E. Cohen joins Bauer & Trip, Philadelphia advertising and marketing firm, as member of merchandising staff.

Scott Forbes, formerly of Reach, McClinton, N. Y., joins copy department of Lennen & Newell, that city.

THE MEDIA

Dick Doty, general manager of WWIL-AM-FM Fort Lauderdale, Fla., named executive vp of Florida Air-Power (licensee of stations).

Paul B. Evans, director of sales for Worldwide Div. of Metropolitan Broadcasting Co., appointed general manager of WHCT (TV) Hartford, Conn., recently granted permission of FCC to begin pay tv tests.

James E. Wanke appointed acting manager of KABR Aberdeen, S. D. He has been station's sales manager.

Breck Harris, formerly staff announcer at KCLE Cleburne, Tex., named chief engineer and staff announcer for KQRO Dallas. Other personnel additions: Dave Harper, staff announcer, newsman and account executive; Paul Smith, staff announcer and news director.

Gene Robinson named operations manager of WMBD-TV Peoria, Ill. He had been newscaster and production executive at WCIA (TV) Champaign, III. Both stations are owned by Midwest Television Inc.

John G. Stilii Jr. appointed assistant to general manager of WFBG-AM-FM-TV Altoona, Pa.

Bud Wendell named to newly-created position of co-ordinator of nighttime programs for radio stations of Westinghouse Broadcasting Co. He has been program manager of KYW Cleveland. He will headquartered in that city. WBC radio stations are WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WIND Chicago, WOWO Ft. Wayne, Ind., and KEX Portland, Ore.

Gilbert L. Bond, formerly general sales manager of KAYO Seattle, appointed to handle fm time sales for Heritage Representatives, west coast area, Seattle, Wash.

Bill Sinclair appointed station manager of KNGS Hanford, Calif. Formerly he had been sales manager of KSBW Salinas, Calif. Both are Golden Triangle stations.

Fred Drewry, formerly with North Dakota Broadcasting Co., named sales manager of KUTT Fargo, N. D. Other personnel additions: Glenn Tollefson and Don Schermernorn, account executives; Charles Graves, air personality.

Robert Joyce and Lee Nelson appointed station manager and program manager, respectively, for WMTW-TV Poland Spring, Me. Mr. Joyce had been program manager. Mr. Nelson formerly was with WAGM-AM-TV Presque Isle, Me.

Ronald W. Maines promoted to sales manager.

R. C. CRISLER & CO., INC.

Business Brokers specializing in Television and Radio Stations

4 Offices To Better Serve You...

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775
WEST COAST Lincoln Delar & Co., Santa Barbara, Calif. WOODLAND 9-0770
OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 901-9655
NEW YORK 41 E. 42nd St., MURRAY HILL 7-8437

FATES & FORTUNES

BROADCASTING, March 5, 1961
What news show in the Flint-Saginaw-Bay City area pulls more weight with TV viewers than all the competition combined?

How many birthdays does the average man have?

What dominant force in the Flint-Saginaw-Bay City area is powerful enough to keep families up after midnight on Saturday nights?

Why can’t a man living in Miami, Florida, be buried west of the Mississippi?

What’s the best way to sell my wares to the most women at the lowest TV dollar?
Robert M. McGredy

Mr. McGredy

Jack Mohler, will coordinate sales policies for TV AR offices throughout U.S. Mr. McGredy started his career in 1946, as sales manager of WTOP Washington. In 1948 he became sales manager of WPAT Paterson, N.J., and in 1949, assistant director of Broadcast Advertising Bureau (now RAB). He joined WCAU-TV Philadelphia, in 1950, first as sales manager and subsequently as vp in charge of station.

Don Wirth, vp and general manager, WNAM Neenah, Wis., elected president of Wisconsin Broadcasters Assn., succeeding M ig Figi, co-owner and general manager, WAUX Waukesha, who becomes ex officio member of board. Other officers named at WBA annual meeting in Milwaukee Tuesday include: Bruce Wallace, public service and promotion manager, WTMJ-TV Milwaukee, vp; Dick Dudley, general manager, WSAU Wausau, re-elected treasurer; Carl Kolata, president and general manager, WTTN Watertown, re-elected secretary; George Freehette, general manager, WFRU Wisconsin Rapids, re-elected to board. WBA had record attendance of 82 members.

Doyle Harden, formerl y with KFMJ Tulsa Okla., joins announcing staff of KTUL, that city.

James C. Steele, formerly radio-television creative director for Walt-Payne Adv., Tulsa, Okla., joins KVOO-TV, same city.

Neil E. Wolford, formerly at WRVC Norfolk, joins staff of WHPL Winchester, both Virginia.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. Other personnel changes: Kay MacLean Nero and Joe McDonald join WFLA-AM-FM promotion department.

Herbert S. Doloff, corporate legal advisor, and Gra hame Richards, national director of programming, named vps of Storz Broadcasting Co., Omaha. In addition to new duties, they will continue to function in present capacities. Storz stations are WDGY Minneapolis-St. Paul, WHB Kansas City, KOMA Oklahoma City, KXOK St. Louis, WTIX New Orleans, and WQAM Miami.

Sarnoff honored by American Legion

Robert W. Sarnoff, NBC chairman (r) receives a special award from American Legion National Commander William R. Burke (l) at a special luncheon in Washington March 1. The citation commended Mr. Sarnoff and NBC for distinguished public service in making TV “a dynamic force in public service.”

Mr. Sarnoff, in his acceptance remarks, urged that the restrictions of Sec. 315 of the Communications Act (which requires broadcasters to give equal opportunity to all candidates for political office once one of them has been seen or heard on the air) be removed since broadcasters have demonstrated their skill, fairness and responsibility in handling the “Great Debates” in the 1960 presidential campaign. Mr. Sarnoff also detailed NBC’s informational program and said that the network was doing more such programming than it undertook during the 1960 presidential election year.

The American Legion also presented awards to David Brinkley, NBC commentator, and to Quentin Reynolds, author and war correspondent.
Ed L. Teer joins news staff of WFAA Dallas, Tex.

Marge Connor appointed woman’s director for KHOU-TV Houston, Tex.

Jon Arthur, rejoins WKRC Cincinnati, Ohio, after two-year assignment with State Department.

Joseph Anthony Flahive, formerly eastern sales manager for WGN-TV Chicago, named national sales manager of WTVJ (TV) Miami. He had headed WGN-TV’s New York office for four years. In new post he will report to Bill Brazzil, vp in charge of sales.

Mrs. Terry Liang joins ABC-TV press information department as magazine editor. Mrs. Liang, who succeeds retiring Betty Goode, will headquarter in Hollywood.

Arthur Paul promoted from senior floor director at WITI (TV) Milwaukee to producer-director.

PROGRAMMING

Abe Mandell, formerly vp in charge of Independent Television Corp. international sales, appointed to newly-created post of vp in charge of administration. Mr. Mandell, who will report to Michael Nidorf, ITC president and board chairman, will be responsible for overall sales, domestic and foreign, as well as administrative policy. He will also continue as vp of international sales.

Jerry Thorpe named to newly-created position of vp in charge of programming for Desilu Productions, Hollywood. He joined firm in 1953 as assistant director following eight years service at MGM.

Caine named

Howard C. Caine, president of CHWO Oakville, Ont., named chairman of committee of Canadian Assn. of Broadcasters which will this year underwrite $20,000 for Dominion Drama Festival, previously sponsored by Calvert Distilleries, Montreal. CAB will be main sponsor of this national cultural project. Others on committee are Henri Olivier, CJSO, Sorel, Que., as vice-chairman; Robert Reinhart, CFPL-TV London, Ont.; D. M. Neill, CFNB Fredericton, N. B.; Terry French, CKLQ Kingston, Ont.; Jean Poulet, CFCM-TV Quebec City, Que.; Phil Stone, CHUM Toronto, and Frances Baldwin, CAB Ottawa, Ont.

Mike Wallace signs to narrate and conduct interviews for “Project: Man in Space,” documentary tv special dealing with astronaut and manned spacecraft programs in U. S. and Russia. Jack Haley Jr. is producing and directing hour-long program for Wolper-Sterling Productions, Hollywood.

Howard Jaffe, who created basic idea for Screen Gems’ Joan Crawford series, appointed editorial assistant to William Dozier, vp in charge of West Coast activities.

Allen Ash, sales representative, National Telefilm Assoc., Chicago, named to head that office.


EQUIPMENT & ENGINEERING

William Carpenter, formerly of Ziv-UA, N. Y., appointed eastern sales manager, Cellomatic Corp., N. Y.

Robert L. Wolff joins Eitel-McCullough Inc., San Carlos, Calif., manufacturer of electron tubes. Mr. Wolff will be senior sales engineer in company’s Chicago regional sales office, Bellewood, Ill.

INTERNATIONAL

Hal E. Chester appointed to newly-created position of European representative for National Theatres & Television, Beverly Hills, Calif. He will headquarter in London.

Joyce Davidson, Canadian tv personality of CBC weekday evening network program Seven-O-One, for past five years, to WNEW New York as host on new 90-minute evening show.

Robert Auld named radio-tv director of Burley, Norman, Craig & Kummel, Toronto.

Al Piche, formerly of CIKL Kirkland Lakes, to sales staff of CFCL-TV Timmins, both Ontario.

ALLIED FIELDS

Leonard H. Marks, Washington communications lawyer (Cohn & Marks), to Middle and Near East on lecture tour on administrative law to bar associations and law schools at request of U. S. State Dept. He leaves today and will be gone for two months. Mr. Marks lectured on same subject in India in 1958, also under sponsorship of State Dept.

James Rupp promoted to southern regional manager of American Research Bureau, Beltsville, Md. He had been on southern sales staff.

DEATHS

Adam F. Smith, president of R. C. Smith & Son, Toronto advertising agency founded in 1915, died there Feb. 20. He had been agency president since 1948.

Vernon Winn, 28, film director for WXEX-TV Richmond, Va., died of heart attack on Feb. 24.
To graphically illustrate the FBI’s four basic rules, WLOS-TV shot some film footage on the subject.

J. Edgar Hoover judges WLOS-TV contest

J. Edgar Hoover, quick to criticize TV programming, has demonstrated an equal alacrity to praise. In fact, the FBI chief has gone further for WLOS-TV—Greenville - Asheville - Spartanburg, S. C. He agreed to help judge a contest and offered the cooperation of area FBI bureaus in connection with the station’s contest aimed at the threats of child molestation.

Several weeks ago—prior to the sex slaying of four-year-old Googie Kiecorius in New York City—WLOS-TV launched an educational contest on this ticklish subject. Boys and girls were invited to submit drawings that would illustrate the FBI’s four principal rules for their protection: turn down gifts from strangers, refuse rides from strangers, avoid dark and lonely streets, and know your policeman.

More than 1,000 entries followed the initial announcement on WLOS-TV’s two major shows for children. In some instances teachers had entire classes make entries as class assignments.

Mr. Hoover, contacted by WLOS-TV, gave his blessings and congratulations on the project, offered whatever assistance might be needed by FBI bureaus in the area as well as his own services as a judge. In addition, he has requested a complete and detailed report on the handling of the project as well as its results.

Admen turn to radio to tell their story

Throughout the West, the “Sound of Advertising” is coming into millions of homes and cars via radio, as western stations continue the campaign launched during Advertising Week (Feb. 5-11) into Advertising Year.

Brainchild of Marvin Cantz of Tilds & Cantz, Los Angeles, who is chairman of the campaign for the Western States Advertising Agencies Assn., the campaign is based on the idea that much of the popular agitation against advertising can be eliminated through a strong, consistent program that will educate the public. When the American consumer really understands the meaning of a free market and appreciates the freedom to buy and sell, the value of advertising will then be recognized as a vital factor in our economy... and not before!"

In the campaign, Mr. Cantz proceeded on the premise that “the true function of advertising can best be appreciated by teaching the public what it understands best: Few consumers, for example, would argue with the personal benefits of free choice in the marketplace. From this economic truth, it’s only a short step to understanding the importance of advertising in our economy.”

Each of the four radio spots, to which a TV series will be added if present plans materialize, opens with a familiar sound followed by the words: “This is the sound of America.” For example, here’s a spot that begins with the sound of the cash register:

ANNCR. (George Penneman): This is the sound of America. (PAUSE) You

With WLOS-TV’s Don Shepherd, his wife Marilyn and two children enacting each idea.

hear it every day... in stores and supermarkets everywhere. It’s the sound of people shopping. These people are American consumers, like yourself. And they’re fully informed about better products and better values... because of Advertising.

FEMALE VOICE: I’ll take six of these... king size, please. And let me have two of those you have on sale. No, no... better give me these... my husband likes this flavor better. Oh, and I need some...

SOUND: FADE OUT

ANNCR.:... six of these and two of those... and a lot more of this and that. That’s the sound of America... where the “customer is king.” Free to choose from a tremendous variety of advertised products.

With the help of Advertising, you decide which product is best for you. You’re the judge. And Advertising is your guide to almost any product you want or need.

The sound of Advertising is also the sound of free Americans—earning more, buying more, and living better.

WORL goes to the birds for promotional aid

WORL Boston has brought back the carrier pigeon and found him to be a successful promoter. To tell local advertisers, agencies and the press about its new format, WORL enlisted the aid of 100 carrier pigeons and sent out invitations in capsules on the pigeons’ legs.

The recipient would signify his acceptance by filling out the enclosed form, insert it back in the capsule and release the pigeon.

In a few days 94 pigeons had returned to their lofts, leaving six unaccounted for.

Vancouver hits jackpot

Three Vancouver, B.C., radio stations, CKWX, CKNW and CKLG, operated big cash and merchandise prize contests during February. CKWX earmarked $52,000 for the promotion with listeners offered $50 if their lucky number was drawn. The station picked 31 numbers a day, paid out on 20% of them. Numbers were distributed in 250,000 booklets, each with six numbers.

CKNW had $43,000 in prizes, with listeners eligible for $49 if number called, $98 if they also had sponsored products, Success Wax, Kraft Miracle Whip, Jello Instant Pudding, and Colgate Super Fab. Numbered booklets were mailed to listeners in the area.

CKLG conducted a radio bingo, sponsored by local retailers. It had a potential payoff of $10,000.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting: Feb. 16 through Feb. 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

**Abbreviations:** DA—directional antenna, cp—circuit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, sur.—sural, v—it.—visual, kw—kilowatts, w—at—megacycles, d-day—N—night, LS—listening station, SAA—Special Authorization Area, S—specified hours, t—transmitted.

Announced.

**New tv station**

**APPLICATION**

Austin, Tex.—Texas-Longhorn Bestg. Corp. uhf ch. 18 (494-500 mc); ERP 18.48 kw vis.; 11,081 kw aud.; height above average terrain 578 ft., above ground 446 ft. Estimated construction cost $30,000, first year operating cost $30,000; remote control permitted; engineering condition. Address 3235 Ruth, Apt. 4, Houston, 4. Studio 60, W. near Oak Hill, Tex. Geographic coordinates 30° 19’ 40’’ N. Lat., 97° 57’ W. Lon. Principal is Richard J. Houston. Owners are Richard J. Houston, Mrs. Weldon H. Steele, equal partners. Both are in U. S. Army Communications Service Group. Ann. Feb. 22.

Alvin, Tex.—Alvin Bestg. Co. 1150 kc, 250 kw d. P. O. address 1403 Adoue St. Estimated construction cost $6,204, first year operating cost $16,495, revenue $53,976. Principals are Richard J. Houston and Bedwin H. Steele, equal partners. Both are in U. S. Army Communications Service Group. Ann. Feb. 22.

**Existing am stations**

**ACTIONS BY FCC**

KFAY Fayetteville, Ark.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 500 w; engineering condition. Ann. Feb. 22.

KSPB Sarasota, Fla.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 500 w; engineering condition and Sec. 017 condition. Ann. Feb. 22.

WNTF Tallahassee, Fla.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 500 w; remote control permitted; engineering conditions. Ann. Feb. 23.

KTRK Houston, Tex.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 500 w; remote control permitted; engineering conditions. Ann. Feb. 22.

WBBM Chicago, Ill.—Granted increased power on 1280 kc, D, from 1 kw to 5 kw; remote control permitted; engineering conditions. Ann. Feb. 22.

WFLD Chicago, Ill.—Granted change from SH to unl., continued operation on 1450 kc, 250 w. Also granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 500 w; engineering conditions. Ann. March 1.

KFRN Orofino, Idaho.—Granted increased power on 960 kc, D, from 500 kw to 1 kw; engineering conditions. Ann. Feb. 22.

WDBI Bedford, Ind.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 500 w; engineering conditions. Ann. March 1.

WCZR Hillsdale, Mich.—Granted increased power on 1280 kc, D, from 1 kw to 250 kw; remote control permitted; engineering conditions. Ann. Feb. 22.

KDMA Montevideo, Minn.—Granted change from DA-1 to DA-2; continued operation on 1450 kc; engineering conditions. Ann. March 1.


KWLM Wilmur, Minn.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

KWY Atlanta, Ga.—Granted increased power on 1000 kc from 5 kw to 25 kw; remote control permitted; engineering condition. Ann. March 1.

KWFL Corvallis, Ore.—Granted increased power on 1460 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

WHUN Huntington, Pa.—Granted increased power on 1150 kc, D, from 1 kw to 5 kw; remote control permitted; engineering condition. By letter, denied petition by WDRL Wilmington, Del., to designate station for hearing. Ann. March 1.

**KWYA Lewiston, Pa.—**Granted change on 920 kc, from 1 kw, D, to 500 w, N, 1 kw; DA-N; engineering conditions. Ann. Feb. 23.

**WJCA West Bloomfield, Mich.—**Granted increased power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 22.

**WJKE West Lafayette, Ind.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

**KWBE Wausau, Wis.—**Granted increased daytime power on 1460 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

**KELO Sioux Falls, S. Dak.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, remote control permitted; engineering conditions. Ann. Feb. 22.

**KWAM Augusta, Me.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

**KEML Fort Smith, Ark.—**Granted increased daytime power on 1440 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

**KWEBY Big Spring, Tex.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

**KURL Waukegan, Ill.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, continuing operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 22.

**KZMET Norwich, Ind.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

**KWSB Buffalo, N. Y.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw; remote control permitted; engineering conditions. Ann. Feb. 23.

**KQQM Quincy, Ill.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

Announced.

**New fm stations**

**ACTIONS BY FCC**

Cullman, Ala.—Cullman Bestg. Co. Granted

Columbia, Ohio.—Columbia Bestg. Co. Granted

**Applications for construction**

**NEGOTIATORS FOR THE PURCHASE OF USE AND SALE OF RADIO AND TELEVISION STATIONS**

**EDWIN TORBEN & COMPANY, INC.**

**EVALUATIONS**

**FINANCIAL ADVISORS**

FOR THE RECORD
Please start my subscription immediately for:

- [ ] 25 weekly issues of BROADCASTING $7.00
- [ ] 11 weekly issues and Yearbook Number $4.50
- [ ] Payment attached
- [ ] Please Bill

name

title(*)

address

city

state

**BROADCASTING**

THE WEEKLY MAGAZINE OF TELEVISION AND RADIO

NEW SUBSCRIPTION ORDER

Please send your subscription immediately to:

- [ ] 52 weekly issues of BROADCASTING $7.00
- [ ] 52 weekly issues and Yearbook Number $4.50
- [ ] Payment attached
- [ ] Please Bill

name

title(*)

address

city

state

[96] (FOR THE RECORD)

BROADCASTING, March 6, 1961
NOW AVAILABLE IN THE RCA LINE OF NEW TRANSISTOR AMPLIFIERS

featuring uniform high-fidelity performance and long-life expectancy

An ideal program, line or bridging amplifier, the BA-33A has high gain with very low distortion. Has self-contained power supply, excellent frequency response, front panel gain control, plug-in mounting. Full transistor circuitry affords the advantages of compact design, uniform performance, reduced power consumption and long-life. Only $235.

Write to RCA, Dept. S-88, Building 15-J, Camden, N. J.
In Canada: RCA VICTOR Company, Ltd., Montreal

PROGRAM AMPLIFIER

STAFF INSTRUCTIONS

Comm. on Feb. 23 directed preparation of document looking toward granting application of Booth, Best Co. to change facilities of WTOD Toledo, Ohio.

WGTN Huntington, N. Y.—Seeks transfer of control of WGTN-Montauk Bestg. Inc. to Fifth Market Bestg. Inc. through merger.

KARY Proser, Wash.—Seeks transfer of control of Proser-Grandview Bests. Inc. through purchase of stock by the corporation.

KTEU Tulsa, Tex.—Seeks transfer of control of KTEU-Tulsa Bestg. Inc. to Marshall Formby, Clint Formby and Graddy Tunnel.

KARE Babcock, N. Y.—Seeks license transferral of KKAM-Elma Bestg. Inc. to Elma Bestg. Inc. for $62,000.

KERB Proser, Wash.—Seeks transfer of WGTN-Montauk Bestg. Inc. to Fifth Market Bestg. Inc., to Fifth Market Bestg. Inc. for $237,885, and transfer of license from Huntington-Montauk to Fifth Market. Purchasers are Edward J. Fitzgerald and Gertrude C. Fitzgerald, as trustees for Raymond P. Fitzgerald.

BERK New York—Seeks license transferral of WGTN-Montauk Bestg. Inc. to Fifth Market Bestg. Inc. for $62,000.


WGBT Buffalo, N. Y.—Seeks transfer of control of WGBT-Buffalo Bestg. Inc. to Buffalo Bestg. Inc. for $27,200. Purchasers are Ralph W. Burden (20%), Robert Gundle (16%), Ralph W. Jr. and William D. Burden (34%), from consolidated proceeding.

KFWY Phoenix, Ariz.—Seeks assignment of KFWY-Phoenix Bestg. Inc. to Phoenix Bestg. Inc. for $27,200.

KBAX Kansas City, Mo.—Seeks assignment of license from Capital City Bestg. Co. to Groven Bestg. Co. for $27,200. Purchasers include Mr. McCubbins (28%) and Ray Eisen. Mr. Eisen is former manager KECK Odessa. Ann. Feb. 27.

WGTU Sanford, N. C.—Seeks assignment of cp from James F. McCubbins to Texas Broadcasting, Inc. for $14,055. Purchasers include Mr. McCubbins (28%) and Ray Eisen. Mr. Eisen is former manager KECK Odessa. Ann. Feb. 27.

WORD Stantonburg, S. C.—Seeks assignment of WQBI-Charleston Bestg. Inc. to Charleston Bestg. Inc. for $175,000. Mr. Belk owns WQUS Norfolk, Va., and WQBI-Charleston.

KFHA Tacoa, Wash.—Seeks assignment of license from Thomas H. Henderson, receiver of KFHA Inc. to Radio Sales Corp. for $60,000. Purchasers are Ralph W. Burden (20%), Ralph W. Jr. and William D. Burden (34%), who is to operate in Alaska.

KXFM (FM) Oklahoma City, Okla.—Seeks assignment of license from Capitol City Bestg. Co. to Groven Bestg. Co. for $27,200. Purchasers include Mr. McCubbins (28%) and Ray Eisen. Mr. Eisen is former manager KECK Odessa. Ann. Feb. 27.


By decision, commission granted petition by Greylock Bestg. Co., severed from consolidated proceeding. For information, see the previous page.

By memorandum opinion and order, commission granted petition by Greylock Bestg. Co., severed from consolidated proceeding.

By memorandum opinion and order, commission granted petition by Greylock Bestg. Co., severed from consolidated proceeding.

By memorandum opinion and order, commission granted petition by Greylock Bestg. Co., severed from consolidated proceeding.
from nondirectional with 1 kw to directional with 5 kw, continued operation on 1500 kc, D, Sept. 19, 1960 initial decision looked toward this action.

Commission on Feb. 23 directed preparation of document looking toward accepting 1960 census population figures and granting application of Booth Bezt Co. to increase daytime power of WWSG Saginaw, Mich., from 7 kw to 5 kw, continued operation on 790 kc, 1 kw-N, DA-2. May 18, 1960 initial decision looked toward denying application.

Announcement of these preliminary steps does not constitute any action on such cases, but merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

* Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting applications for new am stations to operate on 1550 kc of (a) Radio Crawfordsville Inc., with 250 w, DA-N, U, in Crawfordsville, Ind.; (b) Sullivan County Bezt Co., with 250 w, D, in Sullivan, Ind.; (c) Southern Wisconsin Inc., with 1 kw, DA, D, in Lake Geneva, Wis.; (d) Grundy Bezt Co., with 250 w, D, in Morris, Ill.; and (e) Air Capital Inc., with 5 kw, D, in Madison, Wis.; (2) denying application of Det Plaines-Arlington Bezt Co. for new station on 1550 kc, 5 kw, DA-D, in Des Plaines, Ill.; and (3) granting petition of Shore Bezt Co. to dis- miss without prejudice its application for new station on 1550 kc, 5 kw, DA-I, U, in Madison, Wis. Ann. March 1.


* Hearing Examiner Annie Neal Hunting issued initial decision looking toward granting application of Radio Millington Inc. for new am station to operate on 1380 kc, 500 w, D, in Millington Tenn. Ann. Feb. 23.

* Hearing Examiner Herbert Sharpman issued initial decision looking toward deny- ing application of James D. Childress and James E. Reed. (Mountain Empire Radio Co.) for new am station to operate on 1650 kc. 500 w, D, in Clinton, Tenn. Ann. Feb. 23.

* Hearing Examiner Millard F. French issued initial decision looking toward granting applications of Clarke Bezt Corp. (WGAU), Athens Ga., WAKE, Inc. (WAKE), Atlanta Ga., and Savannah Valley Bezt Co. (WBDQ), Augusta, Ga., to increase daytime power on 1340 kc from 250 w to 250 w, continued nighttime operation with 250 w. Ann. Feb. 23.

OTHER ACTIONS

* By order, commission extended effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at station whenever trans. is in operation, pending final decision in rule-making proceeding which looks toward eliminating that requirement. According to Sec. 3.690(a) and 3.691(a) of rules were precedent to reflect extension effective date.

* By memorandum opinion and order, commission denied petition by WMFJ Inc. (WMFJ), Daytona Beach, Fls., requesting issuance of order to Coastal Carolina Bezt Corp. to show cause why license for WMYB Myrtle Beach, S. C. (1490 kc 250 w, U), should not be modified to specify daytime operation with 1 kw contingent upon grant of applications of stations WMFJ and WHSC both Hartsville, S. C., WACP Savannah, Ga., and WAGN Charleston, S. C. seeking increased daytime power from 250 kw to 1 kw continued operation on 1460 kc with 250 w N, which are in consoli- dated proceeding in Dockets 13268-9.

* By order, commission appointed Chief Hearing Examiner James D. Cunningham jr. in lieu of Honorable Horace Lankton (no longer available to serve as presiding offi- cer), to proceed further to issue an order on remand by U. S. Court of Appeals in proceeding on applications of WORZ N. Y. and Mid-Florida Television Corp. (WLOP) to operate on ch. 9 in Orlando, Fls., and to issue an initial decision on application of the Agency to have been converted to appointment of a hearing ex-aminer of commission to proceed in matter, and to issue initial decision. Order shall not take effect until it has been presented to the party of Appeal. Commission rules and such action as Court may deem appropriate in light of decisions of its present mandate. Ann. Feb. 26.

* By order, commission granted petition by Golden Gate Bestg. Corp., San Francisco, Calif., and amended issue 6 in consolidated proceedings 13649-13653 to determine whether the roof-top antenna system proposed in KSAN appli- cation is in compliance with Sec. 3.198 (d) of the rules, and, if not, whether circum- stances exist warrant waiver of that section. Ann. Feb. 26.

* By memorandum opinion and order, commission dismissed comparative proceeding from KARA Inc. (KARA), Albuquerque, N. M., for new fm station, in consolidated proceeding in Dockets 13837-13940. KARA is no longer party to proceeding. Ann. Feb. 26.


* By memorandum opinion and order, commission denied petition of First Presbyterian Church of Seattle, Wash., to dismiss application of Washing- ton State U. for exclusive nighttime operation of KWSC Pullman, Wash., presently operating with KWTW. Application is in consolidated hearing with applications for renewal of licenses of KTW and KWSC. Ann. March 1.

* By order, commission dismissed petition of M. T. Vernergdon & T. Co. for reconsideration, severance from consoli- dated proceedings in Dockets 12232 et al., and grant without hearing of its applica- tion for increased power by Wil- son & T. Co. on 1190 kc, 1 kw, D, on 940 kc, D, from 1 kw to 5 kw, DA. Petitioner should be addressed its request for relief by hearing ex-aminer. Ann. March 1.


* By memorandum opinion and order, commission granted petition by W. R. Frier for reconsideration of order allowing him his application to increase daytime power of WBBF Corp. on 1450 kc from 250 w to 1 kw, continued night- time operation with 250 w, conditioned to accepting such interference as may be im- posed upon it by other existing Class IV stations; in event all parties to proceedings have been authorized to increase power to 1 kw; terminating proceeding.

* By order, commission, on its own mo- tion, modified stayed rereading of KOAL, Ill., tv ch. 8 comparative proceeding from March 3 to date subsequently to be determined. Ann. March 1.

---

For that
NEW IDEA

visit the
LA SHER

March 20-23, 1961
New York
Coliseum and Waldorf-Astoria Hotel
Members $1.00, Non-members $3.00
Age limit—over 18

(For the Record)

BROADCASTING, March 6, 1961

Williams Beckford, Ill.; WGEM Quincy, Ill.; McLean County Bestg. Co. Normal, Ill.—Designated for consolidated hearing applications involving operation on 1440 kw—Williams granted increase daytime power from 1 kw to 5 kw. DA-D, continued 500 kw—WGEM to increase daytime power from 1 kw to 5 kw, continuing 1 kw. DA-A, and McLean for new am station to operate with 1 kw. DA-D made KIRK Kirksville, Mo., party to proceeding. Ann. Feb. 23.

High-Fidelity Bestg. Corp. Newtstown, Pa.—Designated for hearing application for new am station to operate on 1460 kc, 100 kw. u made WOND Pleasantville, N. J., and WEST Easton, Pa., parties with respect to their existing and proposed operations, and WCOJ Coatesville, Pa., party with respect to its existing operation. Ann. Feb. 23.

* Commission granted requests by KTVB Inc., licensee of KTVB (TV) ch. 7, and Boise Valley Bestg. Inc., KBOI-TV, ch. 2, both Boise, Idaho, for temporary waiver of Sec. 4.602(a) of rules to operate tv inter- city relay stations at KSL-TV, Salt Lake City, Utah, on 7050-7075 and 7100-7125 mc, respectively (normally reserved for common carrier use). until equipment is available for operation in 12000 mc band; no-interference condition. Ann. Feb. 23.


Routine roundup

* By order, commission amended Sec. 1.359 of rules relating to giving of local notice of applications for broadcast facili- ties and amendments thereof, to exempt tv translator stations from requirements of subsection (c) and adding new subsection to provide that applicant filing any application or amendment thereto for tv broadcast translator station which is subject to this section shall cause an published notice of such filing at least once during two week period immediately following the filing of such application or major amendment, or, when applicant is specifically advised by commission that public notice is required in particular case pursuant to Sec. 1.359, such notice shall be published at least once during two week period immediately following commission notification, in daily, weekly or bi-weekly publication having general circu- lation in community or area to be served; provided, however, that, if there is no publication of general circulation in community or area to be served, applicant shall determine appropriate means of providing required notice to general public, such as posting in local post office or other public place. Amendments are effective imme- diately. Ann. Feb. 28.

* By order, commission granted request by Voice of the Orange Empire Inc. Ltd. and deleted engineering condition attached to its July 7, 1960 grant to increase daytime power of KWIZ Santa Ana, Calif. from 1 kw to 5 kw and change from AA-N to DA-2, continuing operation on 1460 kc. w. 1 kw, N. Ann. Feb. 23.

* Commission denied request of South Jersey Radio, Inc. (WOND), Pleasantville, N. J., for waiver of its policy of not assigning common call letters to stations of same licensee in different service areas. Conn. Cross dissolved. South Jersey had requested assignment of call letters WOND-FM in lieu of WOSS-FM Atlantic City, N. J.

* On its own motion, commission set aside its January 29, 1961 grant of limited license renewal for 15 months for WTTI, Wirlie Radio Inc., Lewistown, Pa., because of substantial evidence of new techn- nical violations, and non-correction of pre-viously cited violations.

** ACTIONS ON MOTIONS

* Commission on Feb. 23 granted petition...
by Federal Communications Bar Association and extended to Feb. 9 to March 13 and from March 7 to March 28 to file comments and replies in the matter of amendment proceedings and new rules concerning payment of consideration to amend, discontinue, or rescind applications in proceedings involving determination pursuant to Sec. 307(b) of the act. Action Feb. 23.

By Commissioner John S. Cress
- Granted petition by College Radio and extended to Feb. 14 time to respond to Broadcast Bureau's opposition to its petition to delete issue in proceeding on its application and that of Arthur A. Deters for am facilities in Greenfield and Ahmert both Massachusetts. Action Feb. 21.
- Granted petition by Broadcast Bureau and extended to March 3 and March 10 time to file exceptions and replies in proceeding on application for relinquishment of proceedings. Granted per- mitted of WPJB-TV (ch. 5), Weston, W. Va., by J. P. Beesom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 21.

By Commissioner Robert E. Lee
- Granted petition by Broadcast Bureau and extended to March 7 time to file re- sponses to joint petition for reconsideration by Creek County Bstg., Co., Tinker Area Bstg., Co., and Sapulpa Bstg. Corp. In proceeding on their application for new station in Sapulpa and Midwest City, Okla. Action Feb. 21.
- Granted petition by Broadcast Bureau and extended to Feb. 14 to March 10 time to file exceptions to petition by North suburban radio Inc., Highland Park, Ill., for cond- tional sale of its application and for renewal of its application. Action Feb. 27.
- Granted petition by Broadcast Bureau and extended to March 7 time to file re- sponses to petition by North suburban radio Inc., Highland Park, Ill., for condition- al sale of its application and for renewal of its application. Action Feb. 27.
- Granted petition by Broadcast Bureau and extended to March 10 time to file re- responses to petition by North Suburban Radio Inc., Highland Park, Ill., for condition- al sale of its application and for renewal of its application. Action Feb. 27.

By Chief Hearing Examiner James D. Cunningham
- Granted petition by Milton Grant and James R. Bendle, (Laurel Bstg., Co.), for extension of effective date for compliance with Feb. 13 order requiring production of additional information relative to legal and engineering services performed in connec- tion with Laurel Bstg., Co.'s application for new station in Laurel, Md., which is in consoli- dated hearing. Action Feb. 24.

By Chief Hearing Examiner J. Grant, denied joint petition by Laurel and Interurban grant of its application which is consolidated for hearing with Dockets 13010 et al. Action Feb. 27.

By Chief Hearing Examiner Jan. 24 denial of joint petition by Laurel and Interurban grant of its application which is consolidated for hearing with Dockets 13010 et al. Action Feb. 27.

- By Chief Hearing Examiner J. Frederick
- Granted petition by College Radio and extended to Feb. 9 time to file responses to joint petition for reconsideration by Creek County Bstg., Co., Tinker Area Bstg., Co., and Sapulpa Bstg. Corp. In proceeding on their application for new station in Sapulpa and Midwest City, Okla. Action Feb. 21.
- Granted petition by Broadcast Bureau and extended to March 3 and March 10 time to file exceptions and replies in proceeding on application for relinquishment of proceedings. Granted per- mitted of WPJB-TV (ch. 5), Weston, W. Va., by J. P. Beesom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 21.

By Chief Hearing Examiner James D. Cunningham
- Granted petition by Milton Grant and James R. Bendle, (Laurel Bstg., Co.), for extension of effective date for compliance with Feb. 13 order requiring production of additional information relative to legal and engineering services performed in connec- tion with Laurel Bstg., Co.'s application for new station in Laurel, Md., which is in consoli- dated hearing. Action Feb. 24.

By Chief Hearing Examiner Jan. 24 denial of joint petition by Laurel and Interurban grant of its application which is consolidated for hearing with Dockets 13010 et al. Action Feb. 27.

By Chief Hearing Examiner J. Frederick
- Granted petition by College Radio and extended to Feb. 9 time to file responses to joint petition for reconsideration by Creek County Bstg., Co., Tinker Area Bstg., Co., and Sapulpa Bstg. Corp. In proceeding on their application for new station in Sapulpa and Midwest City, Okla. Action Feb. 21.
- Granted petition by Broadcast Bureau and extended to March 3 and March 10 time to file exceptions and replies in proceeding on application for relinquishment of proceedings. Granted per- mitted of WPJB-TV (ch. 5), Weston, W. Va., by J. P. Beesom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 21.

By Chief Hearing Examiner James D. Cunningham
- Granted petition by Milton Grant and James R. Bendle, (Laurel Bstg., Co.), for extension of effective date for compliance with Feb. 13 order requiring production of additional information relative to legal and engineering services performed in connec- tion with Laurel Bstg., Co.'s application for new station in Laurel, Md., which is in consoli- dated hearing. Action Feb. 24.

By Chief Hearing Examiner Jan. 24 denial of joint petition by Laurel and Interurban grant of its application which is consolidated for hearing with Dockets 13010 et al. Action Feb. 27.

By Chief Hearing Examiner J. Frederick
- Granted petition by College Radio and extended to Feb. 9 time to file responses to joint petition for reconsideration by Creek County Bstg., Co., Tinker Area Bstg., Co., and Sapulpa Bstg. Corp. In proceeding on their application for new station in Sapulpa and Midwest City, Okla. Action Feb. 21.
- Granted petition by Broadcast Bureau and extended to March 3 and March 10 time to file exceptions and replies in proceeding on application for relinquishment of proceedings. Granted per- mitted of WPJB-TV (ch. 5), Weston, W. Va., by J. P. Beesom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 21.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Company/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories</td>
<td>Washington 7, D.C. Federal 3-4800</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C.</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>30 Years’ Experience in Radio Engineering</td>
<td>1710 H St., N.W. Republic 7-2347</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Radio Engineers</td>
<td>Everett Commercial Engineering Services, Everett, Wash.</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 32, Crestview 4-8721</td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers</td>
<td>Washington 5, D.C. Republic 7-3984</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>Washington 6, D.C. Fort Evans</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>1405 G St., N.W. Republic 7-6546</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Radio Engineers</td>
<td>Box 68, International Airport</td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer</td>
<td>P.O. Box 9044, Austin 17, Texas</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>420 Taylor St., San Francisco, Calif.</td>
<td>2010 Broadway</td>
</tr>
<tr>
<td>M. R. KARIG &amp; ASSOC.</td>
<td>Broadcast Consultants Engineering</td>
<td>Sales, P.O. Box 248 Saratoga Springs, N.Y. Saratoga Springs 4900</td>
</tr>
<tr>
<td>JOHN H. BATTISON AND ASSOCIATES</td>
<td>Consulting Engineers specializing in AM power increases—FM-TV</td>
<td>1917 1 St., N.W. Washington 6, D. C.</td>
</tr>
<tr>
<td>HASKETT &amp; VOLKMAN</td>
<td>Broadcast Consultants</td>
<td>7265 Memory Lane, Cincinnati, Ohio</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers              Radio &amp; Television</td>
<td>527 Munsey Bldg., Sterling 3-0111</td>
</tr>
<tr>
<td>R. E. BASS &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>Washington 6, D.C. Republic 7-2401</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers              Radio &amp; Television</td>
<td>527 Munsey Bldg., Sterling 3-0111</td>
</tr>
<tr>
<td>R. E. BASS &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>Washington 6, D.C. Republic 7-2401</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>420 Taylor St., San Francisco, Calif.</td>
<td>2010 Broadway</td>
</tr>
<tr>
<td>M. R. KARIG &amp; ASSOC.</td>
<td>Broadcast Consultants Engineering</td>
<td>Sales, P.O. Box 248 Saratoga Springs, N.Y. Saratoga Springs 4900</td>
</tr>
<tr>
<td>JOHN H. BATTISON AND ASSOCIATES</td>
<td>Consulting Engineers specializing in AM power increases—FM-TV</td>
<td>1917 1 St., N.W. Washington 6, D. C.</td>
</tr>
<tr>
<td>HASKETT &amp; VOLKMAN</td>
<td>Broadcast Consultants</td>
<td>7265 Memory Lane, Cincinnati, Ohio</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers              Radio &amp; Television</td>
<td>527 Munsey Bldg., Sterling 3-0111</td>
</tr>
<tr>
<td>R. E. BASS &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>Washington 6, D.C. Republic 7-2401</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>420 Taylor St., San Francisco, Calif.</td>
<td>2010 Broadway</td>
</tr>
<tr>
<td>M. R. KARIG &amp; ASSOC.</td>
<td>Broadcast Consultants Engineering</td>
<td>Sales, P.O. Box 248 Saratoga Springs, N.Y. Saratoga Springs 4900</td>
</tr>
<tr>
<td>JOHN H. BATTISON AND ASSOCIATES</td>
<td>Consulting Engineers specializing in AM power increases—FM-TV</td>
<td>1917 1 St., N.W. Washington 6, D. C.</td>
</tr>
<tr>
<td>HASKETT &amp; VOLKMAN</td>
<td>Broadcast Consultants</td>
<td>7265 Memory Lane, Cincinnati, Ohio</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers              Radio &amp; Television</td>
<td>527 Munsey Bldg., Sterling 3-0111</td>
</tr>
<tr>
<td>R. E. BASS &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>Washington 6, D.C. Republic 7-2401</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>420 Taylor St., San Francisco, Calif.</td>
<td>2010 Broadway</td>
</tr>
<tr>
<td>M. R. KARIG &amp; ASSOC.</td>
<td>Broadcast Consultants Engineering</td>
<td>Sales, P.O. Box 248 Saratoga Springs, N.Y. Saratoga Springs 4900</td>
</tr>
<tr>
<td>JOHN H. BATTISON AND ASSOCIATES</td>
<td>Consulting Engineers specializing in AM power increases—FM-TV</td>
<td>1917 1 St., N.W. Washington 6, D. C.</td>
</tr>
<tr>
<td>HASKETT &amp; VOLKMAN</td>
<td>Broadcast Consultants</td>
<td>7265 Memory Lane, Cincinnati, Ohio</td>
</tr>
</tbody>
</table>

**Broadcasting, March 6, 1961**

101
and Espanola, both New Mexico. Action Feb. 20.

- Issued order following further prehearing conference on FM applications of Blue Island Community Broadcast, Inc., Blue Island, Ill., et al. Several applicants and intervenors joined in proceedings appearing in a separate issue of this publication, which is not included in this report. Application is for a new station.

- By Hearing Examiner Annie Neal Huntington, scheduled prehearing conference for March 10 in proceeding on applications of Californian Broadcasting Co., Inc., and Ulster County Broadcast, Inc., for am facilities in Ellenville, N. Y. Action Feb. 27.


- By Hearing Examiner David I. Krausbaar, granted certain temporary or conditional order to vacate certain portions of post-hearing conference, allowing 5 days for objections, in proceeding on applications of Frederick County Broadcast, and TV Radio, Inc., for facilities in Winchendon, Mass., and Shippensburg, Pa. Feb. 24.

- By Hearing Examiner Herbert Sharpman, issued memorandum of ruling made Feb. 21 concerning continuing pending prehearing of application by Gordon Best of San Francisco, Inc. (KQFY), San Francisco, Calif., for leave to amend its application by adding new towers and realigning its directional antenna, accepted new amendment and in turn amended application to proceeding line. Application is consolidated for hearing with application of Robert L. Lipper for new facilities in Fresno, Calif. Action Feb. 21.

- By Acting Hearing Examiner of Broadcasters, Inc., in proceeding, at the request of Best, appealed to the Districting Corp. at Denver, Colo., and joined in by all other applicants in proceeding, granted extension of time for filing new applications to March 23, 1961. Application is for station at Sapulpa, Okla., et al. Action Feb. 16.


- By Hearing Examiner Herbert Sharpman, issued memorandum of ruling made Feb. 21 concerning continuing pending prehearing of application by Gordon Best of San Francisco, Inc. (KQFY), San Francisco, Calif., for leave to amend its application by adding new towers and realigning its directional antenna, accepted new amendment and in turn amended application to proceeding line. Application is consolidated for hearing with application of Robert L. Lipper for new facilities in Fresno, Calif. Action Feb. 21.

- By Acting Hearing Examiner of Broadcasters, Inc., in proceeding, at the request of Best, appealed to the Districting Corp. at Denver, Colo., and joined in by all other applicants in proceeding, granted extension of time for filing new applications to March 23, 1961. Application is for station at Sapulpa, Okla., et al. Action Feb. 16.


- By Hearing Examiner Herbert Sharpman, issued memorandum of ruling made Feb. 21 concerning continuing pending prehearing of application by Gordon Best of San Francisco, Inc. (KQFY), San Francisco, Calif., for leave to amend its application by adding new towers and realigning its directional antenna, accepted new amendment and in turn amended application to proceeding line. Application is consolidated for hearing with application of Robert L. Lipper for new facilities in Fresno, Calif. Action Feb. 21.

- By Acting Hearing Examiner of Broadcasters, Inc., in proceeding, at the request of Best, appealed to the Districting Corp. at Denver, Colo., and joined in by all other applicants in proceeding, granted extension of time for filing new applications to March 23, 1961. Application is for station at Sapulpa, Okla., et al. Action Feb. 16.


- By Hearing Examiner Herbert Sharpman, issued memorandum of ruling made Feb. 21 concerning continuing pending prehearing of application by Gordon Best of San Francisco, Inc. (KQFY), San Francisco, Calif., for leave to amend its application by adding new towers and realigning its directional antenna, accepted new amendment and in turn amended application to proceeding line. Application is consolidated for hearing with application of Robert L. Lipper for new facilities in Fresno, Calif. Action Feb. 21.

- By Acting Hearing Examiner of Broadcasters, Inc., in proceeding, at the request of Best, appealed to the Districting Corp. at Denver, Colo., and joined in by all other applicants in proceeding, granted extension of time for filing new applications to March 23, 1961. Application is for station at Sapulpa, Okla., et al. Action Feb. 16.

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but you must be a highly motivated 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 familiar, you really ought to be in the game here with the old, established 5000 watt, CBS affiliate in New York. You will see local sales, and handle regional and national accounts. If you know you cannot meet these requirements, give full particulars, along with a resume, in first letter, Box 386D, BROADCASTING.

Your chance to move into management from sales in a market station in which radio is still the king. In South Florida needs manager who can sell and do the job Base plus percentage of what you sell and percentage of gross. Expect long hours, hard work in this job which will be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 789D, BROADCASTING.

Connecticut opportunity, New Haven suburb, want engineer, to act for principal AM application. Qualifications, plus management, must be diversified. Survey and experience completed. Box 328E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start, Box 855D, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday through Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salary, box 254E, BROADCASTING.

Negro announcers wanted for major southern market. Dependable, experienced rhythm and blues personalities. We check demonstration and credit before employing. If you qualify, send tape, resume, and salary requirements to Box 386E, BROADCASTING.

Negro announcer with first class ticket for Mississippi one kw, Box 356E, BROADCASTING.

Great Lakes area 5 kw station needs combo man. Permanent job. Announce own shows or work news and sports. Some engineering maintenance required, but flexible as we have other engineers. Box 348E, BROADCASTING.

Move up to a top quality station. Florida's #1 market is looking for an outstanding mature announcer, big smile, announcer-dj. Send aircheck tape, resume and references. Box 271E, BROADCASTING.

The list could go on and on. For details, contact us. WJUD, West Palm Beach, Va.

Negro announcer with first-class ticket for Mississippi one kw, Box 356E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man, young experience required. Capable of news work. Send resume, tape, photo, to Program Director, WDEA, Ellsworth, Maine.

We're growing stronger! Come to us! We're top-rated and plan to stay that way. Presently 1000 watts, shortly 5000. Need versatile, Jockey-newsman. If you're it—we need you. Experienced man able to produce pleasant sound music shows, gather and compile news and deliver newscasts. If you're without sound experience let's not waste each others time. But—if you can qualify, we want you. Send resume and reference, referring to this magazine,Immediate opening for staff announcers specializing in mood music and fringe benefits. Send tape, resume to Bill Frink, Program Director, WIZA, Lima, Ohio. Wanted immediately, announcer with first class license. Excellent working conditions. Expected pay. WTPE, Box 277, Brandy, Indiana.

Experienced announcer with first ticket, some engineering, general staff duties, salary, and benefits. Weanne, work with us. Send tape, photo, and resume to: WJUD, St. Johns, Michigan.

Staff announcer for modern sound FM operation. Send tape and complete resume to Bob Oke, Program Director, WYFI-FM, Box 536, Va. Beach, Va.

Announcer-engineer Immediate opening in Florida must be capable of assuming duties of chief engineer and have good voice $100-$125 week. Contact immediately. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga. 30361.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 85 South 7th St., Minneapolis 2, Minn.

Technical

Somewhere there's a reliable chief good maintenance — fair announcer, wanted to handle pressure for job security. Small Colorado community, Family man who appreciates good home. Must be able and a good boss. Box 325E, BROADCASTING.

First-phone announcer, eastern Pennsylvania, daytimer. Immediate opening. Box 334E, BROADCASTING.

Outstanding northeast 50 kw clear channel needs control room operator; large staff; well-equipped studios. Experience in production with live music, air personalities, sports, tape editing and recording helpful. Good pay and company benefits. Send recent photo and resume of training and experience. Personal Confidential. Box 347E, BROADCASTING.

Engineer-announcer. Excellent opportunity to move ahead with moving station. Leader in community. Good staff, good conditions; good pay. Bill Dahlsten, KAFM, Salina, Kansas.

First phone, preferably KFTI, Twin Falls, Idaho.
Help Wanted—(Cont’d)

Technical


First class engineer wanted at a growing station in the Midwest. Chief Engineer, WMAK, Nashville, Tenn.

Opening for engineer, first phone, experienced in AM-FM operation. Please list full particulars. Box 212, BOXCASTING.

Immediate opening for chief engineer. Appalachian area. We are a strong group of stations in the south-east. Contact J. M. Foster, Director, WVSL Radio, Harri-sonburg, Virginia.

Announcer-engineer immediate opening in Florida. Must be capable of assuming duties of chief engineer. Wife has good voice with 100-150 week. Contact Immediately. Phone 104, Box 1357E, BOXCASTING.

Engineer, experienced transmitter and equipment maintenance. Additional earnings through call Schilling, mornings. Michigan City, Indiana, TR 4-5245.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St, Minneapolis 2, Minn.

Production—Programming, Others

Immediate opening for newsmen able to deliver newscast as well as gather and write it. Familiar with man satisfied by work in small Pennsylvania market. Box 242E, BOXCASTING.

Manager’s girl secretary, abundant radio experience, good pay. Box 295E, BOXCASTING.

North Carolina station has immediate opening for weekend news director, with emphasis on local news. Send resume, tape and photograph. Box 306E, BOXCASTING.

Newsmen: Opportunity for job you’ve always wanted. Major market. Top rated Chicago station, has immediate opening for top newsmen. Require experienced, aggressive, imaginative man, with all around ability in gathering, writing and transmitting news. We emphasize original, on-the-spot reporting. Send tape, resume, photo to Box 317E, BOXCASTING.

Program and news director, Top midwest property, 5,000 watts. Some board work. First phone desired, but not necessary. Tremendous potential in new broadcast property recently purchased. Farm station experiences expected. Must be confident, cool, able to produce. Adult music. Send tape, photo, resume to Box 317E, BOXCASTING.

Experienced Girl Friday for general manager. Secretarial and copy writing background. 5,000 watts. Newly purchased midwest property. Excellent property with tremendous potential. Send photo. resume to Box 317E, BOXCASTING.

Immediate opening for top notch copy writer for 24 hour independent Florida east coast station. Call or write Dick Clark, WMFY, Daytona Beach, Florida-Clinton 2-6491.

RADIO

Situations Wanted—Management

Top record in management, sales and operations. Twenty years experience. Box 943D, BOXCASTING.

General manager—10 years all phases—sales, 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 235E, BOXCASTING.

Situations Wanted—(Cont’d) Management

Increased billings over 50%. Brought station from 75 to 250,000 in competition with metropolitan market. Young, hard working, excellent references, Top salesman. Effective experience in various positions. Available immediately. Box 256E, BOXCASTING.

Will invest small sum in small station.... In return want manager’s job. South, south-west or far west. Personal interview required. Box 261E, BOXCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available immediately. Box 277E, BOXCASTING.

Family man 34 years old, desires manager or commercial manager position. Experienced all phases including management. College graduate. First phone. Good radio background. 13 years experience. Box 278E, BOXCASTING.

Thoroughly experienced, sober, reliable, with excellent references. Box 292E, BOXCASTING.

Automation operation, Man-wife team. Complete experience, sales, traffic, copy, air, Young, energetic. Box 300E, BOXCASTING.

I’ve had it. Western boy who can’t stand this east coast living wants to get back to the other side of the country—where the golf-courses are not-crowded all day. If you are looking for a darn good manager—twelve years radio, including ownership—write to Box 314E, BOXCASTING. Okay on second spot in major market. I work hard and I’ll cost you four figures a month—but not big ones. I’m growing now, but not big. Can I do both in your market. Box 314E, BOXCASTING.

Owners... I want back in radio... I’m experienced, aggressive, imaginative, strong sales and production manager. Great opportunities. Box 315E, BOXCASTING.

General manager, Top market daytimer. Warm climate. Excellent references. Box 333E, BOXCASTING.

Top-rated experienced dj-anouncer desires radio and tv major market, preferably south. Box 242E, BOXCASTING.

ATTENTION SMALL MARKET OWNERS Tired of major market rat race—adult family man with high income, desires wants to settle in small market. 15 years solid business background. Speaking good English. Effective announcing—office management—last phone w/maintenance too! Ready to work for you! Prefer midwest but all regions considered. Box 350E, BOXCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position in management. Box 341E, BOXCASTING.

Attention small market owners! Tired of major market rat race—adult family man with high income, desires wants to settle in small market. 15 years solid business background. Speaking good English. Effective announcing—office management—last phone w/maintenance too! Ready to work for you! Prefer midwest but all regions considered. Box 350E, BOXCASTING.

Situations Wanted—(Cont’d) Management

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position in management. Box 341E, BOXCASTING.

20 years experience available now. 15 years successful radio manager. 3 years tv sales manager all with same organization until sold. After 3 years hiatus ready to return to media. Now offering free training to interested parties. Box 332E, BOXCASTING.

General manager now employed 12 years. Wants change. Excellent references. Replies mutually confidential. Box 355E, BOXCASTING.

General manager for small of medium market. 15 years experience in major market. Experience in personnel, sales, traffic, program research, promotions. Box 356E, BOXCASTING.

Several excellent opportunities with companies located in the eastern half of the United States. Great salaries plus large profit sharing plans. Excellent working conditions. Please write, including经验和 former positions. Box 357E, BOXCASTING.

Sales


Announcers

First phone personality D.J. College and experience. Prefer South Florida. Box 988D, BOXCASTING.

Excellent tv-radio announcer. Fine voice—good figure. Thirty years experience. 28, family. Seeking larger market. Good possibility. Box 911D, BOXCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BOXCASTING.

College graduate seeking experience. Veteran, single-22. Staff announcing, sports, play-by-play. Will travel anywhere. Salary open. Tape and photo on request. Box 206E, BOXCASTING.

Old pro—Good air salesman behind mike or on camera. College degree—music—drama—speech. Straightforward style. Regards listeners as people. If these qualifications appeal to you and your market is among the first 50 you may have the job I’m looking for. May I hear from you? Box 225E, BOXCASTING.

Top-rated experienced dj-anouncer desires radio and tv major market, preferably south. Box 242E, BOXCASTING.

Situations Wanted—(Cont’d) Management

Good air salesman behind mike or on camera. College degree—music—drama—speech. Straightforward style. Regards listeners as people. If these qualifications appeal to you and your market is among the first 50 you may have the job I’m looking for. May I hear from you? Box 225E, BOXCASTING.

Girl personality-D.J. 3 years experience. Own board-news-production. Presently employed in Coast-to-Coast metropolitan area. Write Box 249E, BOXCASTING.

Announcer with limited experience, but good training including continuity writing and production spots, wants to work in small station in Oklahoma, Kansas, or adjoining states. Salary secondary to opportunity. Write Box 238E, BOXCASTING.

Outstanding air personality, Thorough experience... Top ratings... Top references. Major markets only. Box 310E, BOXCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BOXCASTING.

Announcer-newsman—Wide background. 10 years experience. Now unemployed. Seek better opportunity. 2-degrees. Box 312E, BOXCASTING.

STAFF ANOUNCER WANTED

Straight staff work. Must have deep, rich voice compatible with radio station that plays “The world’s most beautiful music.” Please, no personality-losers, screamers, joksters. Just interested in old fashioned type announcer. Should be familiar with adult, quality type material. Please send tape, address and resume to: Boyd W. Lawlor, General Manager, Radio Station WAIT, Chicago, Illinois.

104

BROADCASTING, March 6, 1961
Situations Wanted—(Con’d)

Announcers

News announcer-writer, authoritative. 6 years radio-tv experience. Vet. 26; creative, ambitious, desiring opportunity. Top salary second to opportunity. Box 336E, BROADCASTING.

DJ announcer wants bigger market. More money. Will relocate anywhere. Box 336E, BROADCASTING.

Rated #1 top 40 dj in metro market wants opportunity to utilize all his talent and develop. Good production, sales ability, ten years experience. Contact 321E, BROADCASTING.

Attention swingers. Need a really good young personality? Try me. Box 399E, BROADCASTING.

Young announcer with enthusiastic approach! Good for teenage appeal. Fast board. Box 337E, BROADCASTING.

Well-seasoned sports play-by-play and sales man looking for an opening that will lead to management. Over ten years of varied radio and tv experience. Write Box 339E, BROADCASTING.

Interested in good adult radio? Desire a quality "sound image" from your personality? If you send me a tape I’m determined to find a station manager who shares in my sincere conviction that radio can have much more to offer than "top-40 tunes," "time and temp," and "boron commercials". All this and good music and background. Twelve years experience from announcer to program director, indie to network. Now with 5 kw midwest "pioneer" station in city of 200,000. Box 341E, BROADCASTING.

Technical

First phone, employed. old ham, maintenance. 12-8 a.m. transmitter watch only. Permanent, inquiries answered. Box 389D, BROADCASTING.

Radio chief engineer-announcer desires permanent position. Upper midwest only. Experienced. $110 a week. Box 362E, BROADCASTING.

First phone, experienced and mature would like position helping with programming or other duties. Box 352E, BROADCASTING.

Former chief engineer of 5 kw new construction. Eight years manager of worldwide field engineering and operations. Excellent experience in broadcast or allied fields. Many years electronics experience military and civilian equipment. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 345E, BROADCASTING.


Production—Programming, Others

Need experience? Integrity? Stability? I offer you just that in all non-technical phases of radio. Presently station manager, small market. Other experience includes: News writing and delivery, program director, advertising selling (14 years), copywriting, play-by-play, voice, tape, phone; voice, tape on request, along with personal info, reference about me; Ask about me. Add 36. Whatever the deal, write Box 257E, BROADCASTING.

Program or station operation—announcer, 25, married, seven years experience in Virginia. Presently program-production-news writer. Desires program direction or station operation than straight announcing. Box 296E, BROADCASTING.

World’s best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the best, write Box 308E, BROADCASTING.

News announcer-writer, authoritative, 8 years radio-tv experience. Creative, ambitious, mature, DJ, preferred prestige sound, adult programming. Seek major market. Excellent references. Tape, resume, photo; salary second to opportunity. Box 316E, BROADCASTING.


Young man desires break in newscracking field. Exceptional journalism/publicity experience in college. Has no obligations: resume available. Box 330E, BROADCASTING.

Program director and expert production man available for top salary and producing number one sound. Nine years radio and TV experience. Expects to move. Box 342E, BROADCASTING.

Attention southwest: 8 years radio, 1 year tv, 27, married, and willing. Bob Dan- lieus, 1214 Thomas Dr., Champaign, Illinois.

Twin... single... 26... experienced. Right job... ambitious. Same old story. Station not important. Gene and Don Freeze, KDLA Radio, Box 46, Deridder, Louisiana, phone 7600.

Announcer, left out in cold by economy move. 3 years experience radio and tv. Prefer metro market. Contact Eddie King, 35 N. Mc Clean, phone BR 4-4562 or BR 5-3977. Memphis, Tenn.

Experienced-50,000 watt radio-on camera telecast, etc. Backup in all phases of radio operations. Snappy copy. Minimum $450. Mar- ried; will relocate: write Charlie Lord, 4915 Beach Boulevard, Orlando, Florida, CRESTWOOD 7-6348.


Experienced dj, talented, versatile. Stan Martin, 370 Grand St. New York City, CA 8-8767.

Situations Wanted—(Con’d)

Announcers

Personality dj, idea man, with concentrated news experience. 2 years in radio, has first phone, can copy, can produce, can advertise, can produce, can advertise. 3 years in modern radio, WH 6-7483, 1462 Savoy, Dallas, Texas.

Announcer, first phone, 2½ years experience, best references, call Charles Ch 6-6508, Box 213, Bainbridge, Georgia.

Attention southeast: 8 years radio, 1 year tv, 27, married, and willing. Bob Danlieus, 1214 Thomas Dr., Champaign, Illinois.

Now 26, experienced. Needs news. INDI. Vet, tape, background. Can imitate many others. Call or write Greensboro, Box 348E, BROADCASTING.

Important markets—need quality modern programming? Talented young million-mar- ket professional will produce. Box 346E, BROADCASTING.

Wishing to relocate—Have five years experience in every phase of station operation. Sharp on production! No scrammer. Program director directing my specialty! Best of references. Live audition preferred. Wire, call, or write Alex, WWIS, Black River Falls, Wis- consin—Phone 4454!

Help! Fire! I'm burning to be with station that desires someone different. Production? Programming? Written? Selling-you bet! Loyalty, very! Selling on a different level. CBS Chicago—般的, 942, telephone 3333.

HELP WANTED—SALES

Local sales manager wanted at once for aggressive vhf tv operation. No desk man! If you are a hard worker, can handle men, and really want to make good money, send resume today to Box 307E, BROADCASTING. All replies confidential.

Local sales position available for right man with CBS station in large midwestern mar- ket. Send complete resume and photo in first letter. Box 313E, BROADCASTING.

Opportunity to sell for top rated CBS radio station. AA radio affiliation. Multiple operations in four midwest states. Offers challenge to any competent advertising man. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLD, Mason City, Iowa.

Announcers

Audio booth announcer wanted. Opportunity for some on-camera. Contact Don Stone, KIV, Sioux City, Iowa.
### Help Wanted—(Cont'd)
#### Technical
RV studio engineers. Excellent opportunities for men having knowledge of Theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Nebraska, combination engineer-swatch. some production experience. $1.80. Box 245E, BROADCASTING.

### Help Wanted—(Cont'd)
#### Production—Programming, Others
Leading northeastern vhf seeking experienced creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 217E, BROADCASTING.

News director who knows and likes all phases of television news, writing, editing, film, processing, planning, supervision. Man will head department of midwest competitive market station. On-the-air experience not necessary. This man is not concerned with hours worked and is not an arm chair director. If you are the hustler we need, rush your story to Box 318E, BROADCASTING.

TV copywriter, female. Must have tv or radio experience. Quality rather than quantity. Midwest three-station market. Box 325E, BROADCASTING.

---

**YOUR HANDY CLASSIFIED AD ORDER FORM**

**ISSUE DATE(s)  
☐ TF (until forbid)**

**RATES  
☐ Situations Wanted—20¢ per word—$2.00 minimum (Payment in advance)  
☐ Help Wanted—25¢ per word—$2.00 minimum  
☐ Display ads 20¢ per inch—STATIONS FOR SALE advertising require display space  
☐ 1”  
☐ 2”  
☐ 3”  
☐ 4”  
☐ other**

All other classifications 30¢ per word—$4.00 minimum (No charge for blind box number)

**HELP WANTED  
☐ management  
☐ sales  
☐ announcers  
☐ technical  
☐ production-programming**

**SITUATIONS WANTED  
☐ management  
☐ sales  
☐ announcers  
☐ technical  
☐ production-programming**

**FOR SALE  
☐ equipment  
☐ WANTED TO BUY  
☐ stations  
☐ equipment  
☐ ADDITIONAL CATEGORIES  
☐ Instructions  
☐ Business Opportunity  
☐ Miscellaneous**

**COPY**

(If larger space is needed, please attach separate copy)

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

NAME

COMPANY

ADDRESS

Remittance enclosed $  
☐ Bill

---

**TELEVISION**

**Situations Wanted—Management**

Services and/or investment. Tv sales manager with substantial (13 years) experience in competitive markets offers services, would like to Invest. Willing to base compensation on performance. Background will stand search examination. Box 192E, BROADCASTING.

Sales promotion director desires position with major market tv and/or radio station. Twelve years total experience. Promotion, merchandising, sales, production and advertising. Idea man, college graduate, will relocate, now in mid-east major. Box 362E, BROADCASTING.

Assistant manager-sales manager-program director. Thoroughly experienced and successful in management, sales and programming. College graduate. Radio—12 years; television—past 7 years in 1½ million market. Can produce increased sales and quality image. Have done it; am doing it. Box 342E, BROADCASTING.

**Announcers**

Thoroughly experienced announcer. 2 years television—15 years radio. Now in large competitive market. Seeks job offering challenge and future. Box 292E, BROADCASTING.

Thoroughly seasoned tv announcer seeks major market position. Box 372E, BROADCASTING.

See radio ad—Dick Landfield.

**Production—Programming, Others**

Experienced director-switcher-announcer available in the inter-mountain west or northwest. Eleven years radio and tv. Feature, talent, clean production. Write Box 383E, BROADCASTING.


**FOR SALE**

**Equipment**

PT 6 Magnecord—$250.00. 120 ft. ¾ in. coax—$100.00. Electric mimeograph machine—$100.00. CB 11 turntable & RCA arm—$100.00. Fairchild 330 turntable and arm—$175.00. 30" electric typewriter—$180.00. Grid dip meter—$45.00. All perfect. Write for list. Box 813E, BROADCASTING.
FOR SALE
Equipment
Two Raytheon MTR-50 marginal link receivers ($3000 each). Both receivers complete and fully operational. No spare parts available. Can be used as an auxiliary receiving set or a workhorse receiver, if you can purchase new 2000 mc transmitters and use them as workhorses for less than the cost of complete new microwave. Reply Box 332E, BROADCASTING.

1969 watt used FM transmitter, Eastern section. $1000, excellent first box. Box 363E, BROADCASTING.

Rust remote control system, Series E. Good condition. Cost over $1000; less than 5 years old. Works over 400 miles. Rat'l Casper, Wyoming.

Gates AM RF amplifier, 18 months use, excellent condition $150. ROE, Lewiston, Idaho.

320 foot guyed B.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $600, or swap for FM equipment. Reply Box 190, WJW-TV, Euclid Ave., Cleveland, Ohio.

Three used RCA TK-29 Iconoscope film cameras consisting of camera on pedestal, cabinet control, image converter, D.C. supply for camera filaments and variacs for control of edgeplate and blacklight. Recently removed from operational service. Contains CBS modifications including cascode preamp. Price reasonable. F.O.B. 115 East Van Buren, Chicago, Contact AI Pierce, WBBM-TV.

leaving new studios, nearly enough to equip a new CP. Federals; 3 kw FM transmitter, air, available June 1st. 1 Gates CB-7 turntable w/gray arm, 2 es cabinet. Mo- hawk message repeater, used once. Also midigrate recorder. Crown tape recorder, Viking 35, 3-magnet assemblies. Presso 3 channel mixer/amplifier, and power supply. VHF 2 way radio, base station and 3 mobile sets, presently licensed. On 152.20 MC. Large speaker and cabinet, Hi Fi, auditorium or studio purposes. Control console with outputs, 50 watts. Reel-O-Kut turntable w/10" arm, 12" turntable w/GE arm. EML model 42 field intensity meter 200 KCS to 80 MGS. Model 50 multiunit duplicator. List with details, WBOB, Box 108, Va, Beach, Va.

Rust remote control transmitter unit 108-C. Rust remote control unit 108-B. Includes samplers. Reel-O-Kut portable recorder like new, playback, complete with sams. Collins 300G 100/500 watt transmitter, spare tubes, tuning box. WBOB, Box 321, Chicago, Illinois.

TV equipment including power supplies, power generators, microwave, field switcher, master monitor. Write for complete list. Go. 3765 WBBM., P.O. Box 1620, Eucdield Avenue, Cleveland 13, Ohio.

RCA BTA 25004 250 watt transmitter, complete with 1240 crystals. Less than 7 years old. Now in operation. Available not later than May 1st. $750 FOB. WLAG, LaGrange, Georgia.

For sale: Mobile studio thirty foot trailer. Designed and used successfully by WLNA for the past twenty years. Large glass windows in studio with wall to wall carpeting, large console table complete with turntables, outside speakers, platform step trailer for outdoor events. Also car to pull trailer available. Excellent condition, and it pays for itself. Write pictures, price, etc. WLNA, Peeskill, N. Y.


Complete new FM station equipment, 1000 kw total power, 25 miles. Write B&BW, Box 229, Amarillo, Texas.

Complete, brand new, uncrated, for FM station, including transmitter, including deglitcher, remote control and automation. Price for interested nurser. Contact: Walter Cardwell, 408 Amarillo Blvd., Amarillo, Texas. Ph: DR 4-0107. Pag

FOR SALE
Equipment
Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Billey and J.K. holders, regriindng, repair, etc. BC-504 crystals. Also A.M. monitor service. Nautonics will be glad to quote our products and fast service. Eison Electronic, Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee fair prices. Box 1243, Kansas City, Missouri.

Complete equipment for 500 watt radio station in New. Contact Luther Moore, Booneville, Mississippi.

TV video monitors. Metal cabinets, rack, portable remote line, educational, broadcast, starting at $199.00. 59 different models, thru 25". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 135" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock listing. Richardson, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY
Stations
Highly successful radio owner-manager of well-run station looking for new or exchange. Seeking new connection, buy radio station with good potential, or negative control with management contract on right set-up. Largest character, experience and financial references. Send details. I'll visit you. Box 18-E, BROADCASTING.

Equipment
Wanted: Used FM frequency modulation monitor in good condition. Box 176E, BROADCASTING.

Self supporting tower 250-300 feet. A-1 condition and reasonable. On east coast. Box 334E, BROADCASTING.

Wanted—1 kw FM transmitter and other FM accessories. Write, Box 369E, BROADCASTING.

Pay cash everything for 500-watt. Trans- miter, monitors, speech, tape, 50-ft towers, etc. Airmail dox 950, Auburn, California.

Wanted, good used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Remote camera control and power supply for RCA TK-11- or AKQ series 10,0. Camera. Contact KRGH, Mesa, Arizona.

Raytheon model RA-1000 transmitter in good operating condition. State price in first letter. KWOA, Worthington, Minn.

Wanted: Dependable used 500 watt or 1 kw transmitter. WVB, Hilldale, Michigan.

Multiplexer receivers. State make, model, age, condition and price. WMDE, Greensboro, North Carolina.

INSTRUCTIONS
FCC first phone license in six weeks. Guaranteed instruction in Elkina Radio License School of Atlanta, 1159 Spring St., N.W., Atlanta, Georgia.

Elkina Radio License School of Chicago. Now serving the mid-west. Quality instruction. For more info, write box 107, 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st class license. Get 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1st, April 26, June 21; August 30, October 23. For information, references and reserved write William B. Johnson, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion. Write for Demo of Radio Operational Engineering course."


MISCELLANEOUS
Anybody knowing the whereabouts of Jim Vanderaal (stage name vann) please contact the writer addressed to Box No. 1177, Lansing, Michigan.

Comedy for deepas—"DeeJay Manual," a complete gag file containing bits, ad libs, filler, mix, setters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. UJ-4); 60 Parkway Court, Brooklyn 35, N. Y.

Call jeter items—Lapel buttons, mike plates, studio buttons, car tags, bumper strips, etc. Brie-Lee, Box 396, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write, GVA radio, 54 Avarado, San Francisco.

Binge on match books for radio and television programs includes your ad. Weekly colors, name option, 2500 different combinations per chart $10.00 FOB. Sweetheart Match Co., Hannibal, Missouri.

For more profits, you can sell four 5-minute programs on our ten year, leased and prov- en-leased-of-the-air contract. For complete information on this money maker, send ten dollar check or money order to S. C. Thompson, Box 209, Arkansas City, Kansas.

Imperative we locate Brant B. Jackson. Anyone knowing his whereabouts call Yor- rington, Connecticut Collect HUnter 9-4151, Extension 24 or 16.

RADIO
Help Wanted—Announcers
INSTRUCTIONS
FCC first phone license preparation by correspondence or in resident classes at the Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new courses. Great need in the field. Write, Grantham School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.


SECRET!!

is what our identity must be but we do need three good newsmen in a sunny Top 20 market. Please do not send resumes and resumes unless you have authoritative delivery, knowledge of radio news and are a workhorse. Radio announcers we can get, radio newsmen are what we want. Sorry, material will not be returned.

Box 354E, BROADCASTING

BROADCASTING, March 6, 1961

107
Help Wanted—(Cont'd)

Announcers

WANTED
QUALITY RADIO-TV ANNOUNCER
Major New England radio-TV station invites applications from high caliber announcers, well seasoned in both media. Excellent voice and photogenic qualities are required. Write:
Box 355E, BROADCASTING

Production—Programming, Others

UNUSUAL OPPORTUNITY
Experienced sales promotion man wanted for leading radio transcription company in New York. Strong local radio sales promotion experience required. Must be able to write effective sales promotion and marketing copy. Position offers excellent pay and growth potential for the right man. Send detailed resume of experience to:
Box 301E, BROADCASTING.

RADIO

Situations Wanted—Management

10 YEARS
PROGRAMMING—SALES MANAGER
Ten years programming and sales management experience at WOOD & WOOD-TV, Grand Rapids, Michigan. Excellent background in all operating phases of radio and tv. Top-rated public speaker. Outstanding history of participation in civic affairs. Most interested in the job with the greatest challenge. Will consider investment. References (which include present employer) and brochure available on request. Frank Shaein, 1116 Breton Rd. SE, Grand Rapids 6, Michigan. Phone GL 2-6729.

SALES PROMOTION MANAGER
• • • needed in leading major midwest market TV station. Send complete resume (picture if possible). Replies held in strictest confidence.
Box 366E, BROADCASTING

SALES

EXPERIENCED TV SALESMAN
Desired at once. Top market station with dominant ratings. Active list plus substantial prospect list. Salary plus commision level requires top caliber application only. Send photo and complete resume to Ben McLaughlin, General Sales Manager, KETV, 27th & Douglas, Omaha, Nebraska.

Help Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'S
All ages, all colors, all styles. All willing to work—eager to please. No prima donna. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. R. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

PROGRAM DIRECTOR
Now employed as P.D. at #1 station in a 2 million market. Presently earning well into 5 figures but will accept commensurate with market size. Young, aggressive, family man with plenty of modern radio experience. I offer: Fine production ability—creative sales and promotional ideas—new programming concepts—sound leadership—loyalty. Write giving full particulars of operation and approximate day.
Box 327E, BROADCASTING

TELEVISION

SALES

HELP WANTED: Television Job
Immediate opening for experienced on-camera commercial announcer, strong on news. Upper Midwest locale in attractive, friendly, progressive capital city. Send tape, photo, detailed resume with references. S.O.P. if possible.
Box 322E, BROADCASTING

Technical

FOR SALE
Equipment

HI-SPEED TAPE DUPLICATING!
The largest independent tape duplicating center in Northern Cal., Ore., Wash., & Ha. is ready to serve you quickly and inexpensively. Complete tape and disc facilities also available.

HI-SPEED TAPE DUPLICATING!

SUFFERING FROM MOUNTAIN TOP FASCINATION?
 Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telecontrolling and main program channel for FM transmitters with a 950 mc STL. Write to
MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHWEST
Talent scouts for the station you're looking for - free registration - confidential service. Immediate job openings for-
Announcer-Engineers
Engineer-Salesmen
Announcer-Newsmen-D.J.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.
IN COLORADO
250 Watt Full Time
$75,000 29% Down
Box 161E, BROADCASTING

SALE
FOR

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.
Massachusetts—$100,000.00; $300,000.00. New
Hampshire—$200,000.00. Maine—$100,000.00.
Pennsylvania—$100,000.00. All U. S. $50,000.00.
Wyoming—$100,000.00; $200,000.00.
Colorado—$275,000.00. Mississippi—$150,000.00.
North Carolina—$250,000.00.
Arizona—$175,000.00. California—$175,000.00.
Oregon—$125,000.00. Missouri—$100,000.00.
Alabama—$150,000.00; $200,000.00.
Florida—$200,000.00. PLEASE WRITE complete identification and cash available.

SOUTHERN CALIFORNIA
Radio stations for sale. Calif., Tex., S. Carolina, Grossed $85,000 in 1960. 25% over 1969; expenses $60,000. 1 XW now, can go to 5 XW. Own some land, building, 7 on staff. $185,000, 29% down. Excellent money-maker for owner-manager. Present owners unable to devote enough time to operation. Send proof financial ability.
Box 2552, BROADCASTING

GUZENDORFER
ARIZONA. 250 watt Full time. Asking $15,000 down. Total price $80,000.
CALIFORNIA. 1 kw daytimer. Asking $150,000 with $29,000 down. 29% down.
NEVADA. Daytimer. Asking $100,000 with $29,000 down. Attractive terms.
W. B. GRIMES & CO.
630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers and Financial Consultants

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling RADIO and TV STATIONS
in the eastern states and Florida

TEXAS semi-major regional $200,000 29%
—Texas regional $63,000—Texas single fulltime $53,650 down, 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 29%—Texas single fulltime $160,000 29%—Arkansas single fulltime $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000, 725 down-Southern single $50,000 down—Southern major regional day $150,000 29%—Southern semi-regional day $140,000 29%—West Coast regional day $365,000 29%—Florida semi-major regional fulltime $50,000 29%—Florida single day $50,000 29%—Florida major day $120,000—Florida semi-major 3kw $225,000—Florida semi-regional fulltime $130,000 29%—Florida single fulltime $39,500—Louisiana major day $140,000 29%—Ortho PATT MACDONALD CO. BOX 9266 AUSTIN 17, TEXAS 8.

2. Following proposed group of new unlicensed educational reservations are to be activated to serve following existing post secondary junior colleges and proposed new state universities:

18. New Smyrna Beach (Serving Daytona Beach Junior College, Volusia County Junior College, Stetson University and Bethune-Cookman College)
Ch. 22, Bradenton (Site of Manatee Junior College) Ch. 15, Ocala (Site of Central Florida Junior College and Hampton Junior College)
Ch. 17, Marianna (Site of Chipola Junior College)
Ch. 17, Palatka (Site of St. John's River Junior College)
Ch. 28, Leesburg (Possible site of proposed junior college)
Ch. 33, Lake City (Possible site of proposed junior college)
Ch. 25, Boca Raton (Site of proposed new state university)
Ch. 14, Cocoa (Site of Brevard Junior College and Carver Junior College)
Ch. 31, Madison (Site of North Florida Junior College and Suwannee River Junior College)

3. Fort Pierce (Site of Indian River Junior College and Lincoln Junior College)
Ch. 10, Fort Myers (Proposed Southwest Florida Junior College)
National Educational Television & Radio Center Washington, D. C. (3-21-61)—Requests realignment of uhf ch. 30 from Coshohocken, Ohio, to Ohio. and reservation of that channel for non-commercial use, by making following proposed changes:

Present Proposed
62—67 62—71

Rulemaking petitions
FILED
Pan American Best's Corp. New York, New York (2-7-61)—Requests amendment of rules to assign uhf ch. 37-4 to New York, N. Y., by making following proposed changes:

Add Delete
New York, N. Y. 37-4
Paterson, N. J. 47-1
New Brunswick, N. J. 47
Candem, N. J. 84
Bradenton, N. J. 84

Florida Educational Television Commission Tallahassee, Fla. (2-17-61)—Requests amendment of Part III, to provide for changes in, and additions to, Table of Assignments in the following respects:

That following changes in uhf assignment be made and channels designated by an asterisk be reserved for educational use:

Location Delete Add
Bradenton 29—
Ocala 15+
Marriana 17+
Palatka 17
Leesburg 26—
Lake City 33+
Boca Raton none 25
New Smyrna Beach none 25
Cocoa 18
Madison none 18
Fort Pierce none 18
Fort Myers 84
Orlando 18
Lakeland 18
Largo 18
Fort Lauderdale 39

Continued from page 102

License renewals

LEGAL NOTICES

NEED HELP? LOOKING FOR A JOB? SOMETHING TO BUY OR SELL?
For Best Results You Can't Top A Classified Ad in
BROADCASTING
THE BUSINESSEWEEKLY OF TELEVISION AND RADIO

ATTENTION TV STATION & SALESMANAGERS
So you can't sell real estate dealers on using TV, Don't tell them "The House is the Prime Life金银．" This pioneer TV real estate program is now in its 9th year and is running presently like Atlanta, Richmond, Norfolk, Indianapolis among others. We do the whole job for you—sell, write, produce, announce—with no "time brokerage" and no guarantees. We produce revenue from "fringe-time" from a category that has been non-productive for most TV stations-real estate. We are now in a position to add a limited number of additional markets. For more information, call, write, or call, Cy Newman, H.D. Productions, Inc., PO Box 3107, Bon Air, Virginia. Phone Bridge 2-4200.

MISCELLANEOUS

BROADCASTING, March 6, 1961

(FOOR THE RECORD) 109
These Farmers Have Found A Way To “Keep ’Em Down On The Farm”

Dairymen Have Found That Sound Business Principles, Including Good Salesmanship, Pay Off

These Farmers Talk About How To Sell

Drop in at the Sheraton Towers Hotel in Chicago March 22-23. You’ll find yourself in the midst of one of America’s most unusual annual meetings. From 300 to 400 dairy farmers will have turned the milking chores over to their wives, sons, daughters, and hired hands so that they can get together for two days to talk about how to strengthen their dairy foods selling program.

Dairy farming, like most other segments of agriculture, has changed a great deal in the past quarter century. Today’s dairy farm is a highly capitalized business enterprise, and the families who operate these businesses, in every state in the union, are very much interested in all phases of business.

When dairymen send their representatives to the 21st annual meeting of the American Dairy Association this month, they are instructing these delegates to help develop more effective ways to tell the dairy foods story to consumers. The business of the American Dairy Association is to serve as the Voice of the Dairy Farmers in the Market Places of America.

Some People Scoffed At The Idea of Selling

When some of the far-sighted dairy farmer leaders proposed a quarter century ago that dairy farmers should provide money to develop a special non-brand dairy foods selling program, there were more people who ridiculed the idea than who praised it. Even today there are still a few people who tell farmers that it is the farmer’s job merely to produce food and not to worry about selling it.

But dairy farmers didn’t buy this philosophy, and the proof is in the steady growth of the American Dairy Association program through the past 21 years. Starting out with $271,000 in 1940, the Association operates in 1961 with a budget in excess of six million dollars—every penny of which comes directly from dairy farmers who believe firmly in the idea that producing a good product is only the start toward business success, with salesmanship being as important as production itself. Dairy farmers have generally recognized that producing milk for a living carries with it the obligation to build and to maintain markets for that milk.

The dairy farmers have developed this appreciation for the tools of selling is all the more interesting in view of the ages-old public acceptance for milk as “nature’s most nearly perfect food.” It might have been easy to decide to coast on past glory!

Dairy Farmers Are Big News In Food Selling

The growth of the American Dairy Association into one of the nation’s major food research and promotion organizations has been rapid, especially when one considers that almost one million dairy farm families have had to be contacted and told the reasons why their support of the research and selling program would be a good investment.

The Association’s program consists of several elements, including nutrition and product improvement research grants made to universities and colleges to determine more accurately and specifically the role of milk and milk products in the diets of human beings. Marketing research, much of it done through such organizations as Alfred Politz, Market Research Corporation of American and National Analysts, has helped the dairy farmers to learn more about their market and consumer attitudes.

The lion’s share of the annual budget goes into consumer advertising. Not all media are used at the same time since dairy farmers have the same budget limitation problems as other advertisers, but media selections are made after careful study of what message should be delivered to what audience.

The Dairy Product Market Has Been Influenced

Along with advertising there has been an effective merchandising program, used by brand dairies and retail food outlets. All the effort that dairy farmers have been making to speak for their products in the market places of America have helped to hold and to strengthen consumer appreciation for and use of dairy products.

Although several dairy products have suffered some reverses in the competitive food market, today dairy farmers and the processors and distributors of dairy products are providing from 20 to 25 percent of the total food nutrients consumed by American families—at a cost, incidentally, of considerably less than 20 cents out of each food dollar!

At their American Dairy Association annual meeting in Chicago this month the dairy farmers will be considering such subjects as “effects of changing population mix on future dairy products sales,” “new ideas in communications research,” “rating services for advertising effectiveness.” The talk in the corridors may at times get around to technology on the dairy farm, but the major business of the two days will be not production of milk but marketing of milk and milk products. Dairy farmers have learned to produce efficiently, and they are gaining in their knowledge of how to sell what they produce more effectively.

AMERICAN DAIRY ASSOCIATION
Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois

BROADCASTING, March 6, 1961
OUR RESPECTS to Rollo William Hunter, vp & radio-tv director, EWR&R, N. Y.

Emoting was only the means to an end, not the end

Did the movies, the stage and television lose a great or even a near-great artist 21 years ago when Rollo W. Hunter closed his career as an actor? Did Mr. Hunter regretfully but manfully swallow his disappointment when he wrote finis to a four-year period of acting in soap operas on KDYL Salt Lake City which began at age 15?

Not at all, says the man who today is vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York. "As for my acting, that was just a way to make a little money while I was in school. Frankly, I was never much of an actor, any way." The same disarming candor is one of the things that make his agency colleagues appreciate Mr. Hunter today.

They point out that in a business which is "go-go-go" Mr. Hunter invariably maintains his equilibrium in the face of crises or near crises and performs his duties quietly and efficiently. One agencyman observed:

"When everything seems to be blowing up, Rollo is likely to come up with some droll remark that breaks the tension. He never takes himself over- seriously, and that's why he commands the respect of so many of us."

Convert • His foray into radio as a teen-age performer sold him on the broadcast career, and throughout college he toiled in some phase of the industry. His associates say his success can be attributed to his desire for hard work and to a thorough grounding in radio-tv programming and advertising acquired over a period of more than 20 years.

Mr. Hunter is a tall, alert-looking man of 40, trim of build ("I never exercise") and pleasantly informal in manner. But he can be forceful and eloquent on topics he considers significant. He is, for example, particularly irritable by the attitude of some broadcasters who regard agencymen, he feels, as "crass idiots" in programming.

"There is no reason why an agency cannot participate in control of programs," Mr. Hunter asserts. "Many radio-tv directors worked at stations and networks. And by the same token, many agencymen have moved over to networks in responsible programming positions. An agency with control of a network often can come up with as good—if not a better—program than the networks. So the condescending attitude of many of the network and producer executives is something I cannot understand."

Mr. Hunter’s own background in radio-tv production and programming began at the station level with various outlets on the west coast and progressed to the network plateau with ABC-TV in Hollywood. He doesn't consider his experience atypical for an agencyman.

Rollo William Hunter always has been interested in writing—even as a youngster growing up in Salt Lake City. He was born there on June 22, 1920, and attended local schools and three colleges—the U. of Utah, the U. of California at Berkeley and the U. of Southern California, from which he was graduated in 1941 with a B.A. degree in journalism.

By the time he had his degree, Mr. Hunter had gained experience as an announcer and as a production department employee of various stations, including KYDL and KUTA Salt Lake City and KFI-KECA Los Angeles. He was in the transcription and sound effects department of KFI-KECA when he was called for duty by the Naval Reserve in October 1941.

Mr. Hunter rose from petty officer to lieutenant (junior grade) in four years. He served in the Amphibious Force in the Mediterranean theatre and participated in landings at Casablanca, Bizerte, Sicily and Salerno.

Upon release from the Navy in 1945, he joined KECA (now KABC), which had become the ABC owned-and-operated station in Los Angeles. His initial assignment was writer-producer and he progressed to production manager, program manager, assistant program manager of the ABC Western Division and production manager of the division by the time he left in the spring of 1951.

For the next year and a half he was copy chief and a tv-radio producer for John I. Edwards & Assoc., Los Angeles. He joined the Los Angeles office of Erwin, Wasey & Co. in October 1952 as tv-radio copywriter and producer. He was named radio-tv production manager of that office in 1955 and was transferred to the agency's New York office in 1956 as director of radio-tv.

In October 1957 after Erwin, Wasey & Co. merged with Ruthrauff & Ryan, he was named a vice president and a member of the plans board.

Accounts • Mr. Hunter is one of three vice-presidents and radio-tv directors at EWR&R (the others are Robert L. Redd in Los Angeles and George B. Anderson in Chicago). He is most heavily involved with Dutch Masters Cigar Co., which is sponsoring Ernie Kovacs' Take a Good Look on ABC-TV; Campana Sales, which buys participation on various NBC-TV and ABC-TV daytime programs; Deveo & Raynolds (paints), which is active in spots, and Thermo-Fax Sales Corp., which buys participation in local tv programs.

Mr. Hunter is not "anti-ratings" per se, but notes: "It is important to buy a program for an advertiser that gets the proper audience. Sometimes you get waste circulation with a program that gets high ratings."

He lives in mid-Manhattan with his wife, the former Mary Mewhirter of Yorkville, Ill., whom he married in 1955. They expect their first child in May. (By a former marriage, Mr. Hunter is the father of two children—Kathryn, 13 and Kevin, 11.) Mrs. Hunter is a copywriter at J. Walter Thompson.

Mr. Hunter has continued his interest in writing by contributing non-fiction articles to Saturday Evening Post, Bluebook and other magazines.
Learning the ABC

ANY way you look at it, the 1961-62 network television season promises to be the most competitive yet. We hope that's good.

It has been quite a while since anybody seriously challenged anybody else's assertion that network television had become a three-way race. But in case there's a skeptic around harboring secret doubts, he might be reminded of what happened in Cincinnati 10 days ago. Taft Broadcasting pulled up 12-year-old roots to switch the affiliation of WKRC-TV from CBS to ABC, at the same time also pledging to ABC the primary allegiance of its Birmingham and Lexington stations, WBR-C-TV and WKYT (TV).

It is true, of course, that WCPO-TV and CBS got together at the same time to solve their common problems in Cincinnati, and that behind the entire Cincinnati shuffle there is talk and back-talk about who did what to whom, and why. But that is beside the point of this discussion. Whatever the motivations, the move of the three Taft stations to ABC—which already had the affiliation of a fourth—has to be counted among the most significant testimonials that ABC's rising competitive stature has received in a long time.

There are still some markets that ABC needs to get into, or where it otherwise has a disadvantage in facilities, and at least partly for that reason CBS and NBC are still far out in front in billings. But in terms of competition for audience the race is clearly three-way, and close.

That's essentially the kind of competition we were talking about when we said we hoped it would work for the good. We have expressed reservations in the past about the extent to which popular programs seem to reproduce themselves until what is new and fresh and vital is largely obscured by the blur of sameness created by all the rest. We would like to think that as competition grows even more intense the focus of the rivalry would shift—that instead of trying to do the same things better, all three networks would spend a little more energy on being different. It just might pay off in billings as well as "image."

Changing order

THE New Frontier penetrated the FCC last week, with the assumption of the FCC chairmanship by bright young Frontiersman Newton N. Minow.

The gavel was handed the 35-year-old Chicago Democrat by Frederick W. Ford who reverts to the status of commissioner as one of that agency's three Republican members.

Mr. Ford served with distinction for almost a year. Unlike his two immediate predecessors, he didn't rock the regulatory boat and thus won the acclaim of Congress and of the press which had made a fetish of pillorying the FCC. He has been scrupulous in his dealings with broadcasters and other pleaders before the FCC.

There will be no radical overnight changes under Chairman Minow. For one thing, he is in general accord with the philosophies of his immediate predecessor, Mr. Ford. For another, the FCC regulatory processes established by congressional and court decrees over the years thwart summary or expeditious action.

Mr. Minow has a mandate from President Kennedy to elevate the level of programming. He also has an avid personal interest in the development of educational broadcasting. And he has expounded his views before the Senate Commerce Committee at his confirmation hearing on such controversial and complex matters as allocations, program rating services, network controls and spectrum management.

These problems to some degree have been in the laps of each of the seven chairmen of the FCC since the end of World War II and the coincident emergence of television.

The troubles are not generated by the ideas but in their execution. It is one thing to attempt to elevate program standards by what has been described as "moral suasion." It is quite another to seek to accomplish the result by decree or government fiat, because that would be censorship.

In etv, Mr. Minow has indicated interest in a study to allow non-commercial stations to accept advertising to help pay the overhead. That would be an unconscionable breach of faith because educational channels are allocated on a non-competitive basis. Moreover it would be tantamount to the government going into the business of broadcasting because many of the educational institutions are subsidized.

All responsible elements in broadcasting—in the profession as well as in government—want to see Chairman Minow succeed in his determination to improve conditions. Mr. Minow will find that there isn't a "mess" to be cleaned up but rather a task of coordination and management to be evolved with licensees prepared to cooperate on reasonable and lawful grounds.

Mr. Minow, despite his youth, comes to the FCC with an excellent reputation as a lawyer and an administrator.

It is to be hoped that he will meticulously avoid any interference with free enterprise in broadcasting in both the programming and business aspects.

Pay ball

OFF AND ON for years baseball club owners have spoken yearningly of future riches to be gained from subscription television. We wonder if they realize what a good thing they already have in free television and radio.

As reported elsewhere in this issue, major league baseball will take more than $17 million from the sale of broadcast rights in the 1961 season. That works out to an average of better than $10,000 a game that baseball is getting from free broadcasting. Many games won't draw that big a paying gate.

Baseball is taking in from television and radio at least twice the money it is paying to all the players in the major leagues. The total big league player payroll is estimated at slightly more than $8 million.

There are a good many broadcasters who would like to be in the happy position of having somebody else meet their payroll.

"I can't possibly pitch tomorrow. I've got a shaving commercial coming up!"

Drawn for BROADCASTING by Sid Hix
two more reasons why your TV dollars count for more on CH. 4 … Buffalo!

New programming and scheduling of our full-length feature films means new opportunities for advertisers in the rich, vital Western New York Market.

Western New Yorkers like their film-fare at home and we're giving them more to like than ever before. The new early feature films on the "CH. 4 Theater" opens a whole new audience to meet and sell in this six-billion-dollar-plus retail market.

And the new time for “Starlight Theater'' brings this favorite film feature on earlier to attract even more viewers to Buffalo’s most popular late-evening film show.

Both programs carry the finest product Hollywood has made available to WBEN-TV. Here’s your big chance to do a big job in this important metropolitan area.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo
"Here at WHDH-TV we are enjoying great success with our RCA Color Television Tape operation. Taped programs, commercials and special events sparkle in color. We find color tape the equal of color live—and with the convenience and ease that only RCA TV Tape can give.

"RCA Color TV Tape Recorders have completed our RCA color facilities. We do all our local programs in color. By adding the client convenience of television tape to the new dimension of color, we have an unbeatable combination for success."

RCA Color TV Tape Recorders are proving themselves in installations like WHDH because they are designed for color. Picture quality is virtually built in, thanks to multiple monitoring checks. You can check through the entire system for the very best picture. Precision head-wheel interchangeability for color, too, means you can play back tape on any machine, regardless of where it was made.

More and more broadcasters are specifying RCA TV Tape for color operation because it is part of a completely matched line of color equipment available from one single source—including color TV tape recorders, studio color cameras, 3-V film cameras and projectors, color monitors, switching and special effects. They find service before and after the sale of the kind that only RCA with its broad background in color television can perform.

Find out how you can get live color quality with tape convenience.
See your RCA Representative.
Or write to RCA, Dept. S-22,
Building 15-1, Camden, N. J.