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MARCH 13, 1961

Out of Texas, the great television country, comes the greatest of them all, mellow, warm-hearted, aged to perfection eight full years...

KPRC-TV, Houston. We challenge you to find a better station.
NEW TIMES + NEW FEATURES = MORE VIEWERS

Sioux City has a new and multiple personality at 5:45 and 10:00 P.M.—new times, new faces and its most exciting and comprehensive news coverage in the Sioux City area.

5:45 FEATURE NEWS
A new program on KVTV that amplifies and expands on the top area news story of the day.

5:50 MARKET BRIEFS
Warren Kester reports in brief stock transactions at the Sioux City Stockyards and predicts tomorrow’s trading.

5:55 SPORTS AT FIVE
Les Davis gives a comprehensive report of sporting events that have and will happen in Siouxland.

6:00 NEWS ROUNDUP
Charles Powell reports the news of the day with special emphasis on the local scene.

6:10 WEATHER
Gene Edward, KVTV's new weather man, predicts accurate weather conditions for Siouxland and the nation.

6:15 DOUGLAS EDWARDS WITH THE NEWS
A fast-paced evening news report on the CBS Television Network for the latest in world and national developments.

This exciting line-up means more viewers—more customers for KVTV sponsors. Your Katz man can get you in the picture.
THIS IS WHAT THE MICHIGAN MARKET IS REALLY LIKE!!

LANSING AND MID-MICHIGAN

No. 1 OUTSIDE DETROIT!

WILX-TV COVERAGE
LOW COST PER THOUSAND

GRAND RAPIDS
KALAMAZOO MARKET

TRAVERSE CITY
CADILLAC MARKET

FLINT-SAGINAW
BAY CITY MARKET

LANSING AND MID-MICHIGAN MARKET

DETROIT MARKET

WILX-TV FACTS

- STUDIOS IN LANSING
  JACKSON
  BATTLE CREEK
- FULL TIME NBC
- TOWER HT. 1008'
- POWER 316,000 WATTS

THE GOLDEN TRIANGLE STATION

WILX TV

CHANNEL 10

Associated with WILS/Lansing/WPON-Pontiac

With annual retail sales of $1,224,302,000, the Lansing-Mid-Michigan Market is second only to Detroit in the Wolverine State!

WILX-TV covers this important market. No other single station offers city grade coverage of Mid-Michigan's "Golden Triangle" cities — Lansing, Jackson and Battle Creek.

WILX-TV delivers the Lansing-Mid-Michigan Market at lowest cost per thousand TV Homes.

REPRESENTED BY
VENARD, RINTOUL & McCONNELL, INC.

BROADCASTING, March 13, 1961
WGAL-TV serves the public interest

Some personalities from the Channel 8 area

who have appeared on WGAL-TV Regional News

Programs during the past few months
Reports to White House

In departure from past practice, President Kennedy has ordered chairmen of independent regulatory agencies to submit monthly reports directly to him on their activities. First such report came from FCC Chairman Newton N. Minow who went to White House last week. President reportedly asked that such matters as policy considerations, legislation, internal problems and organization be included. Adjudicatory matters are not to be discussed in reports, it is understood.

Order to file reports was sent to agencies by Frank G. Dutton, special assistant to President for government relations. Chairman Minow acknowledged the order but has gone to White House and expressed approval of new practice. White House reportedly feels that regular, first-hand briefing of President will enable him to help FCC in areas where he feels assistance is needed. House Commerce Committee Chairman Oren Harris (D-Ark.) said that when he first heard about new FCC-White House liaison "I was quite concerned." However, he added, as long as information submitted is of type said to have been requested it probably will not result in usurping of congressional power of agencies.

Non-broadcast vtr

New Videotape recording unit for non-broadcast use and designed exclusively for closed circuit educational, industrial and military use, shortly will be announced by Ampex, pioneer in vtr field. Equipment, incorporating radical innovations, will sell for about half-price of standard broadcast units (roughly in $20,000 area) but is not geared to meet FCC's exacting specifications for on-air use.

Demonstration of new unit is scheduled this week. Unofficial word is that while new product isn't designed to meet specifications for on-air use, it nevertheless produces quality results because it is adapted for closed circuit. Ampex revolutionized tv recording field with introduction of Ampex Videotape recording in 1956.

Full sponsorship?

Regional beer advertiser P. Ballantine & Sons, in what may be unprecedented arrangement, ready to foot bill every other week for entire 150-station networking of Sing Along With Mitch next season on NBC-57, if it works out that way. Ballantine and William Esty hope to sell off Ballantine's alternate-week full sponsorship to other regional advertisers in markets where beer advertiser does not distribute, but is willing to pick up full national tab if self-offs fail to come off. Ballantine is in 28 markets in eastern U. S. from Maine to Florida, and currently is responsible for only that part of Miller line-up in its sponsorship of show this season.

Collins plan

There's no doubt LeRoy Collins is determined to be a "do something" president of NAB. Last week he proposed to all three television networks that they agree to a "double Doerfer Plan," each doing two prime hours of cultural-information programming per week. He proposed that NAB would act as clearing house for plan and would attempt to get affiliate agreements on clearance.

Under plan adopted last year at suggestion of John Doerfer, then chairman of FCC, networks agreed to schedule one prime hour per week of information programming, with stations filling time with own shows every fourth week. Collins' Plan envisaged two hours weekly after week from each network—in non-conflicting periods. Reportedly he had thought of breaking news of his plan Wednesday (March 15) in address to Radio & Television Executives Society luncheon in New York. There's some doubt he can get network and station approval in time for his RTES appearance. In meetings with network officials last week Gov. Collins hinted he talked about programming with new FCC Chairman Newton N. Minow and Attorney General Robert Kennedy.

CBS News eyed

Reports ricocheting through New York and Washington last week speculated that more big changes were impending in CBS News operations, this time probably in Washington set-up, but top-level word out of CBS News was that no "upheaval" was in work, although admittedly new Dick Salant-Blair Clark management team is "looking at everything with a new eye." Mr. Salant, new president, and Mr. Clark, new general manager and vp, were expected to "talk with some people" during visit to Washington this past weekend. In addition, Mr. Clark is slated to extend that new-eyed look to overseas news operations during several days' visit abroad starting shortly.

Along with this new look goes a new policy—not to announce future additions to corps of CBS News correspondents. This doesn't mean there won't be any new hiring, because management expects to strengthen by hiring as well as other means. But President Salant feels what goes on in his shop should be reflected in programming rather than press releases, and in general does not plan to make any to-do when newsmen are hired or reassigned. His reasoning: "The New York Times doesn't announce it when it hires correspondents. Why should we?" In case anybody's wondering, he says he hasn't yet hired anybody under this new quiet policy.

Factoring for tv?

New wrinkle now being applied to barter agreements brings commercial houses. Some barter companies now pay off film commitments of tv stations and receive time on those outlets in exchange. Participating stations feel it advantageous to thus get rid of film debts and big chunks of unsold time at one swoop, while barter houses stand to gain because volume of time allotted to them includes enough "extra" to yield them more money than they put out to pay off film companies.

Minow to meet boss

Planned meeting between President and FCC Chairman Newton N. Minow has been postponed at request of latter. Mr. Minow has met with several of President's personal staff since assuming chairmanship 10 days ago but has let it be known that he wants more time to learn job before meeting with top man. President Kennedy has sent word that he would like to meet with his new chairman and conference probably will take place within next couple of weeks. Chairman Minow also has turned down more than 100 speaking engagements for same reason and probably will make first major speech during NAB convention.

Since he assumed FCC chairmanship on March 2, Newton N. Minow has been working 16-hour day, seven days per week. And he plans to maintain schedule for next two months. His family (wife and three small children) will not move to Washington until June and he hopes to spend every other weekend with them in Glencoe, Chicago suburb.
...for Northeastern Ohio TV Homes: Cleveland Indians games... Cleveland Browns games... all top CBS sports shows... two daily sportscasts... this is action sports programming that builds active buying audiences! And it's typical of the top-notch entertainment that WJW-TV schedules, day in, day out... to provide opportunities for advertisers to score big sales victories in Cleveland and Northeastern Ohio, the nation's 7th largest market.

WJW TV 8
CBS CLEVELAND

A STORER STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • CALL KATZ
Advertising agencies are up in arms over a Screen Actors Guild interpretation holding that some "wild spot" tv commercials are actually "local program commercials" and thus command much higher residual rates. See...

HOW WILD CAN WILD SPOT GET? ... 27

Network fall sponsorship schedules are being rapidly locked into place as advertisers and the networks get together on times and vehicles. The weekends are mostly sold, other periods firming. See...

FALL PROGRAMMING TAKING SHAPE ... 27

Washington Post Co. enters rare ranks of communications titans with purchase of "Newsweek" magazine, including 46% of KOGO-AM-TV and KSD-FM San Diego, to be added to its WTOP-AM-FM-TV Washington, WJXT (TV) Jacksonville. See...

THE NEWEST MEDIA GIANT ... 44

The FCC's second try at getting MCA's Taft B. Schreiber to talk in its resumed program hearing in Los Angeles is again bootless as witness sits mute. Hearing suspends as criminal action is considered. See...

ACT II HAS SAME ENDING ... 62

Newton Minow names Kenneth A. Cox, as special counsel to the Senate Commerce Committee has been one of the FCC's most effective gadflies, to head Broadcast Bureau. Paglin to be general counsel. See...

COX TO BROADCAST BUREAU ... 58

The noisy House Oversight Subcommittee has gone respectable under a new name, the Special Regulatory Agencies Subcommittee, to hear the same chairman, Rep. Oren Harris, tells it. See...

FEWER HEADLINES FROM HARRIS ... 59

RCA, which appears to be winning its gamble on color television, pulls another ace out of the hole—a new color tube it claims makes pictures 50% brighter and gives more sharpness and contrast. See...

RCA REVEALS NEW COLOR TUBE ... 78

A million dollars to each state from Uncle Sam—for educational TV—looks like a possibility during 87th Congress as Senate committee approves a subsidy that was blocked by House in past. See...

SENATE UNIT OKAYS ETV FUNDS ... 72

National advertisers spent $1.3 billion in television in 1960, of which $682.3 million was in network, $616.7 in spot, both sizable increases, TVb figures show. P&G was biggest spender in both. See...

NATIONAL TV $1.3 BILLION ... 34

How can a long-distance mover get to its best potential customers ahead of his competitors. Joe Castor tells how North American Van Lines decided on fm to reach a select group with a giveaway angle. See...

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BROADCASTING, March 13, 1961
QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH-WORTHINGTON FORWARD SEAT SADDLE, CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794, THE SMITH-WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

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

WTIC 50,000 watts NBC Affiliate
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
TriCities favored for ch. 8 in N. C.

TriCities Broadcasting Co., was favored over three competitors for ch. 8 in Greensboro-High Point, N. C., in initial decision issued Friday (March 10) by FCC Hearing Examiner Elizabeth Smith. Examiner, however, stipulated that Ralph C. Price, 25% owner of TriCities, and family disposed of voting rights to stock they held (various trusts) in Jefferson Standard Life Insurance Co. (also applicant for ch. 8 through its broadcasting subsidiary).

Other TriCities principals, all with 25%, include Herbert H. Nutt, Hargrove Bowles Jr. and James G. MacLamroch. Applicant was favored on integration of ownership and management, diversification and local residence factors. "Another highly significant factor is that a grant to this applicant will bring an entirely new and competitive entity in the field of mass communication in the Greensboro-High Point-Winston-Salem area," Examiner Smith said.

Mr. Price is former president of Jefferson Standard and he and family own 6.795% of insurance company stock, most held in trust. Messrs. Price and MacLamroch each owns 1/5 of WKIX Raleigh, N. C.

Disposal by Mr. Price of voting interest in Jefferson Standard stock was required because insurance company also owns 17% of WPMY-TV Greensboro, N. C., which it plans to dispose of if it wins ch. 8. Other ch. 8 applicants are High Point TV Co. and Southern Broadcasters Inc., both have newspaper or broadcast properties.

Sullivan, Paar feud over performance fees

Another "tv personality feud" was simmering over weekend as NBC-TV's Jack Paar and CBS-TV's Ed Sullivan exchanged series of sharply-worded communications that started when Mr. Sullivan served notice on name performers that they would receive only $320 for appearance on Ed Sullivan Show if they accepted $320 scale payment for performing on Paar Show.

Mr. Sullivan suggested Friday (March 10) that they debate issues on Paar program without studio audience. That afternoon Mr. Paar invited Mr. Sullivan to appear but stressed it would have to be before studio audience. Mr. Sullivan thereupon requested that on "basis of good sportsmanship," debate be carried "without sound effects."

Dispute began Thursday (March 9) when it became known that Mr. Sullivan had notified leading talent agents that personalities who performed on Paar would receive same pay for booking on Sullivan, where performers have received as much as $7,500.

NBC News adds bureaus in Rio, Buenos Aires

NBC will expand its Latin American news coverage by April 1, with opening of two new NBC news bureaus—one in Rio de Janeiro, the other in Buenos Aires.

NBC Chairman Robert W. Sarnoff in February had noted NBC News' objective of opening up new Latin American facilities (BROADCASTING, Feb. 17). New bureaus will combine with established one in Havana to give network three fully-staffed news bureaus in Latin America. Development followed just completed two-week, on-scene survey of area by Robert E. Kintner, NBC president.

Rio bureau will be headed by Wilson and Lee Hall, husband-and-wife team of correspondents, who will move over from Havana.

Richard Valeriani, formerly with AP in Havana, will head NBC's Havana bureau. Kenneth Bernstein, night news editor with NBC News in New York, will head bureau in Buenos Aires.

FCC counsel agrees with Stern on ch. 7

Absolute disqualification of three of four applicants for Miami ch. 7 was urged by FCC general counsel's office in oral argument on court-remanded ex parte case before FCC en banc (March 10). Counsel thus agreed with special examiner's findings.

Three, including winning applicant Biscayne TV Corp. (WCN-TV), defended their actions as proper for climate of times and argued disqualification is neither required or warranted.

Special Hearing Examiner Horace Stern has recommended that 1956 grant to Biscayne be voided and that Biscayne, South Florida TV Corp. and East Coast TV Corp. be disqualified because of alleged improper contacts with commissioners (BROADCASTING, Sept. 19, 1960). Case was before Judge Stern on remand following disclosures before House Legislative Oversight Subcommittee. Judge Stern found that fourth applicant, Sunbeam TV Corp., was only aspirant for ch. 7 eligible for further consideration.

Dalton, Post set tv for instant meals

Edward Dalton Division of Mead Johnson Co., and Post Cereals Division of General Foods have begun introduction of new instant meal preparations which may create demand similar to national acceptance in past year of ready-to-drink products for weight reduction.

General Foods is using tv in selected markets to test new "Post Instant Brim - the breakfast in a glass. Agency for Brim is Young & Rubicam, N. Y. Mead Johnson spokesman said Friday that it's "appropriate to assume we will use television" to advertise "complete nutritious meal" called Nutrament. Agency for Nutrament is Kenyon & Eckhardt, N. Y.

Edgar Bill dies at 71

Edgar L. Bill, 71, former owner of WMBD Peoria, and creator of National Barn Dance on WLS Chicago, died Thursday night in Tucson, Ariz. Mr. Bill, who headed WLS from 1924 until he purchased WMBD in 1931, was prominently identified with farm radio. Surviving him are his wife, Dorothy, and sons Howard, owner of WBIZ Eau Claire, Wis., and Robert, account executive with Lambert & Feasly, New York.
Don Quinn, formerly vp in charge of NTA Spot Sales, named to newly-created post of national sales manager of RKO General stations. Mr. Quinn will work on development of spot business for RKO General stations in association with sales managers of these outlets. He will maintain close liaison with national spot radio-tv advertisers and their agencies. Before joining NTA, Mr. Quinn was partner in station representative firm, McGavren-Quinn (now Daren F. McGavren Co.).

Arthur O'Connor, sales manager for radio, Devney/O'Connell, N.Y., station rep, appointed vp in charge of firm's radio division. Mr. O'Connor, who began his association with company in 1956 as account executive, became radio sales manager in 1959. Prior to that, he had been, for two years, radio-tv account supervisor at Foote, Cone & Belding, N.Y., and with McCann-Erickson's radio-tv production department, also for two years.

Kenneth A. Cox, partner in Seattle law firm of Little, Palmer, Scott & Slemmons, named chief of FCC Broadcast Bureau (see story page 58). Mr. Cox was approved unanimously in special FCC meeting Thursday (March 9) and will assume new post on or about April 10th. He has served as special counsel to Senate Commerce Committee on several communications matters in the past. He will replace present Bureau Chief Harold Cowgill.

Fred Ruegg, vp and general manager of CBS-owned KNX Los Angeles, named vp in charge of station administration, part of CBS Radio alignment that takes effect March 27, as announced last week by President Arthur Hull Hayes (see page 56). Mr. Ruegg succeeds Jules Dundes who returns—at his specific request, it was reported—as vp and general manager of KCBS San Francisco where he had served management tour in 1955-56. Maurice E. Webster, vp and general manager of KCBS, becomes vp and general manager of CBS Radio Spot Sales. Incumbent in that post, Milton F. Allison, will be assigned new sales responsibilities in that organization. Robert P. Sutton, program manager of KNX, succeeds Mr. Ruegg as vp and general manager of that station.

Norman Strouse, president of J. Walter Thompson Co., New York, becomes chief executive officer following retirement of Stanley Resor, Dan Seymour, vp and director of radio-tv department, promoted to senior vp. See story page 32.

Matthew Fox, president and director of Television Industries Inc., N.Y., resigns in order to devote his full time to Tolvision of America Inc., subscription tv company. Basil Estreich, senior vp of Television Industries, elected president and chief executive officer, and Walter S. Mack, formerly president of Pepsi-Cola and presently director of Television Industries, elected to company's executive committee. Television Industries holds tv rights to various feature films and tv series. Tolvision is company organized by Mr. Fox to present pay tv programs. It has not announced any immediate plans.

James C. Douglass, administrative vp, member of executive committee and director of Ted Bates & Co., has formed international consulting company with offices in New York and Geneva, Switzerland. Mr. Douglass will act as consultant to American business enterprises interested in international expansion into foreign markets but have little knowledge of foreign operations. Mr. Douglass will leave Bates at end of April to devote full time to his new firm. In addition to his domestic duties at Bates, Mr. Douglass has been in charge of agency's international operations, and is director of Hobson, Bates & Partners Ltd., London, England, and director of Spitzer, Mills & Bates Ltd., Toronto and Montreal. Mr. Douglass was formerly executive of Colgate-Palmolive Co., and vp and director of radio and tv for Erwin Wasey & Co.

Secretary Rusk to brief 300 radio-tv newsmen

Some 300 radio-tv commentators and news and public affairs directors from 50 states have been invited by Secretary of State Dean Rusk to attend foreign policy briefing in Washington April 3-4. President Kennedy, Secretary Rusk and other policy shapers will participate.

Purpose is to provide newsmen with information on current international affairs and U. S. policy and to help government learn media's coverage needs.

Similar briefing will be held for some 300 print media representatives.
More radio and television stations use United Press International than any other service

More use UPI news and radio wires
More use UPI facsimile newspictures
More use UP Movietone newsfilm
'Net' Weight

On balance, the effectiveness of a network comes down to a matter of programs. Measured this way, the CBS Television Network presents more of the season's most popular programs than the other two networks combined (23 out of 40) and more top-rated new program series than the other two combined (4 out of 6). The same network also broadcasts the season's most popular new program ("The Andy Griffith Show"); television's most popular single program for the past three years ("Gunsmoke"); and the program with the longest record of popularity ("The Ed Sullivan Show"). In fact, in 135 Nielsen reports issued since July 1955 this network has averaged 22 of the 40 top-rated programs. This corner on program popularity helps explain why the CBS Television Network continues to carry more weight with viewers than any other network and more weight with advertisers than any other advertising medium.
**DATEBOOK**

A calendar of important meetings and events in the field of communications

*indicates first or revised listing.

March 13—Deadline for filing comments on FCC proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.


March 15—Bureau of Broadcast Measurement, annual meeting, Hotel Vancouver, Vancouver, B. C., Canada.

March 15-16—Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.


March 16-21—National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas.

*March 17—Indiana Broadcasters Assn., monthly meeting. Columbia Club, Indianapolis, 10 a.m.


March 20-23—Institute of Radio Engineers International Convention, Program of 275 papers covering recent developments in fields of all 26 IEEE professional groups will be presented in 64 sessions at Waldorf Astoria Hotel and N.Y. Coliseum. Highlight of program will be second symposium of new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analyzing and reporting of crime news, sponsored by Northwestern U.'s school of Journalism (Medill) and law, downtown campus, Chicago.

March 21—Pla. & Television Executives Society, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22—Assn. of National Advertisers, workshop on shows and exhibits. Hotel Plaza, New York City.

March 24—Alfred I. duPont Awards Foundation, awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.


March 21-24—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 contribution to public understanding of the American legal and judicial systems."

April 3—Comments due on FCC proposal to revamp program report forms in applications.

April 4-7—Audio Engineering Society, West Coast spring convention. Ambassador Hotel, Los Angeles.


April 8-9—Montana Broadcasters Assn., annual meeting. Billings, Mont.

April 7-8—New Mexico Broadcasters Assn., annual convention. Speakers include Howard Bell, NAB vice president for industry affairs. Anglers Motor Hotel, Farmington, N. M.

April 7-8—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 Assn., spring convention, Charleston.


April 16-19—Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—International Advertising Assn., Waldorf-Astoria Hotel, New York City.


April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 22.


April 21-22—National Assn. of Educational Broadcasters—Region II (southeast) annual meeting, Hotel Thomas Jefferson, Birmingham, Ala.


April 24-26—U. of Florida third annual meeting.
JUST OUT!

NEW 1961 AYER DIRECTORY

WITH COMPLETE RESULTS OF 1960 CENSUS

Inclusion of final U.S. Census tabulation makes this the most important edition of the Ayer Directory in ten years

118,000 changes • 1560 fact-filled pages • 500 new publications •
70 new, specially prepared maps

A reference library bound into one compact, easy-to-use volume! The N. W. Ayer Directory is recognized as the most authoritative single source of information on the newspapers and magazines of the United States and its territories, Canada, Bermuda, Panama and the Philippine Islands. 93rd annual edition—your one-volume authority for . . .

More than 21,500 publications—names, addresses, subscription prices, circulation figures, sizes and other vital information. The most complete directory of its kind in the United States and Canada. Facts and figures on about 500 new publications not included in the 1960 Edition.

Invaluable market facts on the U. S., Canada statistical profile of North America. Data includes industries and agricultural products of every listed city and town, with banking information, motor vehicle registration, number of telephones and other valuable facts about larger market areas. Also, under each listing, such important information as available transportation facilities, distance from nearest larger community. And specially keyed airline and rail maps are provided for every state and province.

Special interest groups—publications appealing to groups with special interests, hobbies, foreign languages, religions, etc., are listed under these classifications.


A word of appreciation to those who ordered the 1960 Edition. Our sincere regrets to those whose orders came in too late to fill. Last year's edition was sold out earlier than usual despite the largest printing in history. Please order your 1961 copy of the Ayer Directory as early as possible.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-28—Institute for Education by Radio-Television, Dasher-Hilton Hotel, Columbus, Ohio.


April 26-30—Alphas 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.

JUNE

May 3-11—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 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 Timekeeper of the Year Award luncheon, Waldorf-Astoria Hotel, New York, N. Y.

May 3-4—American Public Relations Assn. 15th annual convention, Hotel Shilburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. 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 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

May 4-6—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.


May 15-27—International Festival of Television Arts & Sciences, Montreux, Switzerland. Schedule includes an international television equipment trade fair and a contest judging international television programs. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.


May 27-31—Advertising Federation of America, annual convention. Statler Hilton Hotel, Washington, D. C.

JULY

June 2-3—Industry Film Producers Assn., second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

June 3—Florida AP Broadcasters Assn., Daytona Beach.

June 5—American Marketing Assn., New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

June 10-12—Florida UPI Broadcasters Assn., annual meeting. Pensacola.


June 20-22—Catholic Broadcasters Assn., annual meeting. Calumet Beach Hotel, Minneapolis-St. Paul, Minn.


AUGUST

July 10—Wisconsin Broadcasters Assn., Plankington Hotel, Milwaukee.

July 10-12—National Assn. of Television & Radio Farm Directors convention, Shoreham Hotel, Washington, D. C.


BROADCASTING, March 13, 1961
..filmed with **AURICON** 16mm Filmagnetic Cameras

and **SOUNDCRAFT** Magna-Stripe raw stock!

News-gathering services all over the world bring Talking-Pictures with “Living Sound” to America’s 45 million television screens—filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft’s Oscar-winning Magna-Stripe raw stock. Magna-Stripe, Soundcraft’s exclusive method of putting magnetic stripes on film, is unaffected by photo developing processes.

Using Auricon Filmagnetic Cameras loaded with Magna-Stripe raw stock, you get highest picture quality and all the advantages of magnetic tape — with no signal loss in transfer from the original to the final print! If it’s news you’re after, or the production of commercial and industrial sound-films, use Auricon Filmagnetic Cameras and Soundcraft Magna-Stripe raw stock—for high-fidelity results in single-system filming!

Write for complete information about Auricon Filmagnetic Cameras:

**BACH AURICON Inc.**
6998 Romaine St., Hollywood 38, Calif.

**SOUND-ON-FILM EQUIPMENT SINCE 1931**
The fm story (continued)

EDITOR: Your analysis of the status of fm ("A dramatic spurt in fm development," PERSPECTIVE '61, Feb. 20) was very helpful indeed; I should appreciate your mailing 10 reprints to me here for distribution to clients and account supervisors. . . . - G. Wrights Briggs Jr., Radio/Tv Director, BBDO, Boston.

EDITOR: Your magazine fills a need for information in the world of radio and tv stations and the advertising agencies which use them. . . .

We would like 20 reprints of the section on fm. . . . - Sydney Abrams, General Manager, KMCS-FM Seattle.

EDITOR: May we congratulate you on the excellent coverage of fm, Please send us 100 reprints. . . . - Everett B. Cobb, Owner, KNEV-FM, Reno, Nev.

EDITOR: . . . We are interested in 800 reprints fm story. . . . - Joseph C. Windler, WFIL-FM Philadelphia.

EDITOR: Please send me 20 reprints. . . .

May I commend you on the excellent job you did on the perfection medium? Keep up the good work to help make fm the economic success that it is destined to be. . . . - George R. Kravis, Kravis Radio Enterprises, Tulsa, Okla.

EDITOR: . . . We found the rundown on fm's current status very informative and are making good use of it. Thank you for using our FMBS material in this section. With everyone working together as they are, I'm sure the unknowns in fm broadcasting will soon disappear. - John T. Hartigan, Secretary, Fm Broadcasting System, Inc., Chicago.

Refreshing

EDITOR: . . . I was impressed with the accuracy of the story ("Should networks control shows?" PROGRAMMING Feb. 20), especially in view of the fact that I was not speaking from a prepared text . . . It is refreshing indeed, to read a report on such a meeting and have it reasonably accurate. - George A. Bolas, Vice President, Tatham-Laird Inc., Chicago.

Important audience

EDITOR: On behalf of the board of the Advertising Council, I would like to thank you for your generosity in running the council's two-page annual advertisement in BROADCASTING. . . . The audience your magazine reaches is one which we feel is particularly important.

A reprint of the advertisement will be sent to some 5,000 top executives in business, advertising and media. . . .


Impressed

EDITOR: I have always been impressed with the thorough coverage that BROADCASTING gives to the television, radio and advertising industries. . . . As you might imagine, I'm a consistent reader of your book. . . . I find it keeps me well informed in all areas of our profession. - William F. Siegel, Director of Advertising, Schick Inc., New York.

Booster

EDITOR: I have always taken to heart your editorials about radio and tv people becoming increasingly involved in chamber of commerce activities, etc.

I have been selected to head a new committee, "Member Relations Committee," in which the finest men of the town are members. I received permission to form a subcommittee to prepare a tv and visual film strip and keep radio stations supplied with booster spots. My subcommittee will include Emroy Williamosn of WDEP-TV, who will prepare the film strip and tv announcements, and Bill Valentine of WDOD, who will keep after the radio stations.

-Walter H. Stamper, Commercial Manager, WAPO Chattanooga.

Hidden commercialism?

EDITOR: We were approached recently and asked to run an on-the-air promotion for a transistor radio set. Free sets would be given us for prizes. When we asked about sponsorship the answer was "no."

This type of promotion is not acceptable at WCAP. We know other stations accepted the offer. Is this not in direct conflict with FCC rules as to hidden commercialism? - Ike Cohen, General Manager, WCAP Lowell, Mass.

[NAB counsel is of the belief that if the company promoting the radio sets is not identified as the advertiser, such on-the-air promotion would appear to be hidden commercialism, in violation of Sec. 317 of the Communications Act.]

European in name only

EDITOR: . . . A reference in your magazine (INTERNATIONAL, Dec. 5, 1960) to the European Broadcasting Union (not Association) is headed "Europeans open session."

As six of the major American networks and broadcasting associations are among our associate members, I would like to bring you more into the picture about this union. Its work is world wide and is far from being restricted.
in Joplin, Missouri

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

KODE-TV

A SHOPPER TOPPER STATION

IN JOPLIN:
D. T. Knight — MAYfair 3-7260

IN NEW YORK:
Lee Gaynor — OXFord 7-0306
Represented Nationally:
Avery-Knodel, Inc.

KODE-TV 1960 NATIONAL SPOT AND NETWORK ADVERTISERS
(Just 81 of Over 300 Sponsors)

- American Chicle
- American Tobacco
- Anacin
- Ausahst
- Armour & Company
- Bayer Aspirin
- Bell & Howell
- Best Foods
- Birdseye
- Blue Cheer
- Borden's
- John H. Brock, Inc.
- Brown & Williamson
- Budweiser
- Bunny Bread
- Cain's Coffee
- Colgate
- Campbell Soup
- Carling's
- Carnation
- Cater Products
- Coca-Cola
- Colgate-Palmolive
- Comet Cleanser
- Continental Wax
- Crisco
- Derby Foods
- Duncan Hines Cakes
- Esquire Shoe Polish
- Fizzles
- R. T. French
- General Mills
- Gerber's
- Helene Curtis
- Hollywood Brands
- Ipana
- S. C. Johnson & Son
- Kasco Dog Foods
- Kellogg's
- Kitchens of Sara Lee
- Lever Bros.
- Lipton Tea
- Liquid Ivory
- Little Crow Milling
- P. Lorillard
- Maxwell House Coffee
- Minnesota Mining
- Minute Maid
- Nestle's
- Niagara Starch
- Noxzema
- Oxydol
- Pabst Blue Ribbon
- Pepsi Cola
- Pot Mills
- Peter Paul Candy
- Pharmaceuticals, Inc.
- Philco
- Philip Morris
- Pillsbury's Best
- Plough, Inc.
- Post Cereals
- Quaker Oats
- Revlon
- R. J. Reynolds Tobacco
- Schiltz
- Scott Paper Products
- Seven-Up
- Simoniz
- Standard Brands
- Texier
- Tidy House Products
- Toni
- Tootsie Rolls
- Top Value Enterprises
- Van Camp's
- Vicks
- Vitalize
- Welch's Grape Juice
- Wrigley's
- Wonder Bread

Member The FRIENDLY Group
John J. Laux, Exec. Vice-President

BROADCASTING, March 13, 1961
Right city, wrong state

EDITOR: BROADCASTING (BROADCAST ADVERTISING, Feb. 20) shows a picture of Dr. Jonathan Karas of Karas & Associates, performing a television commercial. Should not the address be Durham, North Carolina, not North, New Hampshire, as stated in the article.—D. A. Rock, General Manager, WSMN Nashua, N. H.

'The writer now knows that all Durhams are not in North Carolina.'

COLORCASTING

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

**NBC-TV**
- March 13-17, 20-22 (6:30 a.m.) Continental Classroom (modem chemistry), sus.
- March 13-17, 20-22 (6:30-7 a.m.) Continental Classroom (contemporary math), sus.
- March 13-17, 20-22 (10:30-11 a.m.) Play Your Lunch, part.
- March 13-17, 20-22 (11:11-11:30 a.m.) The Price Is Right, part.
- March 13-17, 20-22 (12:30-12:55 p.m.) It Could Be You, part.
- March 13-17, 20-22 (2:30-3:30 p.m.) The Jan Murray Show, part.
- March 13-17 (12:12-13 p.m.) Truth or Consequences, part.
- March 13-17 (3:30-4 p.m.) From These Roots, part.
- March 13-16, 20-22 (11:15 p.m.-1 a.m.) The Jack Paar Show, part.
- March 15, 22 (9:30-9 p.m.) The Price Is Right, Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kimmel.
- March 15, 22 (9-10 p.m.) Perry Como’s Kraft Music Hall, Kraft through J. Walter Thompson.
- March 16 (9:10-10 p.m.) The Ford Show, Ford through J. Walter Thompson.
- March 17 (9-10 p.m.) The Bell Telephone Hour, AT&T through William Esty.
- March 18 (10-10:30 a.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
- March 18 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dance-Fitzgerald-Sample.
- March 18 (7:30-8:30 p.m.) Bonanza, RCA through J. Walter Thompson.
- March 19 (6:30-6:30 p.m.) Meet the Press, c/o-q.
- March 19 (7-8 p.m.) The Shirley Temple Show, RCA through J. Walter Thompson, Beach-Nut through Young & Rubicam.
- March 19 (9-10 p.m.) The Chevy Show, Chevrolet through Campbell-Ewald.
- March 21 (10-11 p.m.) Our Man in Hong Kong, sus.
NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON

prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSensitivity. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.
MONDAY MEMO from JOSEPH A. CASTOR, president, Castor & Assoc., L.A.

How to get to the customer before he gets to the market

Retailers have a most exacting yardstick for measuring advertising effectiveness—sales!

When yours is a client whose outlets have the modern franchise relationship to the parent corporation, then the local agent really is in business for himself; and he has a retailer's attitude toward the results of his advertising expenditures. He is not interested in statistics and post mortems. He does not need creative testing to determine if an advertising campaign is of value to him.

A retailer knows the first amount of institutional advertising is beneficial and necessary but, after a dollar point in his budget, he is not sophisticated about cost per thousand, audience in depth, share of the consumer mind, and other Madison Avenue smoke screens. Advertising industry jargon gets its coldest reaction at the point of sale, and the "tap-dancing" is recognized for what it is—a camouflage for failure to deliver.

Finding Movers • The challenge of advertising for a retailer is even greater in the long-distance moving field. For no salesman can talk anyone into moving; the job is to locate the family already planning to move, to find this potential customer before the competition does.

Since a source of qualified leads is clearly needed, any number of the standard lead-developing advertising techniques should provide the answer. But the moving industry is federally regulated and the Interstate Commerce Commission specifically prohibits moving organizations from offering inducements directly to the moving family. How, then, to zero in on a potential mover and not incur ICC censure? This, along with the question of which medium best reaches the income group that most uses the services of long distance movers, had to be answered before a campaign could be developed to meet the exacting advertising needs of North American Van Lines.

The Case for Fm • We decided fm would be our medium because audience surveys describe the fm audience in terms closely paralleling my client's own surveys, which indicate that their best potential customers are in the upper middle and upper income groups—married, ages 25 to 44 and in professional, executive, engineering, sales and management positions.

With these facts and another key piece of information—namely, that there is a time lag between the date a family decides to move and the time this fact becomes known commercially—we developed a plan to produce specific results. We offered a free record album of fine music to those friends, neighbors or relatives (not the mover himself) who would supply the North American Van Lines agent with the family of a name of a family contemplating a move.

Since we were to communicate with middle and upper income groups, it was suggested that a free gift in the value range of a long-play album might receive little or no response. But here our long experience with network prize and give-away shows satisfied us that people, regardless of income, enjoy a bargain and a free gift.

The possibility also was suggested that people in these groups might refuse to respond to an offer that would bring salesmen calling on and annoying friends or relatives contemplating a move. But we relied on North American Van Lines itself to carry us over this obstacle, confident that the NAVL image and prestige would remove any fears or doubts about the way the information would be handled by NAVL agents.

The Proof • Our premises and assumptions proved correct. We first made the free album offer in two markets, using an equal number of am-fm and pure fm stations. Initial response indicated we were on target. Evaluation showed that the pure fm leads had the highest conversion factor and we have used pure fm exclusively since.

Our most recent effort, using 15 pure fm stations in Los Angeles, San Francisco and San Diego, brought nearly 1,500 names of families with moving plans. NAVL agents have converted approximately 15% of these leads to orders for service and an additional 5% are unresolved.

The buys at these 15 stations are made on a basis that provides self-policing of the client dollar in terms of results. The station is given the copy and a budget to work out. But the schedule is left to the station on the premise that it knows its audience best. This puts the station fully on the North American Van Lines' sales team. If the response is good, the budget continues and is often increased.

If the results are disappointing, the station is the first to know and suggest remedies. Result: the closest working cooperation between station and agency.

Double Duty • A secondary benefit of this campaign is the constant repetition of the NAVL trade name. In most advertising for the moving industry, identity to the proper audience is the primary aim. We have been able to deliver a tangible sales tool in the form of leads and the all-important brand image to the audience with the highest customer potential, all for the same advertising dollar.

In the past, visits to NAVL agents to evaluate the effectiveness of my work were quite different from current talks. We now discuss specific leads, circumstances and factors of jobs booked and reasons and errors relating to the ones that are missed.

We are currently working on refinement of the procedures to obtain the maximum conversion of these fm leads. Here the agency must truly become expert in every aspect of the sales procedure and here specialization produces the only results that seriously merit the attention of the client—sales.
CAPITAL TYPES #8

CLOCK WATCHER

Fascinated by slow movement: cows grazing, goldfish and English drawing room comedies. Conscientiously reads labels on cereal boxes. Accident prone; once had ceiling fall on him. Quick only in turning to WTOP Radio, the station important to people in the Greater Washington area.

WTOP RADIO

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

WTOP RADIO Washington, D. C.
WTOP-TV Channel 9, Washington, D. C.
WJXT Channel 4, Jacksonville, Florida
Where Can You Name
Are You?
This Important Market?

CLUES:

1. It is the most misunderstood major market in America, according to Philip Salisbury, editor and publisher of Sales Management.

2. It contains the greatest concentration of people in the entire Southeast...more than 800,000 in half the area of metro Atlanta or Miami!

3. Here three of the state’s four largest cities lie completely within a circle of 20-mile radius!

4. It contains the world’s largest harbor, and the No. 1 U.S. port in export-import tonnage.

5. A split image (the government lists it as two separate metro areas) obscures its magnitude. And large military population represents a hidden plus of at least $200 million in effective buying income never seen in standard marketing statistics.

6. From Newsweek: “Once the (bay) crossing is completed, Greater _____________, the experts say, will burst into millions and become the South’s leading market!”

ANSWER:

BROADCASTING, March 13, 1961
Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of a bigger retail sales market than any other station.

WSJS television
Winston-Salem / Greensboro

PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING, March 13, 1961
HOW WILD CAN WILD SPOT GET?

- If SAG gets its way, residual payment costs will skyrocket
- Agencies say they are buying an announcement, not a program

A new question arose last week to plague broadcasters, spot advertisers and agencies—and potentially hundreds of thousands of advertising dollars were hanging on the answer.

The question: Is a “wild spot” television commercial always a “wild spot”—or is it sometimes a “local program commercial”?

If many commercials that have been construed as wild spot are from now on held to be local program commercials—as the Screen Actors Guild wants them construed—the cost in added residual payments to performers could skyrocket to a point where, in the opinion of some agencies, whole patterns of spot buying might change and stations might take a new look at their clearance of some of their network programs.

What is the answer? There is a sharp difference of opinion, depending on whether the Screen Actors Guild or advertising agencies are replying. There can be a highly substantial but indeterminable amount of money in extra residual payments to performers in filmed commercials if SAG backs up its determination to enforce its interpretation of what constitutes a wild spot and a local program commercial. And it also can mean that such magazine-concept network programs as Today and the Jack Paar Show, which permit “cut-aways” for local advertisers, and perhaps even co-op network tv programs will face stern re-appraisal by advertisers and their agencies.

The background to this developing situation, uncovered by Broadcasting last week, is this: Last fall, SAG notified an advertising agency that, on behalf of one of its clients buying into the Paar program, approximately $26,000 was owed to performers retroactively in residual payments. The union contended that the agency had been paying on the basis of the wild spot residual rate, while actually the film commercial should have been paid on the basis of a local program use (which often is higher). After considerable discussion, the union agreed to hold the matter in abeyance and the agency has not paid. (Incidentally, this agency no longer orders Paar for its client).

Agencies in Turmoil • A check by Broadcasting of various leading advertising agencies revealed they were dismayed—and many were extremely annoyed—by SAG’s interpretation. SAG admittedly has not moved in against agencies generally unless a performer has complained, but various agency officials disavowed SAG’s interpretation and were unanimous in the opinion that clarification should be sought.

“I certainly wouldn’t want to be sandbagged with a whopping bill from SAG after I had paid on a wild spot basis and found out the union said I should pay for a program use,” one agency man commented. “Wouldn’t I look silly and what would my client [the sponsor] think?”

The union’s position is that the SAG contract for several years has specified that a commercial is a wild spot if it is broadcast by “non-interconnected single stations” and (a) is used independent of any program or (b) is used on local participating programs. The only other possibility, SAG noted, is if for some reason the network sold a show to a station in a given city and local commercials thereon were treated.

Fall programming begins to take shape

WEEKENDS MOSTLY SOLD; MONDAY-THURSDAY HALF FIRM; FRIDAY OPEN

Network-bound advertisers are getting down to the fine art of negotiation for the fall season.

Compared with a month ago (Broadcasting, Feb. 6) when buying by General Foods and Procter & Gamble sparked initial purchasing for the 1961-62 season, most program designations are complete.

Additional advertisers are being signed and “critical” time periods ironed out in the process.

Agencies last week already could point to a prime-time schedule that indicates advertiser order or option on a flock of shows, including new programming and renewals for next season (see pages 28 and 29 for latest details on program titles and advertisers sponsoring them).

The rush of orders comes well in advance, with Broadcasting’s summary appearing nearly seven months ahead of the start of the 1961-62 season:

The networks are most sold on the weekends. Advertisers have filled twice as many time periods on Saturday and Sunday nights than remain unsold.

Of the weeknights, Monday appears to have more time sold than unsold while Tuesday, Wednesday and Thursday run about equal in time committed to that available. Friday, mostly because of NBC-TV’s unsettled program plans, is the least sold.

Advertiser Options • What keeps the schedule from filling faster at this time: Advertiser options which exist for many hour-long shows but do not appear in the table because they cannot be confirmed.

The advertiser option also blurs the exact status of some carry-over programming from the current season. On CBS-TV, for example, there are a few shows where advertisers which appear in the table are the same now continuing in the programs. Each of these advertisers has an option to renew but one that need not be exercised for some time as yet. Where it is apparent from available sources that these advertisers will renew, they have been entered.

The feature film period on NBC-TV (Saturday, 9-11 p.m.) is marked “available” in the table, even though that time block already is “substantially sold” for the start of the next season. The options are yet to be confirmed and thus cannot be reported.

For network schedules see pages 28-29

BROADCASTING, March 13, 1961
### A Detailed Look at Fall TV Schedules

The blank spaces in this table testify to progress made by the networks in programming and selling next fall's prime-time schedule more than nine months in advance of the 1961-62 season.

The table shows next fall's night-time programs as they've been penciled in, who packages them, the time of night they are scheduled and the advertisers (with their agencies) which will sponsor them. "Available" denotes either an unsold period, or as is the case in many of the hour-long shows, a reluctance to disclose "bits and pieces" of a show contracted for.

Agencies are in parentheses ( ) ; production firms in brackets [ ]; New shows are in boldface.

In using this chart, there are two things to bear in mind: (1) the schedules are not firm, with shows continuing to change until almost the eve of the fall season, but (2) the changes will be fewer and not as severe from this point on.

#### WEDNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>The Force</td>
<td>Alvin</td>
<td>Wagon Train</td>
</tr>
<tr>
<td></td>
<td>Available</td>
<td>General Foods (B&amp;B) [Warner]</td>
<td>(GB&amp;M) [Screen Gems]</td>
</tr>
<tr>
<td>8:00</td>
<td>Top Cat</td>
<td>Father Knows Best (repeats) Available</td>
<td>OPEN (1-B&amp;M)</td>
</tr>
<tr>
<td></td>
<td>[ Warner]</td>
<td>[Warner]</td>
<td>Lever (1-B&amp;M)</td>
</tr>
<tr>
<td></td>
<td>Bristol-Myers</td>
<td>Beach Front</td>
<td>American Tobacco (SSC&amp;B)</td>
</tr>
<tr>
<td></td>
<td>Kellogg (Burnett)</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Screen Gems]</td>
<td>[CBS]</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Hawaiian Eye</td>
<td>Perry Como</td>
<td>My Three Sons</td>
</tr>
<tr>
<td></td>
<td>Dorrillard (L&amp;N)</td>
<td>Kraft (JWT)</td>
<td>Chevrolet (C-E) [Fedderson]</td>
</tr>
<tr>
<td></td>
<td>Available</td>
<td>[Warner]</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Naked City</td>
<td>U.S. Steel &amp; Armstrong</td>
<td>OPEN</td>
</tr>
<tr>
<td></td>
<td>Brown &amp; Williamson (Bates) alt. ¾</td>
<td>U.S. Steel (BBDO)</td>
<td>P&amp;G (Unassigned)</td>
</tr>
<tr>
<td></td>
<td>Available</td>
<td>Armstrong (BBDO)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Screen Gems]</td>
<td>[Theatre Guild]</td>
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<td></td>
<td></td>
<td>[Talent Assc.]</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Gunzinger (?)-CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Untouchables</td>
<td>CBS Reports/</td>
<td></td>
</tr>
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</table>

#### THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Ozzie &amp; Harriet</td>
<td>Gunzinger (?)</td>
<td>The Outlaws</td>
</tr>
<tr>
<td></td>
<td>Half available</td>
<td>[CBS]</td>
<td>Union Carbide (Esly)</td>
</tr>
<tr>
<td></td>
<td>[Stage 5 Prod.]</td>
<td></td>
<td>% available [NBC]</td>
</tr>
<tr>
<td>8:00</td>
<td>Dennis Reed</td>
<td>Donn Reed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ralston-Purina (?)-7-Up</td>
<td>Rafton-Purina (?)-7-Up</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Screen Gems]</td>
<td>[Screen Gems]</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Real McCoy</td>
<td>Fasten Your Seat Belt (Bob Comnings)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>P&amp;G (Compton)</td>
<td>(Bob Comnings)</td>
<td>This Is Your Life</td>
</tr>
<tr>
<td></td>
<td>[Irving Pincus]</td>
<td>[SSC&amp;B]</td>
<td>American Home (?)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>% available [NBC]</td>
</tr>
<tr>
<td>9:30</td>
<td>OPEN</td>
<td>OPEN (Unassigned)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Untouchables</td>
<td>Untouchables</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Untouchables</td>
<td>Untouchables</td>
<td></td>
</tr>
</tbody>
</table>

### NOTES

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<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Chayenne (GB&amp;D)</td>
<td>To Tell the Truth (CBS)</td>
<td>The Americans (Esty)</td>
</tr>
<tr>
<td></td>
<td>American Tobacco</td>
<td></td>
<td>Union Carbide</td>
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<tr>
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<td>(GB&amp;D)</td>
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<td>% available</td>
</tr>
<tr>
<td></td>
<td>Thirds available</td>
<td></td>
<td>[NBC]</td>
</tr>
<tr>
<td>8:00</td>
<td>Pete and Gladys</td>
<td>Magic of Love (Y&amp;R)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Good Year (Y&amp;R)</td>
<td></td>
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<td></td>
<td>Carnation (EWR&amp;BC)</td>
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<td></td>
<td>[CBS]</td>
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<tr>
<td>8:30</td>
<td>Riflemen</td>
<td>Bobby's World (Y&amp;R)</td>
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<td></td>
<td>P&amp;G (Four Star)</td>
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<tr>
<td>9:00</td>
<td>Surfside Sue</td>
<td>Rob's World (Y&amp;R)</td>
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<td></td>
<td>Brown &amp; Williamson</td>
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<td></td>
<td>(Bates)</td>
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<td>All % available</td>
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<tr>
<td></td>
<td>[Warner]</td>
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<tr>
<td>9:30</td>
<td>Andy Griffith</td>
<td>8th Precinct</td>
<td></td>
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<tr>
<td></td>
<td>General Foods (Y&amp;R)</td>
<td></td>
<td>Hubbell Robinson</td>
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<td></td>
<td>[Warner]</td>
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<td>[NBC]</td>
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<td></td>
<td>[Warner]</td>
<td></td>
<td>(or)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Kildare</td>
</tr>
<tr>
<td></td>
<td>[MGM]</td>
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<td>[MGM]</td>
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<tr>
<td>10:00</td>
<td>Adventures in</td>
<td>Hennessey (Y&amp;R)</td>
<td></td>
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<tr>
<td></td>
<td>Paradise</td>
<td></td>
<td>General Foods</td>
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<td></td>
<td>[20th Century]</td>
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<td>[MGM]</td>
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<td></td>
<td></td>
<td>[Esty]</td>
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<td>[MiCure-Cooper]</td>
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<td></td>
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<tr>
<td>10:30</td>
<td>I've Got a Secret</td>
<td>Thriller</td>
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<tr>
<td></td>
<td>Bristol-Meyers (DCS&amp;B)</td>
<td></td>
<td>American Tobacco</td>
</tr>
<tr>
<td></td>
<td>R. J. Reynolds (Esty)</td>
<td></td>
<td>[Hubbell]</td>
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<tr>
<td></td>
<td>(Esty)</td>
<td></td>
<td>Robinson Prod.</td>
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<td>[Goodson-Todman]</td>
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<th>Time</th>
<th>ABC-TV</th>
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<tr>
<td>7:30</td>
<td>Room for one More</td>
<td>Raoul (GB&amp;D)</td>
<td>Big Tent (?)</td>
</tr>
<tr>
<td></td>
<td>More Available</td>
<td></td>
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<tr>
<td></td>
<td>[Warner]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>The Hathaways</td>
<td>The Honeymoon</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>Ranch-Purina (GB&amp;D)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>R. J. Reynolds (Esty)</td>
<td></td>
<td>[Four Star]</td>
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<tr>
<td></td>
<td>[Screen Gems]</td>
<td></td>
<td></td>
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<tr>
<td>8:30</td>
<td>Flintstones</td>
<td>Twilight Zone</td>
<td>Concentration</td>
</tr>
<tr>
<td></td>
<td>Miles (Wade)</td>
<td></td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>R. J. Reynolds (Esty)</td>
<td></td>
<td>[Rod Serling]</td>
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<tr>
<td></td>
<td>[Screen Gems]</td>
<td></td>
<td>Wm. Self Prods. (GB&amp;D)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>[Screen Gems]</td>
</tr>
<tr>
<td>9:00</td>
<td>Route 66</td>
<td></td>
<td>OPEN</td>
</tr>
<tr>
<td></td>
<td>Maricopa (Burnett)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Sterling Drug (D-F-S)</td>
<td></td>
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<td></td>
<td>Chevrolet (C-E)</td>
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<tr>
<td></td>
<td>[Screen Gems]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>77 Sunset Strip</td>
<td></td>
<td>OPEN</td>
</tr>
<tr>
<td></td>
<td>Available</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Warner]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>The Corrupters</td>
<td>Dinah Shore</td>
<td></td>
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<tr>
<td></td>
<td>P. Lorillard (LAN)</td>
<td>alt. 7/7</td>
<td></td>
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<tr>
<td></td>
<td>Available</td>
<td>with Telephone</td>
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<td></td>
<td></td>
<td>Hour Show (TBA)</td>
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<th>Time</th>
<th>ABC-TV</th>
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<th>NBC-TV</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Bugs Bunny</td>
<td>Two-thirds available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>General Foods (GB&amp;D)</td>
<td></td>
<td>[Warner]</td>
</tr>
<tr>
<td>8:00</td>
<td>Bachelor Father</td>
<td></td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>American Tobacco (Esty)</td>
<td></td>
<td>[Dick van Dyke (GB&amp;D)]</td>
</tr>
<tr>
<td></td>
<td>Half available</td>
<td></td>
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<tr>
<td></td>
<td>[Warner]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Calvin and the</td>
<td></td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>Colonels Lever</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>(JWR)</td>
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<tr>
<td>9:00</td>
<td>Las Vegas</td>
<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>Brown &amp;</td>
<td></td>
<td>[Tom Trywell]</td>
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<tr>
<td></td>
<td>Williamson (Bates)</td>
<td></td>
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<tr>
<td></td>
<td>All % available</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>[Warner]</td>
<td></td>
<td>[Facet's]</td>
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<tr>
<td>10:00</td>
<td>Alcool Hour</td>
<td></td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>Alcool (GB&amp;D)</td>
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<tr>
<td></td>
<td>(Y&amp;R)</td>
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<td>(Y&amp;R)</td>
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<tr>
<td></td>
<td>(Y&amp;R)</td>
<td></td>
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<tr>
<td>10:30</td>
<td>Garry Moore</td>
<td></td>
<td>Available</td>
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<td></td>
<td>Available</td>
<td></td>
<td>[Red Wing Prod.]</td>
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<tr>
<td>7:30</td>
<td>Roaring 20's</td>
<td>Available</td>
<td></td>
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<tr>
<td></td>
<td>Ralston-Purina (GB&amp;D)</td>
<td></td>
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<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>[Warner]</td>
<td></td>
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</tr>
<tr>
<td>8:00</td>
<td>Perry Mason</td>
<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>Participating Sponsors</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>[Paisano Prod.]</td>
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<td></td>
<td>[CBS]</td>
<td></td>
<td></td>
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<tr>
<td>8:30</td>
<td>Leave it to Beaver</td>
<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>(GB&amp;D)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Third available</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>[Gomolco Prod.]</td>
<td></td>
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<tr>
<td>9:00</td>
<td>Lawrence Welk</td>
<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>J. B. Williams</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>(Parkson)</td>
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<tr>
<td></td>
<td>Half available</td>
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<tr>
<td></td>
<td>[Teklew]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Have Gun, Will Travel</td>
<td></td>
<td>Available</td>
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<td></td>
<td>(JWR)</td>
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<td>Travel (JWR)</td>
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<td>(JWR)</td>
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<tr>
<td>10:00</td>
<td>Fights Gillette</td>
<td></td>
<td>Available</td>
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<td></td>
<td>(Maxon)</td>
<td></td>
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<tr>
<td></td>
<td>Half available</td>
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<tr>
<td></td>
<td>(Sports Programs Inc.)</td>
<td></td>
<td></td>
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<tr>
<td>10:30</td>
<td>Gunsmoke Johnson's Wax</td>
<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>(C&amp;B)</td>
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<td></td>
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<tr>
<td></td>
<td>Remington Rand</td>
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<td></td>
<td>(Y&amp;R)</td>
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<td>(Y&amp;R)</td>
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BROADCASTING, March 13, 1961
HOW WILD CAN WILD SPOT
GET continued
as “local participating spots.” SAG said this possibility is rare. All other uses of a commercial, SAG insists, shall be considered program uses.

The crux of the issue seems to be this: the union claims agencies are buying a program; agencies insist they are buying an announcement not connected to a program.

The Cut-Away • The Paar and Today programs and several others permit so-called “cut-aways”—time for the sale of commercials on behalf of a national spot or local advertiser in a local market or a group of markets. These are inserted when the network program cuts away. The union acknowledges that such cut-away commercials fulfill the test of being carried on a non-interconnected station but contends that the full program was a requirement of being a commercial used independent of the program and of being in a local participating program. (Normal station breaks are considered wild spots by SAG).

Though the Jack Paar Show and Today offer the largest number of local cut-aways, with approximately 12 and 8 respectively each day, other network programs follow similar practices on a more limited basis. Currently, sales authorities report, NBC-TV offers cut-aways once a week on The Americans, Acapulco, Michael Shayne, Detective, Happy, One Happy Family and Shirley Temple Storybook. CBS-TV offers cut-aways on The Aquanauts and ABC-TV on American Bandstand. Indications are that networks plan to open up other network programs in the fall.

A crucial significance of this interpretation is that residual costs could be raised astronomically for advertisers using cut-aways in a substantial number of markets, particularly if the use is in large cities. For example, the advertising agency that had used Paar offered these payment statistics on a hypothetical campaign: It would cost only $1,646.60 under wild spot requirements for a 13-week cycle for a one-minute film commercial with four on-camera performers and a voice-over announcer on Paar cut-aways in 21 markets, including the basic 12 markets listed in the new SAG contract. It would cost $6,363.50 for the same use of the commercial on the same stations if it is considered a “program use.”

A group of agencies questioned by Broadcasting last week were inclined to dispute SAG’s interpretation. Their belief was that the language of the contract was not sufficiently clear on this subject.

Agency Interpretation • Some agency executives were reticent to reveal how they treated cut-away commercials, but others acknowledged that in their reports to the union, they treated them as wild spots and paid on that basis. Their position is that Paar is exactly the same as a “late movie” program. They insist the cut-away buys are bought from a local station and the commercials have “no identification” with Paar or similar programs. They noted there are no “lead-ins,” which are characteristic of program commercials.

SAG last week was thinking of monitoring local commercials on magazine-concept programs. They acknowledge that policing of cut-aways is difficult and they generally have acted only if a performer has complained. They insist this is not a new interpretation of the clause.

A union official pointed out that SAG has relied on “the integrity” of agencies in reporting the use of commercials. He was quick to add that in instances—and he thought there were some—when an agency listed a commercial as a wild spot when actually (in SAG’s view) it was a “program commercial,” the agency was not intending to cheat but was acting according to its own interpretation.

Many agencies agreed that this situation is in a “gray area” and subject to varying interpretations. Some voiced the opinion that a committee of the American Assn. of Advertising Agencies might want to review the matter and perhaps consult with the union to devise an “equitable” solution.

Co-Op Problem • Some agency men felt SAG’s interpretation raises another question. They pointed out certain network cooperative tv programs are fed to stations for sales to local advertisers. Would these be treated as wild spot or local program?

A SAG official said that if the co-op program is sold by the network to a local station and the latter offered the program as a local participating program, the commercials on it would be treated as wild spot. Otherwise they would fall within the framework of local program commercials.

After a long discussion with Broadcasting, the SAG official said: “Maybe this area requires clarification. We think the contract is clear and explicit. But perhaps we ought to send out a memorandum making the situation crystal clear.”

NBC-TV officials were reluctant to comment on the situation. They pointed out that it appeared to be a “matter of contract interpretation” between the union and agencies.

“If we have to pay these extreme charges,” one agencyman muttered, “we’ll just pull out of these shows and go into late movies. But I’m sure this whole matter can be straightened out.”

ABC-TV to lengthen prime station breaks

ABC-TV authorities reported unofficially last week they’re set to go with their plan to give affiliates an extra 10 seconds of evening station-break time to sell to national spot and local advertisers, starting with the new fall season.

Instead of having 30-second breaks, ABC-TV affiliates will get 40-second breaks between all prime-time programs (but station breaks within hour-long programs will not be thus expanded). In return for the extra selling time, the affiliates will be expected not to use it to create triple-spot positions, but rather to limit the 40-second total to a maximum of two advertisers (usually two 20-second commercials, although the time might also

How to turn tornado loss into potential profit

Client-agency-media cooperation can produce commercials as timely as news. Allstate Insurance Cos., Leo Burnett Co. and NBC-TV proved it last week upon the last whirl of the tornado that caused $7 million damage to 3,000 buildings in Chicago on March 4.

Allstate teams of damage appraisers swarmed into the disaster area, a film crew from Joel Willard Productions, Chicago, documented testimonials from Allstate customers who were pleased about the immediate compensation for their losses. Burnett copywriter Rudy Perez worked around the clock Monday and Tuesday editing the films and preparing script for the two-minute commercial that was produced Tuesday on video tape at the commercial vtr center of WNBQ (TV) Chicago. Late Tuesday the finished product was fed to network centers in New York and Los Angeles for insertion in Allstate’s NBC-TV program, Thriller, that night. Burnett hoped also to substitute the tornado commercial for Allstate on CBS-TV’s What’s My Line yesterday (Sunday).

Others involved in the fast production effort included Gordon Minter, vice president in charge of commercial production, and Pete Weber, commercial service manager on the Allstate account, both Burnett, and Bill Huffman, manager of video recording sales, WNBQ.
The programming standards of a television station are exposed every minute of every
hour of every day. All you need do is look to see that WPIX-11, New York's Prestige
Independent, has the "network look" . . . network-proved and network caliber pro-
rgrams night after night. Programs like M Squad, Air Power, the Honeymooners, Mike
Hammer, You Are There. When you, the advertiser, painstakingly produce TV
commercials, you have a right to expect they will be presented in programs that do
justice to your product and your company. WPIX-11 is the only New York Independent
Television Station qualified to display the Seal of Good Practice.

*where are your 60 second commercials tonight?*

NEW YORK'S PRESTIGE INDEPENDENT
be split into a 30 and a 10).

The plan brought something short of gushing enthusiasm from agencies whose programs will be lopped by 10 seconds to "create" the extra time being allotted to stations. Whether they like to think about it or not, they and other agencies face the possibility of similar requests from the other networks: some NBC-TV affiliates, for example, are known to be eying the ABC-TV gambit with the thought of pressing for similar rights.

But the opposition is not always unanimous within an agency. An informal canvass of some of the leading ones last week produced evidence of mixed reactions. A top executive at one of ABC's big customers, for instance, put it this way: "Our program department doesn't like it because it's cutting that much off our air time. But our media department loves it because it's creating new positions for national spot business."

A television official at another leading ABC client expressed the views of a number of others when he said: "Nobody likes the idea, except maybe locally." He also was braced for similar moves by NBC and CBS: "What one network gets away with, the others usually want, too."

Two executives at a single agency offered varying reactions. One, alluding to charges that some stations "clip" network time to cudge a few extra seconds for local selling, speculated that "if stations cheat with 30 seconds, they really will cheat with 40." The other, professing mixed feelings, thought the 40-second move "means just that much more commercial stuff in between," but felt that the "clipping" threat need not be too dangerous "if it can be adequately policed."

Thompson: top markets grew most from 1950-60

Of 28 million added to the U. S. population between 1950 and 1960, 25 million were in the top 199 markets. This select group is styled The Cream of Your Market by J. Walter Thompson Co., which profiled the big concentration of sales prospects in a booklet by that name.

The agency has made available new census data, skimmed from last year's 179-million count, under the Cream title. The 20-page booklet is a preview of J. Walter Thompson's annual, comprehensive Population and Its Distribution, the United States Markets, now being tabulated for publication this summer by McGraw-Hill.

The Cream of Your Market shows that population shifts during 1940-50 were even more pronounced in the 10 years just passed. Ranking of states by total population, decade growth and rate of growth show that the West was the fastest growing region, more than double the national rate; that Florida had the fastest state rate in the country. The total U. S. gain between 1950 and 1960 was 18.5% over the 1940-50 decade, and nearly equal to that for the 20 years preceding (1930-50).

J. Walter Thompson's list of 199 cream markets dramatizes individual market differences from state and national patterns. The markets are listed and mapped with county information, total population, decade percentage increase, estimated total households, retail trade establishments and sales.

The markets are broken down into A, B, and C groups, respectively those with more than 1 million population, 250,000 to 1 million and 50,000 to 250,000. The top 199 in these classes account for 69% of the country's sales or $138 billion worth.

Strouse takes over JWT; names Seymour

As a result of the retirement of Stanley Resor as board chairman of J. Walter Thompson, Norman Strouse, president, last week announced the election of seven senior vice presidents, including Dan Seymour, vice president and director of the radio-tv department and member of the executive committee.

The official announcement, at Mr. Resor's own suggestion, made no mention of his retirement but a spokesman added later: "Mr. Resor has retired." Mr. Strouse, who remains as president, will function as chief executive officer of J. Walter Thompson. It was reported the new management team reflects the promotion largely of staffers closely allied with Mr. Strouse, while those close to Mr. Resor generally have been given less important positions. Samuel Meek and Henry C. Flower Jr., who had been vice chairmen of the agency, have been relieved of these titles but will continue as directors and members of the trustee group of the company employees' profit-sharing trust, which owns the majority of the voting stock.

Newly-elected senior vice presidents of the agency, in addition to Mr. Seymour, are: Howard Kohl, secretary of the company; Edward G. Wilson, treasurer; Wallace Elton, chairman of the New York office operations committee; William D. Laurie Jr., manager of the Detroit office; Arthur Farlow, vice chairman of the Chicago office operations committee; Kennett Hinks, member of the executive committee. George Reeves, manager of the Chicago office, continues as executive vice president.

New firm cites trend to music in radio-tv spots

With a conviction that the use of "more and more music in radio and tv commercials is the coming thing," Modern Sound Inc., 312 W. 58 St., New York, formally opened its doors to business last week. The new firm is dedicated to bringing popular music and jazz recording concepts to the production of commercials. Headed by Sonny Lester and Leonard Levy, both former recording executives with some 20 years in the business, Modern Sound hopes to integrate the latest popular music trends with the selling pitch. The company feels that popular music, as reflected by growing album and single record sales, has a proven sales appeal.

According to Mr. Levy, who is vice president, the firm has top recording arrangers and performers to offer to advertising agencies. Mr. Levy feels that name talent will give the commercials greater visual and audio attractiveness.

He also claims that Modern Sound is more attuned to different sounds and gimmicks than are most advertising agency producers. His firm, he explains, will try to capture in modified form and produce in its commercials the sounds of rock 'n' roll. The theory behind this is that young adults are buying the big thumping sound.

Young Housewife • Mr. Levy cites the young housewife as an example. "She was brought up with rock 'n' roll—it's not offensive to her. She recognizes the music, associates with it and when she hears it used in a commercial, the advertiser's message is bound to have greater impact because it has her attention."

Popular music's influence on the commercial production field will soon be so complete, Mr. Levy says, that it will be difficult to differentiate between the "fellow in the pop record business and the one in the jingle business."

Already, he points out, orchestra leader and arranger Raymond Scott has his own jingle house and Music Makers Inc., a top commercial producer, has formed its own popular record company.

Modern Sound is closely associated with McCann-Erickson Inc., and it has already produced commercials for Buick, Westinghouse, Standard Oil and Chesterfield cigarettes.
If you want a big audience at low cost per home, concentrate your broadcast schedules on Charlotte's WSOC stations. WSOC Radio, now 5,000 watts at 930 kc, reaches over one million people. WSOC-TV, serving America's 25th largest tv market, is one of the nation's great area stations. Use them individually or together—Charlotte's WSOC stations are your best buys in the Carolinas.

WSOC RADIO—5,000 watts at 930 kilocycles
Represented by Peters, Griffin, Woodward, Inc.

WSOC-TV—Channel 9. NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton
Gross time billings of national tv advertisers in 1960 reached an all-time high of nearly $1.3 billion. Network gross accounted for more than half, or over $682.3 million, and national spot for $461.7 million.

The year's compilation was released by Television Bureau of Advertising, along with a full report for the fourth quarter spot tv billings. The network figures already have been published (broadcasting, March 6).

Spot tv's increase in billings amounted to 6.3% over 1959, and network was up even more—8.8%. The spot billings would have represented a rise of 7.9% if the basis used for estimating procedures had been the same in both years. (Effective with the second quarter of last year, billing estimate procedures were modified by N. C. Rorabaugh Co., which compiles the spot figures for Tvb. The Leading National Advertisers-Broadcast Advertisers Reports compile the network gross billing).

**Big Chips** - Procter & Gamble, which is the network advertiser billing kingpin, also was supreme in spot leadership. In the fourth quarter alone, P&G accounted for $11.9 million in the Tvb-Rorabaugh compilation. Less than half that amount was spent in national spot tv by second-place General Foods Corp. ($4.7 million). Total spot tv billing in the fourth quarter: $163,060,000.

Advertisers appearing in the top 100 spot tv list for the first time during the quarter: Corning Glass Works ($435,300); Ideal Toy Corp. ($445,900) and J. Nelson Prewitt Inc. ($405,500).

The spot tv report shows dollar expenditures at the one-time gross rate (for time only) by national and regional spot advertisers. Network figures also are at the one-time rate. Prime night spot placement in the quarter accounted for over $52.2 million, and the largest share of the day part (other categories are daytime, early evening and late night). For the full year, 1960, nighttime gross billings of the networks exceeded $471.4 million, while day billings came to over $210.8 million.

The food and grocery products category in spot totaled more than $46.6 million in the fourth quarter, while advertisers of drug products were responsible for a $15 million gross, and cosmetic-toiletries advertisers for $13.8 million.

Detailed summary by advertiser and by product category of spot tv gross billings for the fourth quarter follows:

### Top Spot TV Advertisers
#### Fourth Quarter 1960

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross 4th Qtr. '60</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$11,990,500</td>
</tr>
<tr>
<td>2. General Foods</td>
<td>4,765,700</td>
</tr>
<tr>
<td>3. Lever Bros.</td>
<td>3,779,300</td>
</tr>
<tr>
<td>4. Colgate-Palmolive</td>
<td>3,003,700</td>
</tr>
<tr>
<td>5. Bristol-Myers</td>
<td>2,918,700</td>
</tr>
<tr>
<td>6. Standard Brands</td>
<td>2,534,700</td>
</tr>
<tr>
<td>7. Brown &amp; Williamson</td>
<td>2,340,000</td>
</tr>
<tr>
<td>8. Warner-Lambert</td>
<td>2,282,200</td>
</tr>
<tr>
<td>9. Continental Baking</td>
<td>2,219,000</td>
</tr>
<tr>
<td>10. American Home Products</td>
<td>2,134,100</td>
</tr>
<tr>
<td>11. Pillsbury</td>
<td>1,913,700</td>
</tr>
<tr>
<td>12. Hunt Foods &amp; Industries</td>
<td>1,801,900</td>
</tr>
<tr>
<td>13. William Wrigley Jr.</td>
<td>1,778,000</td>
</tr>
<tr>
<td>14. international Latex</td>
<td>1,710,700</td>
</tr>
<tr>
<td>15. General Electric</td>
<td>1,705,800</td>
</tr>
<tr>
<td>16. Lestol Products</td>
<td>1,622,900</td>
</tr>
<tr>
<td>17. American Tobacco</td>
<td>1,523,300</td>
</tr>
<tr>
<td>18. Kellogg</td>
<td>1,479,000</td>
</tr>
<tr>
<td>19. Ford Motor Co. (Dealers)</td>
<td>1,454,200</td>
</tr>
<tr>
<td>20. J. A. Folger</td>
<td>1,383,900</td>
</tr>
<tr>
<td>21. Richardson-Merrill</td>
<td>1,307,800</td>
</tr>
<tr>
<td>22. P. Lorillard</td>
<td>1,285,200</td>
</tr>
<tr>
<td>23. Corn Products</td>
<td>1,220,700</td>
</tr>
<tr>
<td>24. Gillette</td>
<td>1,184,700</td>
</tr>
<tr>
<td>25. Philip Morris</td>
<td>1,176,000</td>
</tr>
<tr>
<td>26. Quaker Oats</td>
<td>1,175,700</td>
</tr>
<tr>
<td>27. Nestle Co.</td>
<td>1,168,200</td>
</tr>
<tr>
<td>28. Coca-Cola Co. (Bottlers)</td>
<td>1,112,000</td>
</tr>
<tr>
<td>29. North American Phillips</td>
<td>1,099,800</td>
</tr>
<tr>
<td>30. Food Manufacturers</td>
<td>1,056,900</td>
</tr>
<tr>
<td>31. Minute Maid</td>
<td>1,005,100</td>
</tr>
<tr>
<td>32. Avon Products</td>
<td>1,025,600</td>
</tr>
<tr>
<td>33. General Motors (Dealers)</td>
<td>1,017,100</td>
</tr>
<tr>
<td>34. United Merchants &amp; Mfrs.</td>
<td>942,100</td>
</tr>
<tr>
<td>35. Anheuser-Busch</td>
<td>931,000</td>
</tr>
<tr>
<td>36. Carnation</td>
<td>858,600</td>
</tr>
<tr>
<td>37. General Toy</td>
<td>858,200</td>
</tr>
<tr>
<td>38. Consolidated Cigar</td>
<td>817,100</td>
</tr>
<tr>
<td>39. General Foods (Bottlers)</td>
<td>776,400</td>
</tr>
<tr>
<td>40. Shell Oil</td>
<td>748,800</td>
</tr>
<tr>
<td>41. Maybelline</td>
<td>747,300</td>
</tr>
<tr>
<td>42. S. C. Johnson &amp; Son</td>
<td>742,800</td>
</tr>
<tr>
<td>43. Sun Oil</td>
<td>738,700</td>
</tr>
<tr>
<td>44. National Cranberry Ass'n</td>
<td>729,000</td>
</tr>
<tr>
<td>45. Parker Pen</td>
<td>713,400</td>
</tr>
</tbody>
</table>

### Estimated Expenditures of National and Regional Spot Television Advertisers

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>4th Quarter 1960</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$311,000</td>
</tr>
<tr>
<td>Foods, meals</td>
<td>160,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>151,000</td>
</tr>
<tr>
<td>Ale, beer &amp; wine</td>
<td>117,200</td>
</tr>
<tr>
<td>Beer &amp; ale</td>
<td>9,899</td>
</tr>
<tr>
<td>Wine</td>
<td>1,838,000</td>
</tr>
<tr>
<td>Amusement, entertainment</td>
<td>425,000</td>
</tr>
<tr>
<td>Automobile</td>
<td>5,139,000</td>
</tr>
<tr>
<td>Anti-freeze</td>
<td>79,000</td>
</tr>
<tr>
<td>Batteries</td>
<td>12,000</td>
</tr>
<tr>
<td>Cars</td>
<td>4,144,000</td>
</tr>
<tr>
<td>Tires &amp; tubes</td>
<td>181,000</td>
</tr>
<tr>
<td>Trucks &amp; trailers</td>
<td>45,000</td>
</tr>
<tr>
<td>Misc. accessories &amp; supplies</td>
<td>677,000</td>
</tr>
<tr>
<td>Building material, equipment, fixtures, paints</td>
<td>404,000</td>
</tr>
<tr>
<td>Fixtures, plumbing, supplies</td>
<td>89,000</td>
</tr>
<tr>
<td>Materials</td>
<td>104,000</td>
</tr>
<tr>
<td>Paints</td>
<td>81,000</td>
</tr>
<tr>
<td>Power tools</td>
<td>52,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>78,000</td>
</tr>
<tr>
<td>Clothing, furnishings, accessories</td>
<td>3,533,000</td>
</tr>
<tr>
<td>Accessories</td>
<td>2,562,000</td>
</tr>
<tr>
<td>Footwear</td>
<td>329,000</td>
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<tr>
<td>Hosery</td>
<td>460,000</td>
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<tr>
<td>Miscellaneous</td>
<td>102,000</td>
</tr>
<tr>
<td>Confections</td>
<td>6,850,000</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>3,116,000</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>5,300,000</td>
</tr>
<tr>
<td>Dry cleaning &amp; laundries</td>
<td>14,000</td>
</tr>
<tr>
<td>Financial</td>
<td>726,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,023,000</td>
</tr>
<tr>
<td>Medical &amp; Dental</td>
<td>52,000</td>
</tr>
<tr>
<td>Moving, storing, handling</td>
<td>75,000</td>
</tr>
<tr>
<td>Public utilities</td>
<td>2,307,000</td>
</tr>
<tr>
<td>Religious, political, unions</td>
<td>1,002,000</td>
</tr>
<tr>
<td>Schools &amp; colleges</td>
<td>47,000</td>
</tr>
<tr>
<td>Miscellaneous services</td>
<td>51,000</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>13,849,000</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>3,241,000</td>
</tr>
<tr>
<td>Deodorants</td>
<td>506,000</td>
</tr>
<tr>
<td>Dentistry</td>
<td>29,000</td>
</tr>
<tr>
<td>Hair tonics &amp; shampoos</td>
<td>1,453,000</td>
</tr>
<tr>
<td>Hand &amp; face creams, lotions</td>
<td>1,163,000</td>
</tr>
<tr>
<td>Home permanents &amp; coloring</td>
<td>1,139,000</td>
</tr>
<tr>
<td>Perfumes, toilet waters, etc.</td>
<td>1,215,000</td>
</tr>
</tbody>
</table>
FRIEND OF OLLIE'S IN UTAH

KCPX TV No. 1

8 of the TOP 10
13 of the TOP 20
26 of the TOP 40

NIELSEN TELEVISION AUDIENCES AVERAGE WEEKS JAN. 9 THROUGH FEB. 5, 1961 SHOWS:

<table>
<thead>
<tr>
<th>Top</th>
<th>KCPX</th>
<th>Channel A</th>
<th>Channel B</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>8</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>13</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>30</td>
<td>19</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>40</td>
<td>26</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>52*</td>
<td>33</td>
<td>13</td>
<td>6</td>
</tr>
</tbody>
</table>

* 50-51-52 are a three-way tie

ALSO "TREYZ" BEAUCOUP IN THE LOCAL DEPARTMENT:

Mon.-Fri. Ave. | Programming             | KCPX | Channel A | Channel B |
---------------|-------------------------|------|-----------|-----------|
10-10:30 p.m. | NEWS - WEATHER - SPORTS | 24.4 | 15.8      | 12.1      |
10:30-11 p.m. | ACTION STRIPS ON 4 & A NETWORK ON B | 14.0 | 7.4       | 10.8      |
To an advertiser, the biggest minute is the one that clocks the biggest audience. In the average commercial minute, advertisers on the CBS Radio Network in 1960 reached 28 per cent more homes than on the next network, 9 per cent more homes than on the other two networks combined. 1961 promises an even bigger lead for CBS Radio, with its new program schedule-

expanded news and information, more special features, important personalities and entertainment. Whether you buy a saturation campaign or co-sponsor one five-minute show... minute for minute your advertising dollars buy the biggest audiences in all network radio on the CBS Radio Network.

In all network radio is the commercial minute on the CBS Radio Network.
BOTH NIELSEN and ARB REPORT

WSIX TV-8...No. 1 in NASHVILLE 6 to Midnight 7 days a week...with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)*

Again No. 1 in prime time...with 3 of top 5 and 7 of top 10 Net Shows. *(Nov. ARB 1960)*

NASHVILLE...THE NATION'S 47TH TV MARKET...**

with 372,400 television homes. ***(Television Magazine Dec. 1960)*

NO. 1 IN NASHVILLE*

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>STORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Razors, blades</td>
<td>1,525,000</td>
</tr>
<tr>
<td>Shaving creams, lotions, etc.</td>
<td>361,000</td>
</tr>
<tr>
<td>Toilet soaps</td>
<td>1,977,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,240,000</td>
</tr>
<tr>
<td>DENTAL PRODUCTS</td>
<td>3,549,000</td>
</tr>
<tr>
<td>Dentifrices</td>
<td>2,747,000</td>
</tr>
<tr>
<td>Mouthwashes</td>
<td>692,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>110,000</td>
</tr>
<tr>
<td>DRUG PRODUCTS</td>
<td>15,074,000</td>
</tr>
<tr>
<td>Cold remedies</td>
<td>5,619,000</td>
</tr>
<tr>
<td>Headache remedies</td>
<td>3,015,000</td>
</tr>
<tr>
<td>Indigestion remedies</td>
<td>2,567,000</td>
</tr>
<tr>
<td>Laxatives</td>
<td>1,074,000</td>
</tr>
<tr>
<td>Vitamins</td>
<td>1,383,000</td>
</tr>
<tr>
<td>Weight aids</td>
<td>90,000</td>
</tr>
<tr>
<td>Misc. drug products</td>
<td>1,017,000</td>
</tr>
<tr>
<td>Drug stores</td>
<td>279,000</td>
</tr>
<tr>
<td>FOOD &amp; GROCERY PRODUCTS</td>
<td>46,630,000</td>
</tr>
<tr>
<td>Baked goods</td>
<td>6,635,000</td>
</tr>
<tr>
<td>Cereals</td>
<td>3,537,000</td>
</tr>
<tr>
<td>Coffee, tea &amp; food drinks</td>
<td>11,550,000</td>
</tr>
<tr>
<td>Condiments, sauces, appetizers</td>
<td>2,437,000</td>
</tr>
<tr>
<td>Dairy products</td>
<td>1,605,000</td>
</tr>
<tr>
<td>Desserts</td>
<td>616,000</td>
</tr>
<tr>
<td>Dry foods (flour, mixes, rice, etc.)</td>
<td>4,766,000</td>
</tr>
<tr>
<td>Fruits &amp; vegetables, juices</td>
<td>3,001,000</td>
</tr>
<tr>
<td>Macaroni, noodies, chili, etc.</td>
<td>752,000</td>
</tr>
<tr>
<td>Margarine, shortenings</td>
<td>3,856,000</td>
</tr>
<tr>
<td>Meat, poultry &amp; fish</td>
<td>2,010,000</td>
</tr>
<tr>
<td>Soups</td>
<td>450,000</td>
</tr>
<tr>
<td>Miscellaneous foods</td>
<td>2,440,000</td>
</tr>
<tr>
<td>Miscellaneous frozen foods</td>
<td>758,000</td>
</tr>
<tr>
<td>Food stores</td>
<td>2,117,000</td>
</tr>
<tr>
<td>GARDEN SUPPLIES &amp; EQUIPMENT</td>
<td>37,000</td>
</tr>
<tr>
<td>GASOLINES &amp; LUBRICANTS</td>
<td>6,356,000</td>
</tr>
<tr>
<td>Gasoline &amp; oil</td>
<td>6,071,000</td>
</tr>
<tr>
<td>Oil additives</td>
<td>265,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>20,000</td>
</tr>
<tr>
<td>HOTELS, RESORTS, RESTAURANTS</td>
<td>198,000</td>
</tr>
<tr>
<td>HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES</td>
<td>5,481,000</td>
</tr>
<tr>
<td>Cleaners, cleaners</td>
<td>4,005,000</td>
</tr>
<tr>
<td>Floor &amp; furniture polishes, waxes</td>
<td>1,229,000</td>
</tr>
<tr>
<td>Glass cleaners</td>
<td>1,000</td>
</tr>
<tr>
<td>Home dry cleaners</td>
<td>16,000</td>
</tr>
<tr>
<td>Shoe polish</td>
<td>158,000</td>
</tr>
<tr>
<td>Miscellaneous cleaners</td>
<td>72,000</td>
</tr>
<tr>
<td>HOUSEHOLD EQUIPMENT—APPLIANCES</td>
<td>2,088,000</td>
</tr>
<tr>
<td>HOUSEHOLD FURNISHINGS</td>
<td>494,000</td>
</tr>
<tr>
<td>Beds, mattresses, springs</td>
<td>295,000</td>
</tr>
<tr>
<td>Furniture &amp; other furnishings</td>
<td>199,000</td>
</tr>
<tr>
<td>HOUSEHOLD LAUNDRY PRODUCTS</td>
<td>10,575,000</td>
</tr>
<tr>
<td>Bleaches, starches</td>
<td>2,204,000</td>
</tr>
<tr>
<td>Packaged soaps, detergents</td>
<td>7,701,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>670,000</td>
</tr>
<tr>
<td>HOUSEHOLD PAPER PRODUCTS</td>
<td>1,529,000</td>
</tr>
<tr>
<td>Cleansing tissues</td>
<td>424,000</td>
</tr>
<tr>
<td>Food wraps</td>
<td>50,000</td>
</tr>
<tr>
<td>Napkins</td>
<td>16,000</td>
</tr>
<tr>
<td>Toilet tissue</td>
<td>576,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>463,000</td>
</tr>
<tr>
<td>HOUSEHOLD, GENERAL</td>
<td>1,077,000</td>
</tr>
<tr>
<td>Brooms, brushes, mops, etc.</td>
<td>172,000</td>
</tr>
<tr>
<td>China, glassware, crockery, containers</td>
<td>508,000</td>
</tr>
<tr>
<td>Disinfectants, deodorizers</td>
<td>117,000</td>
</tr>
<tr>
<td>Fuels, heating, etc.</td>
<td>104,000</td>
</tr>
<tr>
<td>Insecticides, rodentsicides</td>
<td>22,000</td>
</tr>
<tr>
<td>Kitchen utensils</td>
<td>35,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>119,000</td>
</tr>
<tr>
<td>NOTIONS</td>
<td>32,000</td>
</tr>
<tr>
<td>PET PRODUCTS</td>
<td>1,777,000</td>
</tr>
<tr>
<td>PUBLICATIONS</td>
<td>702,000</td>
</tr>
<tr>
<td>SPORTING GOODS, BICYCLES</td>
<td>3,732,000</td>
</tr>
<tr>
<td>TOYS</td>
<td>24,000</td>
</tr>
<tr>
<td>Bicycles &amp; supplies</td>
<td>3,641,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>67,000</td>
</tr>
<tr>
<td>STATIONERY, OFFICE EQUIPMENT</td>
<td>54,000</td>
</tr>
<tr>
<td>TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS</td>
<td>341,000</td>
</tr>
<tr>
<td>Radio &amp; television sets</td>
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<td>Records</td>
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<td>TOBACCO PRODUCTS &amp; SUPPLIES</td>
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<tr>
<td>MISCELLANEOUS</td>
<td>861,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$163,060,000</td>
</tr>
</tbody>
</table>

Business briefly...

Massey-Ferguson Inc., Racine, Wis., will sponsor Five Star Jubilee, a new "popular" and country music series, which will premiere March 17 on NBC-TV (Fri. 8:30-11 p.m. EST). The program, which replaces One Happy Family, will originate live in the Landers Theatre in Springfield, Mo. Agency: Needham, Louis & Brorby, Chicago.

Pepsi-Cola Co., N. Y., will sponsor a color special Young at Heart on NBC-TV, Friday, April 28 (10-11 p.m. EST). The musical show will star singer Jane Powell in a musical salute to spring. On the April 28 date only, the program will pre-empt the Michael Shayne show. Pepsi-Cola has been planning a regular half-hour weekly program series, The Jane Powell Show, for next season (Broadcasting, Feb. 13). Agency: BBDO, N. Y.


The Kitchens of Sara Lee, Chicago, will join Procter & Gamble Co., Cincinnati (Broadcasting, Dec. 19, 1960) in co-sponsorship of ABC-TV's presentation of the Motion Picture Arts & Sciences' "Oscar" Awards ceremonies April 17 (Mon. 10:30 p.m.-conclusion). Agency: Cunningham & Walsh Inc., N. Y.

Lever Bros., N. Y., and State Farm Mutual Insurance Co., Bloomington, Ill., will co-sponsor a new weekly comedy series on CBS-TV, High Time, starring Johnny Wayne and Frank Shuster, as summer replacement for The Jack Benny Program from June 25 through Oct. 8 (Sun. 9:30-10 p.m. EDT). Agencies: Sullivan, Stauffer, Colwell & Bayles (Lever) and Needham, Louis & Brorby (State Farm).

Wilson Sporting Goods Co., River...
AFTER 4 YEARS, RATINGS ARE STILL JUMPING

UAA's Popeye and Warner Bros. cartoons, after four years on the air, are rating higher this year than last. Popeye scored a Nov. 1960 ARB average of 15.4 in 122 markets. Warner Bros. cartoons scored a solid 13.2 in 104 markets. This outstanding result includes all markets for which ratings are available, regardless of station, time period or competition. No wonder that stations, almost without exception, have been renewing these profitable cartoon programs. Be sure you stay on this winning team. Call or wire.

*tabulation of individual market ratings available on request.

© United Artists Associated, Inc.

NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., Rl 7-8553
LOS ANGELES 1041 N. Formosa Ave., HO 7-5111
Italian-Americans to boycott ‘Untouchables’

LIGGETT & MYERS TOBACCO PRODUCTS TO BE FIRST HIT

The Federation of the Italian-American Democratic Organizations of New York's running battle with ABC-TV's Untouchables crime series, took on appearances of a full-scale war last week. On Thursday (March 9) the federation fired a double-barreled protest by picketing the network's New York offices and the entrance to the Waldorf-Astoria Hotel where the Radio & Television Executives Society of New York was holding its annual banquet.

The action was expected to be followed with an announcement on Sunday (March 12) that the group will boycott products of advertisers on the ABC-TV show, beginning at first with Liggett & Myers Tobacco Co.'s Chesterfield, L&M Filters, Oasis and Duke cigarettes (CLOSED CIRCUIT, March 6).

The Italian-Americans are protesting the alleged consistent portrayals of Italians as gangsters on the Untouchables series. Last week's actions stemmed from a breakdown of conferences held during the latter part of February in Washington, D. C., and New York among ABC-TV executives and a group of congressmen, Joseph P. Addabbo (D-N.Y.), Victor L. Anfuso (D-N.Y.), Peter W. Rodino Jr. (D-N.J.) and Alfred E. Santangelo (D-N.Y.), who represented the Italian-American organizations (BROADCASTING, Feb. 27).

More than 250 people of Italian extraction picketed the ABC offices at Broadway and W. 66th St. on Thursday—the birth date of Amerigo Vespucci, Florentine explorer and writer—for more than an hour and then moved downtown to the Waldorf-Astoria Hotel where they demonstrated from 7:30 p.m., when the RTES gala banquet began, until 10:30 p.m. when the affair ended. A spokesman for the picketers said the hotel demonstration was for the benefit of the "important people" in the broadcast industry.

Plans for the boycott were to be announced over the weekend at the federation's Amerigo Vespucci Awards Dinner, an annual affair held to honor outstanding Americans of Italian origin. Dinner guests were to be told that the 500 New York member organizations of the Italian-American Federation will distribute some 250,000 posters to offices, factories and buildings across the country which will advise readers not to buy L&M products because the firm sponsors the Untouchables. The last line of the posters will say "ABC is unfair to Americans of Italian origin."

The federation's state president, Congressman Santangelo said last week that his group's action is the first step towards its objective of "cleaning up the tv industry in line with the strong demand made by Gov. LeRoy Collins [NAB president] in which he exhorted tv broadcasters to improve the quality of programming.

Sheraton Hotels starts tv drive

In its first use of television, Sheraton Hotel Corp., Boston, started a spot tv campaign Jan. 31 which had built up to 30 markets last week.

Sheraton officials believe it is "by far the most extensive" spot tv campaign on behalf of a hotel organization. The agency is BBDO, Boston.

The tv effort supplements a long-established print program and a heavy spot radio schedule begun last summer. The spot tv campaign will add other markets in ensuing months, and a special tv schedule will be carried soon in the Midwest on behalf of the French Lick-Sheraton, French Lick, Ind. The tv campaign is concentrated in areas where Sheraton has hotels or reservations offices.

Commercials, both 20-second and one-minute, are built around four Sheraton features—"extra values," such as air conditioning and tv sets at the hotels; "Sheraton in Hawaii," which highlights the five company-owned hotels at Waikiki Beach; "in the heart of things," which stresses the hotels' central location, and "reservatron," which describes the company's exclusive electronic reservation system.

Commercials were prepared by BBDO's Boston creative staff, consisting of Mike Danyla, copy, and Ralph Maxcey, art. Assistance was provided by writer Arnold Leo and artist Bert Mangel of BBDO, New York. Supervising production was Nicholas DeMarco, BBDO, New York.

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television shows for each day of the week March 2-8 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., March 2</td>
<td>25 Years of Life (9:30 p.m.)</td>
<td>NBC-TV</td>
<td>26.5</td>
</tr>
<tr>
<td>Fri., March 3</td>
<td>Flintstones (8:30 p.m.)</td>
<td>ABC-TV</td>
<td>26.3</td>
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<tr>
<td>Sat., March 4</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>29.9</td>
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<tr>
<td>Sun., March 5</td>
<td>Candid Camera (10 p.m.)</td>
<td>CBS-TV</td>
<td>35.5</td>
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<tr>
<td>Mon., March 6</td>
<td>Danny Thomas (9 p.m.)</td>
<td>CBS-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>Tues., March 7</td>
<td>Happy Days (8 p.m.)</td>
<td>CBS-TV</td>
<td>24.5</td>
</tr>
<tr>
<td>Wed., March 8</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>23.6</td>
</tr>
</tbody>
</table>

Copyright 1961 American Research Bureau

40 (BROADCAST ADVERTISING) BROADCASTING, March 13, 1961
What’s Fargo got that Stamford ain’t got?

Stamford (Connecticut) is the No. 2 metro area in the U. S., for retail-sales-per-household.* But Fargo has higher retail-sales-per-household, and that’s what Fargo’s got that Stamford ain’t got!

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

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

Ask PGW for all the facts!

*According to Standard Rate & Data Service

BROADCASTING, March 13, 1961
One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by BLAIR-TV.

"Today's youth is tomorrow's citizen. Invest in him today—train him, teach him, employ him today—and the community will be proud of him tomorrow. That principle has inspired WABC-TV's youth project—a continuing series of varied programs, designed to uplift the values, raise the standards and stimulate the ambitions of today's young people."

JOSEPH STAMLER
Vice Pres., WABC-TV

BROADCASTING, March 13, 1961
Priceless Asset

The needs of New York youth are a challenge to WABC-TV. Specifically, it asks, what are these needs? And what is being done to meet them?

Probing for answers, the station has struck a rich vein of program material. For example, "Expedition: New York," a series presenting the sights, sounds and people of the world's greatest metropolis.

"Expedition: New York" was launched in October 1960. Presented in prime time, it appeals strongly to all age groups--yet always spotlights the traditions that help youth better understand the New York of today and tomorrow. Outstanding programs include Sloan Wilson on "It's a Great Place to Learn"; Sam Levenson on "Education: Tailor-Made"; and Myron Cohen on "The Fabulous Five Streets." The Herald Tribune editorial board on "The Newspaper Game".

When mail count for a single program exceeds 4,000, when an average of 350 students submit essays on each telecast--then a station can truly be said to have developed "a winner."

Guarding a community's priceless asset--its youth--does not begin and end with a single series. It is a continuing campaign: "Youth: A Summer Crisis?" examining problems of teen-agers with time on their hands; "High School Sports," emphasizing fair play and leadership; "Salute to Youth," presented in cooperation with the NYC Commerce Department; and a "Jobs for Youth" campaign with the NY State Employment Service.

To Blair-TV, creative community-interest programming by great stations like WABC-TV is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

GASOLINE AND TV
Pure Oil and American Oil reveal advertising budgets

Pure Oil Co., Chicago, through Leo Burnett Co. there, unveiled its new "Firebird" marketing symbol last week and began what it described as "the most massive advertising campaign in its modern history." The drive, including radio TV spot, is introducing "Pure Firebird Super with Tri-tane" and "Pure Firebird Regular" gasolines.

For the first 13 weeks, television spots have been purchased in 34 markets and radio spots have been placed in 65 markets over and above the 20 markets where radio spots already have been running. Two-color newspaper ads are being placed in 137 markets and outdoor in 417 markets. Magazines also are being used. The entire drive ties-in with point-of-purchase using the Firebird symbol.

Meanwhile it was learned from American Oil Co. that a new coordinated campaign to promote American's expansion into the national market is expected to be ready for May, although specific plans are not set. Radio TV will be used, however. D. Arcey, Ad., Chicago, was named earlier to handle the consumer product advertising for American.

How big a radio TV account will the new American Oil become? One hint might be drawn from a talk President L. W. Moore made to jobbers Wednesday in Charlotte, N. C. He said that in the six state Atlantic region of American alone, the company this year will spend $6 million to give its service stations a "kick that of this sum, more than $1 million will go into regional advertising, including broadcast.

The marketing strategy changes in the petroleum field have been frequent in recent months. Just a fortnight ago the Mobile Oil Div. of Socony Mobil Oil Co. left Compton Adv. after 18 years and placed its $12 million account with Ted Bates. (Broadcasting, March 6). Earlier Shell Oil Co. through Ogilvy, Benson & Mather, dropped out of TV and put its $16 million into newspapers, but TVb studies show the petroleum trend actually is for more TV, with the big brands such as Texaco and Gulf signing for TV news with NBC-TV (Broadcasting, Jan. 16).

Coffee firm quits Grey

The Chock Full O' Nuts Corp., New York, last week gave Grey Adv., New York, 30 days notice it is seeking a new advertising agency. A spokesman for the advertiser said the company will bill at least $3 million in 1961, though this figure may be increased.

Grey has handled the account seven years. A spokesman for the agency said there was a disagreement over broadcasting plans, Grey favoring radio TV spot and the client preferring sponsorship of musical radio TV programs. An official of the company said "it has nothing to do with that; it goes much deeper than that." The company, he said, is seeking an agency with experience in the grocery field, particularly one which has handled a coffee account.

Prudential may cancel 'Twentieth Century'

The Prudential Insurance Co. of America may cancel its sponsorship of CBS-TV's "Twentieth Century" (Sun., 6:30-7 p.m., EST) after this season. Reach, McClinton & Co., the agency, has not made its recommendation to cancel as yet, but a decision is expected later this month. Prudential, which has sponsored the CBS-TV public information series for an unprecedented four-year, 52 weeks-a-year stretch, is faced with a "marketing problem" that revolves around the fact that "advertising doesn't sell insurance--agents do."

"Prudential needs a program that will create agent motivation," Robert W. Robb, executive vice president and general manager at Reach, McClinton, explained. "The program has to stimulate enthusiasm among agents--give them something to talk about when they go out selling. We're not unhappy with Twentieth Century. It's a wonderful program, but after four years it isn't likely to motivate anyone."

The insurance firm, which has an annual advertising budget in excess of $6 million dollars has been spending approximately $3.8 million of that amount yearly for Twentieth Century. Officials at CBS-TV said they would seek another advertiser for the program if Prudential drops out. The series, which has always enjoyed considerable critical and audience approval, costs some $90,000 a week including time, talent, production and other advertising expenses.

TV fashion show idea turns into a trend

More than two dozen stores are known by Television Bureau of Advertising to be planning spring fashion shows, and the total could go to 50. Howard P. Abrahams, TVB's vice president for local sales is releasing in New York today (March 13) a status report on a trend that has been picking up in the wake of a tv success one year ago by Macy's in New York, an event that attracted attention in the retail trade.

Ten or more stores rushed to cameras with their fall models, and now the spring-and-summer roll includes merchants in large and small markets throughout the country. This season, many are running their spring shows more than once on TV.
THE MEDIA

The evolution of a new media giant
WASHINGTON POST CO. BUYS ‘NEWSWEEK’ FOR $16 MILLION

Another media empire joined the half-dozen or more giants in the communications field last week when the Washington Post Co. bought Newsweek Magazine in a $16 million transaction.

The Post bought the national newsweekly—its ranks next to Time Magazine in circulation—from the Vincent Astor Foundation and other stockholders. The purchase was announced last Thursday.

The Washington Post publishing-broadcasting complex thus takes its place among these other media aggregations:

- Time, Cowles, Triangle, Meredith, Whitney-Corinthian, Newhouse, Scripps-Howard, Hearst, Cox and a handful of regional publishing-broadcasting entities (Don Reynolds, Gannett, Steinman, Lee, McClatchy, Lindsay-Schaub, Morgan Murphy, Stauffer and Ridder).

The Newsweek purchase also includes the magazine’s 46.22% interest in KGO-AM-TV and KFSD-FM San Diego.

The Washington Post Co., publishes the capital’s only morning newspaper, the Washington Post & Times-Herald. It owns WTOP-AM-FM-TV in Washington and WJXT (TV) Jacksonville. It bought WTOP-AM-FM-TV in 1953, paying $2.47 million for what was then WMBR-AM-FM-TV. In 1958 it sold the radio properties to WWDC Washington for approximately $400,000.

Bought at Auction • The failing Post was bought by the late Eugene Meyer, New York financier, in 1933 at a bankruptcy sale. In 1954, the Post bought the opposition morning newspaper, the Washington Times-Herald, from the late Col. Robert R. McCormick (Chicago Tribune, New York Daily News), paying $8 million.

WTOP was originally owned by CBS. The Post bought a 55% interest in 1949 for $800,000. WTOP Inc. bought ch. 9 in Washington from the Bamberger Broadcasting Co. in 1950 for $1.4 million. CBS sold its 45% interest to the newspaper in 1954 for $3.5 million.

Philip L. Graham, 44-year-old son-in-law of Mr. Meyer, is president of the Washington Post Co. John W. Sweetman, formerly the newspaper’s business manager, was named publisher recently. The newspaper, one of the country’s most prominent dailies, has a circulation in the nation’s capital of over 400,000. It ranks seventh in the nation in advertising volume.

Newsweek, with a circulation of 1.4 million (compared with Time’s 2.5 million), was founded in 1933 (it was then known as Today) by financier Vincent Astor, W. Averell Harriman, former New York governor and now President Kennedy’s special roving ambassador, and others. Raymond Moley, a close adviser of President Franklin D. Roosevelt, was editor and still writes a weekly column. Malcolm Muir joined Newsweek in 1937 as publisher. He had been president of McGraw-Hill Publishing Company.

The magazine in 1960 had gross revenues from the sale of advertising of $27.1 million, compared with Time’s $51.1 million, according to Publishers Information Service.

Newsweek’s editor, John Denson, resigned last month to become editor of the New York Herald Tribune.

The purchase announcement last week said that the Washington Post Co. had purchased the 62% interest of the Vincent Astor Foundation in the magazine, and had agreed to make a similar offer to other stockholders. No price was given for the purchase. The stock is valued at $50 per share.

Media Combines • Time entered the broadcasting field in 1953 when it bought what was then KDYL-AM-FM-TV Salt Lake City for $2.1 million. The Luce company’s interest in broadcasting was bought about through the intercession of the late Wayne Coy, former FCC chairman and before that manager of the Washington Post’s WINX Washington. Mr. Coy had been a special assistant to Mr. Meyer at the Post before taking over the radio post.

The very next year, Time bought KLZ-AM-FM-TV Denver, paying $3.5 million. In 1957 Time bought the Harry Bitner properties in a package transaction totaling $1534 million. This included WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. Time sold the Salt Lake City properties in 1959 to Columbia Pictures for $3.1 million.

Time Inc., publishes in addition to the news magazine, Life, Fortune, Sports Illustrated and the Architectural Forum. Cowles, publisher of the Des Moines Register, is a major Time shareholder.

Mrs. Roosevelt honored by WTTG (TV)

Sen. Hubert Humphrey (D-Minn), Mrs. Eleanor Roosevelt and John W. Kluge, president of Metropolitan Broadcasting Corp. (l-to-r), are shown at a reception for the former first lady when she visited WTTG (TV) Washington to tape her Prospects of Mankind program. The program, shown on WTTG Saturday (March 11) and repeated on WNEW-TV New York yesterday (March 12), featured a discussion of the Peace Corps. Sen. Humphrey joined President Kennedy, Prof. Samuel Hayes, U. of Michigan (architect of the Peace Corps task force), and Prof. Senteca Kajubi, U. of East Africa, Uganda, as guests.
killing songs of battle, sorrow and victory... "Dixie," "John Brown's Body," "Yellow Rose of Texas," these and other melodies recalled the passion and sweep of the Civil War on "A Ballad of the North and South." Produced by WBBM Chicago, one of the CBS Owned Radio Stations, and presented over the CBS Radio Network, this program of authentic Civil War music had the nation's critics cheering. Among their comments: The melodies were happily blended with a commentary that fit the mood... "The WBBM Orchestra, the Northwestern University Men's Glee Club and various soloists performed with style and humor."

Small wonder that it was chosen as one of the top two Radio Documentaries of the Year by 358 of the nation's Radio-TV editors in Radio-TV Daily's 19th Annual All-American Awards.

The CBS Owned Radio Stations create radio programs that are adult, informative, thought-provoking and, above all, interesting. According to one listener, "A Ballad of the North and South" was: "Best I've ever heard." Wouldn't a man in that frame of mind be receptive to your advertising message?

When people listen attentively to stimulating, provocative programs, they pay attention to the sponsor's sales message. And it is a matter of record that attentive, active, responsive audiences listen to the idea stations:

WEEL, WCBS, WCAU, WBBM, KMOX, KCBS, KNX, THE CBS OWNED RADIO STATIONS

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO LOS ANGELES
Richards retained as Collins consultant

Robert K. Richards, Washington consultant and one-time administrative vice president of NAB, has been retained as a special consultant to NAB President LeRoy Collins on the proposed reorganization of the association.

Mr. Richards served at NAB in Washington from 1947 to 1954 when he established his own consulting firm. During this time he was public relations director of NAB and then assistant to NAB President Harold E. Fellows. He was named NAB administrative vice president in 1951 and remained in that capacity until he resigned.

Before joining NAB, Mr. Richards was editorial director of Broadcasting (1944-47). During World War II he was assistant censor for broadcasting in the Office of Censorship. He was with Storer Broadcasting Co. in Toledo before the war, and with Scripps-Howard newspapers before that. Last year, Mr. Richards was president of the Broadcasters Club, Washington. This year he is chairman of the club's board of directors.

He holds interests in WKYR Keyser, W. Va., and WKBZ Muskegon, Mich.

Promised for submission to the NAB board in June is a plan for reorganizing NAB. This was presented by Gov. Collins at the February board meeting in California. The NAB president said that at that time the association's structure should be reorganized to permit greater concentration on broadcasting problems, especially government and public relations (Broadcasting, Feb. 20).

In announcing the retention of Mr. Richards, Gov. Collins also said he has requested NAB staff executives to submit recommendations on reorganization. The choice of Mr. Richards was approved by the NAB Advisory Committee, which includes Clair R. McCollough, Steinman stations, chairman of joint NAB board; W. D. (Dub) Rogers, KDBU-TV Lubbock, Tex., chairman of the tv board, and Thomas C. Bostic, Cascade Broadcasting Co., chairman of the radio board.

CBS TV stations exchange

A public affairs program exchange conducted annually for the past two years by the five CBS-owned tv stations, begins April 15 and will run an extended 20-week period. The exchange, in which each station contributes a public affairs series for weekly showing on the other stations, was extended seven weeks to accommodate enthusiastic local response.

Programs and producing stations making up the 1961 exchange are: The American Musical Theater, WCBS-TV New York; Keynotes, KNXT (TV) Los Angeles; The New Worlds WBBM-TV Chicago; Once Over Lightly, WCAU-TV Philadelphia; and Outside In, KMOX-TV St. Louis. The exchange series will add a total of 80 half-hour programs to each stations' weekly public affairs schedule.

WFAA stations schedule new building fanfare

WFAA-AM-FM-TV Dallas will move into its new $3.5 million quarters with a week of fanfare which begins April 5 with a dedication before 100 government and network officials and ABC-TV stars. A banquet follows that evening.

The tv stars will make personal appearances throughout the week and the building will be open to tours.

The new building consolidates formally separate radio and tv facilities. The tv building dates from 1949, when WFAA began the first tv station in Dallas. The radio station went on the air in 1922, although its present building is more recent.

WFAA has sold the old tv studio to the city's educational KERA-TV for $400,000. The company values the studio and its equipment at $1,000,000.

The company has likewise sold or given away the former radio property with the exception of the files and an 80,000-record collection.

CBS-TV station meet set

The general managers of CBS-owned tv stations — WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis — will meet in New York March 14-17. A comprehensive agenda has been prepared for the four-day conference. Among the topics to be discussed are public interest programming, one-hour documentaries, editorials and news programs. One day will be given to a sales clinic to be attended by the sales managers of the five stations.

CBS-TV Stations Division executives attending will be Merle S. Jones, president of the division; Craig Lawrence, vice president, CBS-TV stations; Harvey Struthers, vice president, station services; Bruce Bryant, vice president and general manager, CBS-TV Spot Sales and Hal Hough, director, program services.
"We've used the Ampex VTR to make money and increase business... very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily... It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about... We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. Videotape" is their baby all the way. Always has been." • • • Ask Ampex today for specific station histories of the Videotape Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. BH.
Changing hands
ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:

* KOGO-AM-TV, KFSD-FM San Diego, Calif.: Partial ownership transferred to Washington (D.C.) Post in newspaper’s purchase of Newsweek Magazine for about $16 million (see page 44).

* KDAN Eureka and KBUC Corona, both Calif.: Sold by James F. Hadlock to Abe E. Goldman for over $757,000. Mr. Goldman is chairman of SonMark Industries, Philadelphia. Mr. Hadlock continues as president of both stations. He bought KDAN in 1959 for $225,000 and KBUC in 1958 for $175,000. KDAN is 5 kw day on 790 kc; KBUC, 1 kw day on 1370 kc. Broker was Jack L. Stoll & Assoc.

* KIEF Glendale, Calif.: Sold by David H. Cannon and Reed E. Callister for $400,000 plus $50,000 in consulting fees to Southern California Broadcasting Co. Principals of the buyer are William J. Beaton, 24-year veteran of broadcasting in Southern California; for the last 16 manager of KJKW Pasadena, who will be president and general manager; Dr. George P. Landegger and Allen O. Dragge.

KIEF operates daytime with 250 w on 870 kc.

* KOPY Alice, Tex.: Sold by Leon S. Walton to Norman Building Co. for $200,000. Robert N. Aylin is president of buying group. Mr. Walton bought KOPY in 1958 for $150,000. Station is 1 kw on 1070 kc. Broker was Patt McDonald Co.

* KAGE Winona, Minn.: Sold by Albert S. and Patricia W. Tedesco to James Goetz, Rex Eyler and Merlin Meythaler for $105,000. Mr. Goetz has been a Wisconsin radio executive, Mr. Eyler, a Monroe, Wis., businessman, and Mr. Meythaler has an interest in KMAQ Maquoketa, Iowa. The Tedescos are applicants for Minneapolis, Minn. KAGE is 1 kw daytime on 1380 kc. Broker was Hamilton, Landis & Assoc.

* WABR Orlando-Winter Park, Fla.: Sold by I. Edward Edwards, Preston M. Ward and David McGregor to James H. Sawyer for $7,000 in bankruptcy sale after debts amounting to about $20,000 in secured obligations and $170,000 in unsecured claims are satisfied. Assets add up to $70,000. Mr. Sawyer, who sold the station to the present sellers in 1958 for $225,000, holds a promissory note with a remaining unpaid balance of almost $59,000. The station, 5 kw day on 1440 kc, was bought by Mr. Sawyer originally in 1957 when he paid $126,500 for it. In 1955, $600 was paid for 12% and $29,000 for 49%.

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 92).

* WSAI-AM-FM Cincinnati, Ohio; Sold by Consolidated Sun Ray to Jupiter Broadcasting Co. for $1.2 million, including agreement not to compete. Also part of transaction is $12,000 for Musicast Inc., background music corporation in Cincinnati. Jupiter is jointly owned by Fox, Wells & Rogers, which has 42.5% interest in KOGO-AM-TV and KFSD-TV San Diego and a minority interest in Springfield Television Corp. (WWLP [TV] Springfield, WWOR [TV] Worcester and WRIP [TV] Greenfield, all Massachusetts), and Payson & Trask. Both are New York investment firms. Ernest Tannen, former Kluge stations director and owner of WDMV Pocomoke City, Md., is president of Jupiter.

* WTAC Flint, Mich.: Sold by Leonard and Phillip Chess to Whitehall Stations Inc., for $533,200 plus brokers commission of $22,500 and agreement not to compete. Whitehall is composed of Philadelphia businessmen, with Louis Tose, trucking, president, and including Philadelphia disc jockeys Gene Milner, WIP and John Reddy, WRCV.

Six Join ABC Radio
Six stations have joined ABC Radio:
KARA Albuquerque, N. M.; KTKO Oklahoma City, Okla.; WHYE Roanoke, Va.; KSBW Salinas, Calif.; KIRL Wichita, Kan., and KOME Tulsa, Okla. ABC now has 353 affiliates.

KARA is on 1310 kc with 1 kw, managed by Walter Stiles, president, and had been operating independently. KTKO, former MBS station, operates on 1000 kc with 5 kw, Wendell Mayers, president, and Tom Johnson, general station manager. WHYE, previously independent, is assigned to 910 kc with 1 kw, owned by Roanoke Broadcasters Inc., Joseph Mullen, president, and Jon A. Holiday, vice president-general manager.

KSBW, which had been dually affiliated with ABC and Mutual, is on 1380 kc, 5 kw, owned by Salinas Valley Broadcasting Co., John F. Cohan, president. KIRL, former NBC affiliate, broadcasts on 1070 kc, 10 kw-day—1 kw-night, owned by Jayhawk Broad-
casting Corp. (Mary Pickford and Buddy Rogers), Jack Copersmith, general manager. KOME returns after a disaffiliation from ABC last summer (KFMI was the Tulsa ABC affiliate in the interim). KOME operates on 1300 kc, 5 kw-day—1 kw-night, owned by Franklin Broadcasting Co., William F. Johns Jr., president, and Gordon Wund, vice president-general manager.

RCA'S TOP THREE

Stockholder report shows their incomes and taxes

 Brig. Gen. David Sarnoff ($200,000), John L. Burns ($185,000) and Robert W. Sarnoff ($160,000) were the three highest salaried officers and/or directors of RCA in 1960, according to a proxy statement being circulated by the company in preparation for its annual meeting of stockholders on May 2.

Counting incentive awards payable as well as salaries paid, the ranking is revised and Mr. Burns, president of RCA, leads the list with $272,917; Robert Sarnoff, chairman of RCA's NBC subsidiary, is second with $202,000 and Gen. Sarnoff, RCA chairman, who is serving past normal retirement age and has waived incentive awards, is third with $200,000. Incentive awards authorized each year are payable over a five-year period and hence must be "earned out." They are paid in cash and/or RCA common stock.

Along with salary and incentive awards the report gives an estimate of the amount of federal income tax paid by each individual. Thus it is estimated that Gen. Sarnoff's $200,000 boiled down to about $66,900 after he paid approximately $133,100 in federal taxes. The salary, incentive awards and tax estimates are broken down for the others in the top three as follows:

Mr. Burns received $185,417 in salary (federal income tax bite: $136,168), plus incentives totaling $87,500 of which $17,500 is being paid this month and the rest is to be "earned out" over the next four years. Robert Sarnoff received $160,000 in salary (federal income tax: $106,488) plus $84,000 in incentive awards paid and $33,600 to be earned out.

Retirement Pay = The report also shows that the RCA retirement plan, financed by both individual and corporate contributions, currently anticipates that at age 65 Robert Sarnoff will be eligible for an annual retirement income of $105,600, and Mr. Burns, $53,955. Gen. Sarnoff's retirement benefits, deferred until his actual retirement, will come to $85,400 a year.

Two other officers or directors receive more than $100,000 in salary during 1960, according to the report: Elmer W. Engstrom, RCA senior executive vice president, received $135,000 in salary plus incentive awards of $7,700 being paid now and $30,800 to be earned out. His annual retirement income at age 65 would be $42,245. Charles M. Odorizzi, RCA group executive vp, received $125,000 in salary, incentive awards totaling $5,600 payable now and $22,400 to be earned out, and will be eligible for retirement income of $47,690 a year beginning at age 65.

One other officer, W. Walter Watts, also a group executive vp, is currently in the over-$100,000 salary bracket but did not reach this figure in 1960. When he became an RCA board member last September, the report discloses, RCA "entered into an agreement with him providing for his employment until his normal retirement date in May 1967 at a base salary of $110,000 per annum, with provisions for payment in ten annual installments after termination of employment of an additional sum equal to $1,250 a month for each month of employment under the agreement." Provided he does not go to work for an RCA competitor. During 1960 Mr. Watts received $36,361 in salary, incentive awards of $5,400 now paid and $21,600 to be earned out, and at age 65 will be eligible for $29,830 a year in retirement income.

Stock Options = Other highlights of the 1960 report: Gen. Sarnoff bought 20,000 shares of RCA common stock at $48.667 per share under an option granted in 1955 authorizing him to buy up to 103,640 shares at that price. Mr. Engstrom bought 750 shares at $28.309 per share, also under a prior option.

Market prices of RCA common ranged between $51.50 and $78.375 during the first three quarters of 1960 and closed at $52 on Jan. 9, 1961, the report points out.

The statement also reports that the New York law firm of Cahill, Gordon, Reindel & Ohl received $350,000 as legal counsel for RCA, NBC and other subsidiaries in 1960, and that John T. Cahill, senior partner in the law firm and RCA general counsel as well as a board member, received $3,550 in fees and salaries from RCA.

Two matters for submission to stockholders at the May 2 meeting—both favored by management—are proposals to change the terms of directors from three years to one year, and to indemnify officers, directors and employees against damages in lawsuits arising out of their RCA service except where they are found guilty of negligence or wilful misconduct.
**NBC's Sunset & Vine era is coming to an end**

One of the world's best known addresses—Sunset & Vine—changed owners last week in a transaction that involves $3.5 million.

Announced jointly by John West, NBC vice president in charge of the Pacific Div., and Lionel Hayes Uhlmann Jr., president of Uhlcio Properties of Los Angeles, was an agreement calling for NBC to vacate the five-acre plot where the network's Hollywood Radio City was so proudly erected in 1938, to make room for a $75 million hotel and office development. If Uhlcio executes its option, the present occupants—NBC-owned KRCA (TV) and a few network departments—will be moved to Color City in Burbank, Calif., in the fall of 1963.

On Oct. 17, 1938, with an un-Hollywoodlike lack of fanfare, NBC moved from the Melrose Ave. studios built less than three years before and already outgrown, into its new Sunset and Vine location. Here was a corner office building with a 50-foot high lobby through which visitors from all corners of the world trooped into four large audience studios, each under its own roof, to see the owners of the so-familiar voices they had heard on NBC.

Here was where the *Jello Program*, with Jack Benny, Mary Livingston and Don Wilson, originated each Sunday evening. Also on Sunday, the *Chase & Sanborn Hour*, with Edgar Bergen and Charlie McCarthy, and Macmillan net earnings per share on a pro forma basis were $2.24 in 1960. In 1959, per share earnings of Crowell-Collier alone, adjusted for the 4% stock dividend paid in 1960, were $1.96.

Contracts were signed during the past year to buy WMGM New York and WGMS Washington, D. C. Applications for assignment of licenses are awaiting FCC approval.

**Crowell-Collier radio income jumps 44% in '60**

The Crowell-Collier Publishing Co., New York, last week reported consolidated sales for 1960 of $44,498,146, compared with $35,491,211 the previous year. The 1960 total includes revenues of Crowell-Collier Broadcasting Corp., a subsidiary, which rose 44% to $3,539,000. The company operates KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul, the latter two stations operating in 1960 as Crowell-Collier stations for the first time in a full 12-month period.

Crowell-Collier's consolidated sales exclude those of The Macmillan Co., which was merged with Crowell-Collier on Dec. 30, 1960. Including Macmillan sales, the 1960 total was $64,410,474. Earnings before taxes, not including Macmillan, were $6,824,913, an increase of 31% over the 1959 total of $5,209,670. Combined Crowell-Collier and Macmillan net earnings per share on a pro forma basis were $2.24 in 1960. In 1959, per share earnings of Crowell-Collier alone, adjusted for the 4% stock dividend paid in 1960, were $1.96.

Contracts were signed during the past year to buy WMGM New York and WGMS Washington, D. C. Applications for assignment of licenses are awaiting FCC approval.

**AP wire study group to meet**

The 1961 wire study committee of the Associated Press Radio-Television Assn. will meet with AP executives in New York today (March 13) to study the wire service's regional broadcast news operations. The wire study committee will be headed by F. O. Carver, news director, WJSN Winston-Salem, N. C., who will be assisted by four regional sub-chairmen. They are: Edward F. Ryan, WTOP Washington, D. C., representing the eastern district; Dorothy Lamour and Don Ameche; Woodbury's *Hollywood Playhouse*, with Tyrone Power and guest stars, and *The Circle*, with Carole Lombard, Ronald Colman, Cary Grant and other film stars, went out across the network from Sunset and Vine.

Here, during the week, emanated *One Man's Family*, *Amos 'n Andy*, *Al Pearce and His Gang*, *The Presidents Show* with Bob Hope, *Kraft Music Hall* with Bing Crosby and Bob Burns, *Jimmy Fidler's Hollywood Gossip*, *Maxwell House's Good News* with Robert Taylor, Fanny Brice, Frank Morgan and Meredith Willson and his orchestra. There were *George Burns and Gracie Allen*, *Eddie Cantor*, *Dragnet*, *Fibber McGee and Molly*, Spike Jones, and the list could go on and on.

There were no tapes, no transcriptions, on the network. Every show was live, with a repeat for the West Coast. And every one of the top shows filled a large audience studio for each broadcast. This was radio at its zenith. These were the good old days the old timers talk about.

Then came tv. And tape. There went the studio audiences. New times meant new needs. NBC built a new center in Burbank, not only for tv but for color tv. And now the old Hollywood Radio City is no longer needed. Its real estate value is worth more than having studios at Sunset and Vine, where studio audience lines have not formed for years.

**Second group asks catv for Santa Maria, Calif.**

The Santa Maria, Calif., city council will be faced with a community antenna tv franchise request this week for the second time in six months (Broadcasting, Oct. 3, 1960). The first time the council turned down the request. Citizens in nearby Lompoc voted against it in a special referendum. Bing Crosby Productions was the applicant for the area catv.

Opposing the request were *KEYT (TV)* Santa Barbara and *KSBY-TV* San Luis Obispo.

A new group, consisting of William F. Luton and Charles M. Trimble, applied to the Santa Maria City Council on Jan. 16 for a catv franchise. Mr.
ALFRED HITCHCOCK’S ‘DIAL M FOR MURDER’

NOW FOR TV
ANOTHER OF THE GREAT WARNER BROTHERS “FILMS OF THE 50’s” FROM SEVEN ARTS
From JFK to broadcasting: a commitment and a compliment

President John F. Kennedy last week described the broadcast coverage of the 1960 political campaigns as "a great step forward in the democratic process." He told broadcasters they could solve their problems by themselves and promised that his administration would respect broadcast freedoms that are "guaranteed under our Constitution."

The President's remarks were made in response to an award to him and to Richard M. Nixon from the Radio & Television Executives Society, New York (see below). Here is his text as delivered to the RTES by J. Leonard Reinsch, executive director of the Cox stations, who represented him at the RTES presentation dinner:

I am honored to receive this award and to share it with my adversary in the recent election. But it seems to me that the award belongs as much to you as to me and Mr. Nixon. The television and radio coverage of the campaign, as well as that of the printed media, gave the people an unprecedented opportunity to study the candidates and the issues.

Broadcasting's performance in the critical election year of 1960 was a great step forward in the democratic process. It showed how vital a role television and radio can play in the business of creating an informed public. Free government can function only if its citizens can make decisions on the basis of knowledge.

The flow of information must be consistent. The public will not be knowledgeable if it is given a massive dose of information once every four years and no more than a dribble of it in the interval. I take satisfaction in observing that this fact is being recognized by more and more of you in broadcasting. It would be a disservice to the American people if television and radio slackened their efforts to keep abreast of current history.

As you are aware, there have been criticisms of some areas of programming. I do not think that anyone expects you to achieve perfection. Democracy itself is far from perfect, but it is much to be preferred over other forms of government if for no other reason than the encouragement it gives free men to seek perfection or at least improvement.

I would hope that this administration will provide that kind of encouragement. And I would hope that you in broadcasting would respond by continuing your efforts to amplify and enhance the reservoir of knowledge in this country.

The problems of broadcasting are not insoluble. You have in your hands the means to correct any shortcomings that exist. Of one thing you can be certain; this administration will do nothing to impair the freedom of the mass communications media guaranteed under our Constitution and our democratic precepts.

The RTES Gold Medal Award was presented to President Kennedy and to his opponent in the presidential race of 1960, Mr. Nixon, during an RTES annual dinner in New York's Waldorf-Astoria Hotel March 9.

RTES President Richard S. Salant, president of CBS News, made the presentation. Designated to accept the awards for the recipients were Mr. Reinsch, communications consultant during the presidential campaign for Mr. Kennedy, and Herbert Klein, who served as Mr. Nixon's news secretary. Mr. Klein is now editor of the San Diego Union. The awards were made by the RTES board of governors because they felt radio- tv programming in 1960 on the presidential campaign—particularly the face-to-face appearances of the presidential candidates—was the "most significant contribution of broadcasting to the best interests" of the U. S. and its citizens.

Mr. Klein said it was up to television to devise a "frequent time if not equal time" policy to help the GOP counter advantages President Kennedy gains via broadcast news conferences (and, soon, Fireside Chats). "I can only commend President Kennedy for using all the television time possible," he said. But he warned that letting him "completely dominate the tv screen" could "cripple" the two-party political system.

Mr. Klein ventured that television had become "too gimmick-conscious." He said "technical ideas or artistic ideas" should not be allowed to "overshadow the basic job of presenting the news."

Mr. Klein quoted a telegram from Mr. Nixon, asserting that "television is powerful but still is an infant factor in politics. It will never supplant the printed word, but its full force is yet to be seen and employed." He said that in creating the presidential debates radio-tv rendered "a distinct service" which he hoped "would be enlarged and repeated."

* Luton is president of Key Television Inc., licensee of KEYT.

The council decided, in view of its previous action on the catv request last September and the attempt of local interests to secure a franchise for a local tv station, to defer consideration for 60 days.

The catv group said it could provide service from seven channels and clearer reception.

Local interests have asked the FCC to assign ch. 10 or ch. 12 to the Santa-Maria-Lompoc area and have indicated they would apply for it.

CBS Inc. net sales up, profits down $2 million

CBS Inc. net sales reached a record high of almost $464.6 million in 1960 as compared with slightly more than $444.3 million in 1959 but net profits dipped to $23.2 million from more than $25.2 million in 1959.

These were the highlights of the company's annual report distributed to stockholders last week. The report made no explanation for the decline in net profits, but in its third quarter report, CBS attributed the decrease up to that time to increased selling expenses and administrative costs. The income statement in the annual report showed a sharp rise in these expenses for 1960.

Net income per share was reported $2.77 in 1960, as against $3.02 in the preceding year. Cash dividends of $1.40 per share were paid in 1960, as compared with $1.25 in 1959.

* * *

BROADCASTING, March 13, 1961
Sell the 23-county San Francisco Bay Area at night with high-rated minute announcements on KTVU. No forced combinations. Buy one announcement. Or buy a schedule on the money-saving penetration plan. Minutes, 20’s and ID’s combine for penetration plan discounts. Additional discounts on 13, 26 and 52-week schedules. Call KTVU or H-R Television Inc. for availabilities.
This mark identifies modern, dependable Steel. Look for it on consumer products.
Whether it jumps to make a discovery that's out of this world, or sits down quietly to spend a century or two on atomic research, steel is the only material that has the strength and vigor to keep up with the reach of modern man's mind.

New Stainless Steels developed by United States Steel withstand the vibration and friction of unearthly speeds. New USS Steel Forgings shape atomic reactors and nuclear power systems. Look around. You'll see steel in so many places—building strength.
Lee takes etv pulpit to New York State

A consistent FCC evangelist for educational television chided New York State last week for a laggard pace in etv. Commissioner Robert E. Lee told broadcasters and legislators at the New York State Broadcasters Assn.'s annual dinner for lawmakers March 7 that most states look to New York for leadership but that "such leadership has been singularly lacking in the field of educational television."

Earlier, in all-day business sessions, the NYBA elected Paul Adanti, vice president and general manager of WHEN-AM-FM-TV Syracuse, to the association presidency. He succeeds George Dunham, general manager of WNBF-AM-FM-TV Binghamton. Elected with Mr. Adanti: Merle Galusha, operations manager of WGY-WGFM (FM)-WRGB (TV) Schenectady-Albany, first vice president; Sam Slate, general manager of WDBS-AM-FM-TV New York, second vice president; Elliott Stewart, executive vice president and manager of WIBX Utica, re-elected secretary, and Joseph Pinna, station manager of WUSJ Lockport, treasurer.

In Mr. Lee's audience were New York Gov. Nelson Rockefeller and a large turnout of state assemblymen. He told them that educational use of the uhf band will save these frequencies for all broadcasting. There are about 70 commercial uhf stations on the air, and "I suspect the majority is not doing too well financially," the commissioner said, but educational broadcasters do not have to be handicapped by competitive problems and are realizing that the shorter-range uhf signal is no serious handicap.

On the problem of money for etv, Commissioner Lee has "every expectation" that Congress will grant state subsidies. Another proposed federal bill, the commission's recommendation to force manufacture of all-channel receivers, would help adult education and this in turn would have its effect on commercial broadcasting, he thinks. "Educational programming can be attractive, fascinating and not without entertainment value. . . . Commercial stations would find serious competition to their too frequently tasteless and unimaginative fare and would conceivably broadcast a greater portion of their programs to satisfy adult minds," he said.

Re-allocations: Two educational experiments bear watching, Commissioner Lee said. The FCC's own experimental uhf operation in New York City expects to be on the air with a megawatt power by Oct. 1 and at a later date is likely to add a second station to "multicast" the signal. "Another valuable project" is that of Purdue U., Lafayette, Ind., with $4.5 million backing by the Ford Foundation, to program 72 programs a day over six channels, the FCC commissioner said.

A further step toward all-uhf broadcasting was proclaimed by Commissioner Lee's report that the FCC is considering all-uhf area re-allocations. Pay tv, too, will hasten the trek to the upper spectrum, he believes.

New York State has but one educational station on the air, despite increasingly critical educational needs, NYBA and legislators were reminded. "Educational tv is on the march, and I hope the Empire State joins this big parade," the commissioner concluded.

In other business matters, NYBA decided to discontinue its annual dinner meeting with state legislators and instead substitute regional meetings at a time when the legislature is not in session. The association also made plans to hire a full-time executive secretary, which it has not had in the past, and launched an intensive drive for new members.

Media reports...

Broker moves: W. B. Grimes & Co., station broker, announces change of address effective March 1. New address is 2000 Florida Ave., N. W., Washington 9, D. C. Telephone number, Decatur 2-2311, remains same.

Florida ruling: Showing of Gov. Farris Bryant's weekly news conferences on the state's educational tv system would be legal, Florida's attorney general, Richard Ervin, has ruled. He held the law banning use of the stations to promote political or governmental activities would not be violated.

Disaster tape: WNBQ (TV) Chicago has presented to the Chicago fire department a kinescope copy of the station's video tape coverage of a major fire Jan. 29 in which a building collapsed and trapped nine firemen. The frame-by-frame sequence of the collapse also was enlarged for study. The fire officials are considering use of closed circuit tv in future disasters.

CBS RADIO SHUFFLES TOP POSTS

Ruegg, Webster, Dundes, Sutton get new assignments

Four managerial posts at CBS Radio will be realigned at the end of this month, announces President Arthur Hull Hayes (see WEEK'S HEADLINERS, page 10). Affected are station administration (seven network-owned stations), CBS Radio Spot Sales, KCBS San Francisco and KNX Los Angeles. The new assignments:

Fred Ruegg to vice president in charge of station administration, Maurie E. Webster to vice president and general manager of CBS Radio Spot Sales, Jules Dundes to vice president and general manager of KCBS and Robert P. Sutton to vice president and general manager of KNX. All take over March 27.

The new station administrative chief leaves the KNX vice presidency to headquarter in New York, succeeding Mr. Dundes, whose administration since 1956 was saluted by Mr. Hayes for leadership in "adult radio broadcasting." Mr. Ruegg joined KQW (now KCBS) in 1938, moving up there and eventually becoming assistant director of labor relations for CBS in 1953. In 1956 he became general manager of KNX and the CBS Radio Pacific Network.

Mr. Webster also travels east for his new assignment, coming from the KCBS vice president-general manager post. He joined KNX in 1937 and advanced to sales manager before moving to KCBS in 1958.

Mr. Dundes, a New York City native, started there in promotion with CBS in 1936 and served his first tour with KCBS in 1955, succeeding Mr. Hayes as manager when he was tapped for the network presidency. Now Mr. Dundes is going back to San Francisco to an assignment reportedly authorized at his specific request, in line with his known desire to make his home there. He had returned to New York in April 1956 as vice president in charge of advertising and promotion for CBS Radio and in November of that year he moved to station administration.

The new head of KNX has been program director of the station and CBS Radio Pacific Network since September 1952. Previously Mr. Sutton had been with WCCO Minneapolis from 1939 as writer, producer and program director.

CBS owned radio stations are WCBS New York, WCAU Philadelphia, WEEI Boston, WBBM Chicago, KMOX St. Louis, KCBS and KNX. CBS Radio Spot Sales represents these and four others, WTOP Washington, WCCO Minneapolis, WBT Charlotte, N. C., and KOIN Portland, Ore.

WSNO, WABJ Join CBS

CBS Radio affiliates numbered 198 last week with the signing of WSNO Barre-Montpelier, Vt., and WABJ Adrian, Mich., on March 5 and 6, respectively. WSNO, 250 w on 1450 kc, is owned and operated by Robert J. Kimel and Bess W. Grad. Alan H. Noyes is general manager. WABJ, 250 w on 1490 kc, is owned and operated by Gerity Broadcasting Co. Donald J. Dean is general manager.
"YOU'VE GOT A DEAL..."
says James Schiavone,
Station Mgr., WWJ-TV, Detroit, Mich.

"...a program series WWJ-TV must have."

"The Dr. Joyce Brothers series will be
another example of WTVJ's program
leadership in the south Florida area."

Lee Ruwitch,
Exec. V.P. & Gen. Mgr., WTVJ, Miami, Fla.

"From every aspect this is the type
of program feature which any
station can take pride in presenting."

A. Louis Read, Exec. V.P. & Gen. Mgr.,

65 Quarter-Hours "CONSULT DR. BROTHERS"
or 195 Five-Minute Programs

This popularity proven program series was pre-tested before a panel of top station management. The reaction was immediate and decisive. They bought it! Now you've got it too—a program that's perfect for stripping—all the popular appeal of adult subjects... love... marriage... sex... dating... treated in a mature manner. Dr. Joyce Brothers does it with all the prestige inherent in her vast professional background... with a lively personality which excites lively viewer interest. "Consult Dr. Brothers" has: proven track record, proven sales record, proven critical acclaim, proven audience and sponsor pulling power. Don't miss this one!

ABC FILMS, INC.
1501 BROADWAY, NEW YORK, N.Y., LA 4-6050

BROADCASTING, March 13, 1961
Key staff-level posts at the FCC under the New Frontier chairmanship of Newton N. Minow began to take shape last week, highlighted by these developments:

- Seattle attorney and broadcast-oriented Kenneth A. Cox was named chief of the Broadcast Bureau in a last-minute switch. He formerly was ticketed to take over as general counsel (Broadcasting, Feb. 27).
- While no announcement was made, it was learned that Max D. Paglin, presently chief of the litigation division of the general counsel's office, will become general counsel.
- Henry Geller and Daniel Ohlbaum, former FCC attorneys more recently with the Justice Dept., are slated to be named associate general counsel and chief of litigation, respectively.
- Mr. Cox's chief lieutenant in the Broadcast Bureau will be James Juntilla, a former bureau attorney now with the Washington law firm of Arnold, Fortas & Porter.

After a special FCC meeting last Thursday (March 9), the appointment of Mr. Cox as Broadcast Bureau chief was officially announced. He will take over that post about April 10 and will succeed Harold Cowgill, who has been head of the bureau since 1957. Mr. Cox gained considerable knowledge of the FCC and its problems as a special consultant on communications matters for the Senate Commerce Committee and he has, at times, been highly critical of the agency.

While only the Cox action was officially announced by Chairman Minow, it was reported the chairman also told the commissioners of his intentions regarding Messrs. Paglin, Ohlbaum, Geller and Juntilla.

A Policy Help • Mr. Cox was first approached by Mr. Minow in February about the post of general counsel. He agreed to accept (Broadcasting, Feb. 20) and the change in assignments did not come until last Wednesday—when Mr. Cox met Mr. Minow for the first time.

Chairman Minow said the change was made at his suggestion because he felt the Cox background and specialized talents could be better used by the commission as Broadcast Bureau chief than as general counsel. This would be particularly true in policy matters, where the bureau normally has a greater voice than the general counsel, he said.

“...I am very, very happy that he has decided to do this and so is the commission,” Chairman Minow said, “It is in this area that the commission must make important policy decisions in the coming years. Mr. Cox brings to the commission a rich and varied experience in dealing with the complicated problems of the broadcasting industry.”

Mr. Cox said that he would be happy to serve in the spot where he is needed most and can be of immediate help to the commission. He pointed out that, as general counsel, it would have been several weeks before he could operate with complete effectiveness. “If chief of the Broadcast Bureau is where I can make a better contribution then that is where I am going to work,” he said.

A Senate Viewpoint • Mr. Cox served as special counsel to the Senate Com-

How the FCC would have been run, if ...

Flashback to how the FCC might have been run in the last three years had President Eisenhower gone ahead with his plan to appoint Edward K. Mills Jr., New Jersey Republican as chairman of the FCC, is contained in a valedictory delivered by Mr. Mills to his brethren in the Federal Trade Commission upon the occasion of his resignation.

The FCC would have had a central planning staff which would have set up special priorities for long range planning in specific areas. The commission would have faced its activities, rather than trying to spread its regulatory tentacles all over. More authority would have been delegated to commissioners and to the staff.

These are some of the remarks made by Mr. Mills when he resigned from the FTC March 1. They were contained in a memorandum Mr. Mills submitted to the four remaining members of the trade agency.

In 1957 Mr. Mills was all but nominated to be FCC chairman (Broadcasting, May 7). He then was assistant director of the General Service Administration and would have succeeded the then chairman, George C. McConnaughy. When President Eisenhower named incumbent commissioner John C. Doerfer as chairman, Mr. Mills declined an appointment as straight commissioner. Again, in 1960 Mr. Mills was nominated to be an FCC commissioner, succeeding resigned Chairman Doerfer. He had his name withdrawn when a conflict of interest arose which he could not remedy. He was given a recess appointment to the FTC last year.

Too often, Mr. Mills said in his statement earlier this month, the FTC gets into a project by "happenstance."

"A broad, long-range plan, and an order of priority based on available staff, would serve as the blueprint for FTC action in the future. With such a plan the commission, as well as industry, would know better what it was doing and where it was going."

The FTC's statistical score in actions brought is evidence of "aggressive" law enforcement, Mr. Mills said. But, he added, "the mere volume of work is of itself but one index of this agency's effectiveness." Of greater importance, he said, is the impact on public welfare and that the most harmful and substantial abuses be challenged first.

He found what he called the "dual approach" of the FTC a good thing. This is where the trade commission cooperates with an industry in establishing voluntary compliance with good practices codes. "To the minority of recalcitrants the executive paddle should be applied," he added.

Mr. Mills disagreed with recommendations made by James F. Landis, adviser to President Kennedy on regulatory agencies, that antitrust jurisdiction be removed from the FTC and placed solely in the Dept. of Justice. He also rejected the suggestion that responsibility for foods and drugs be transferred to FTC.
merce Committee during sweeping inquiries in several broadcasting-FCC areas, beginning in 1956. He has authorized three reports which seldom saw eye-to-eye with the commission. The agency since, however, has adopted many of the Cox recommendations.

In a controversial 1957 report never adopted by the full committee, Mr. Cox recommended that pay tv be given a "large scale test" (Broadcasting, Feb. 18, 1957). The commission has just recently taken this step (Broadcasting, Feb. 27).

Mr. Cox followed this recommendation with a July 1957 report highly critical of network option time and must-buy practices, claiming that they injure the public interest (Broadcasting, July 1, 1957). Again, the FCC has legislated against both activities and has prohibited network representation of stations, another practice frowned on in the report.

A final Cox report for the Senate committee criticized the commission for its allocations inaction and its failure to exert control over catv; he recommended that vhf boosters be authorized (Broadcasting, Jan. 12, 1959). At the time of this report, the FCC maintained it had no control over catv and was in the process of ordering vhf boosters off the air. Since, however, the commission's attitude has changed in both fields and Congress passed legislation authorizing boosters. The same Cox report was highly favorable toward small, local tv stations and said the commission should take steps to encourage and protect them.

Mr. Cox was born in Topeka, Kan., in 1916 and received a law degree from Washington U. and later a master's degree in law from Michigan U., where he was a classmate of former Commissioner Charles H. King.

Mr. Cowgill replaced Edward Kenehan as chief of the Broadcast Bureau in May 1957. He first joined the FCC in 1935 and in 1944 left to enter private law practice. He returned to the commission in 1954 after unsuccessful operation of uhf WTVP (TV) Decatur, Ill., where he had practiced for 15 years.

Paglin Moves Up = Mr. Paglin, who first joined the FCC's legal staff in 1942, will replace John F. FitzGerald as general counsel. Prior to joining the commission, he practiced law in his native New York City. He became legal assistant to Commissioner Robert T. Bartley in July 1953 and moved into his present post in January 1959 when the former litigation chief, Robert A. Solomon, resigned to join the Dept. of Justice.

Both Messrs. Geller and Ohlbaum are former staffers in the litigation division of the general counsel's office and in recent years have been with the Justice Dept. Mr. Geller returned to the commission 10 days ago, when Chairman Minow was sworn in, as his temporary administrative assistant. The associate general counsel's post he will fill has been vacant since the resignation last summer of Ed Holtz, who joined the Washington law firm of Hogan & Hartson. Mr. Ohlbaum, in turn, will move into the spot being vacated by Mr. Paglin.

There'll be fewer headlines from Harris now

NEW SUBCOMMITTEE WON'T BE AS NOISY AS OVERSIGHT

Chairman Oren Harris (D-Ark.) of the House Commerce Committee indicated last week the new Special Regulatory Agencies Subcommittee will be a more sedate member of the Capitol Hill scene than was its explosive, headline-producing predecessor, the Legislative Oversight Subcommittee.

Rep. Harris, who will head the new unit as he did Oversight, said, "We're not going to start with a large group of investigators. Rather, our work will be more of a technical and legal nature."

He said the new subcommittee will serve as liaison between the regulatory agencies and Congress. But, he added, "If we get into anything that requires investigation, we won't shirk our responsibility."

As outlined by the chairman, the new subcommittee's function will be to determine whether the agencies are administering the law as Congress intended, investigate the adequacy of the law involved, help clarify policy and, if necessary, suggest new legislation.

Mr. Juntilla also will be returning to the agency he formerly served. He was staff attorney in the hearing division of the Broadcast Bureau from 1949 through November 1952 when present Commissioner Frederick W. Ford was chief of the bureau. Mr. Juntilla was active in the American Broadcasting-Paramount Theaters merger case while on the FCC staff and joined the Arnold, Fortas & Porter firm shortly after leaving the commission.

Rep. Harris made his comments Thursday at a news conference called to announce the new subcommittee line-ups. As expected, he said he was stepping down from the chairmanship of the Communications unit and that Rep. Morgan Moulder (D-Mo.) would succeed him.

He Won't Be Far Away = However, he made it clear that he would continue to keep close watch over the proceedings of that subcommittee. He observed that, as chairman of the full committee, he is a member of each subcommittee with voting privileges.

In addition, there is considerable overlapping in the Democratic membership of the two subcommittees. Besides Rep. Harris, the Democratic members of the regulatory unit are Walter Rogers (Tex.), John J. Flynt Jr. (Ga.), John E. Moss (Calif.) and Paul G. Rogers (Fla.). All except Rep. Rogers are Oversight veterans.

The Republican members are John B. Bennett (Mich.) and William L. Springer (Ill.), who had served on Oversight, and J. Arthur Younger
No pressure from press on JFK conferences

The White House was not pressured by print media to modify live radio-tv coverage of the presidential news conferences Pierre Salinger, President Kennedy’s news secretary, told the Chicago Publicity Club Wednesday (March 8). The change in format (recording with simultaneous release to all media upon conclusion of the conference) was “not any concession to the press,” he said.

Asked if any news medium had exerted pressure pro or con on the issue of conference coverage, Mr. Salinger said there had been “none whatsoever.” He added that perhaps every fourth or fifth conference would be allowed on the air live, however.

President Kennedy’s news chief rebuked a charge of biased reporting during the presidential race. The charge was attributed to former Vice President Nixon’s news manager, Herbert Klein. It was reported Mr. Klein went on record last Tuesday in favor of a campaign news investigation by Sigma Delta Chi and the American Society of Newspaper Editors. Mr. Salinger in turn attacked the “manipulation” of news about the country’s economic status by the Republicans during the campaign.

Mr. Salinger reaffirmed his pledge to widen free access of “all media to all news” in government, but said freedom “is not a license and is not without obligation.” He said freedom to report does not mean the right to imperil the nation, to aid those who oppose us, to leak classified documents or to indulge in “sloppy reporting.” He chided incident of “pushing in print without a thorough checking of the facts” and indicated that two recent leaks of classified information resulted in “distortions” which had serious consequences abroad. “Freedom and responsibility stand side by side,” he said. “Otherwise you have anarchy.

Mr. Salinger denied that the administration’s decision that officials must stick to policy in their statements is a form of censorship. He said that when policy is being formulated, officials are reported freely concerning their differences of opinion and he implied that is when they should voice them. However, “Once policy is arrived at, administration spokesmen should reflect that policy,” he said.

Mr. Salinger later told newsmen an important conference on freedom of information had been called for Friday (March 10) in Washington, to be attended by the office of Rep. John E. Moss (D-Calif.), top news officials of government agencies and representatives from media groups (see At Deadline).

NAB tries again for wage-hour exemptions

Move to persuade Congress to exempt small market radio and tv stations from some of the overtime provisions of the Wage-Hour Act was undertaken last week by NAB.

James H. Hubert, NAB manager of broadcast personnel and economics, urged that announcers, news editors and chief engineers be exempted from the requirement that time-and-a-half be paid after 40 hours of weekly work. He testified before the Senate Subcommittee on Labor Standards, headed by Sen. Pat McNamara (D-Mich.).

Later in the week, the House committee on wage-hour legislation voted to include this provision but revised the small market definition to a city or town of 50,000 or less population. The NAB’s proposal, which had been accepted by the House subcommittee, defined a small market as one with 100,000 or less population. The Senate bill is S-895; the House bill is HR-3935.

In his statement, Mr. Hubert said the relief sought would end the “hardships and confusion and uncertainty which small market radio and tv broadcasters suffer in trying to comply with the act’s requirements.” He called attention to the fact that small market newspapers and movie houses already enjoy that exemption. Mr. Hubert noted that both the House and Senate in the last Congress voted in favor of this exemption but the legislation failed to be enacted when differences over other provisions prevented agreement in conference.
BEN FRANKLIN could have been "The Mr. Big" of WPTR

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

WPTR originated "Action — Central News" — it has a minimum of 48 newscasts every day — it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area than any other radio station in this 2,000,000 plus market. People trust it.

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

WPTR 50,000 PEOPLES PEOPLE WATTS ALBANY, TROY, SCHENECTADY
The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details — see your EAST/man. Foster & Creed, in New England.

DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES
ACT II HAS SAME ENDING
MCA’s Schreiber still hasn’t answered those questions the FCC’s been asking since last fall

History repeated itself last Thursday (March 9) when MCA vice president Taft B. Schreiber left the witness stand of an FCC hearing without answering the questions of the commission attorney about his company and its operations in the field of television programming, as he did last fall (Broadcasting, Oct. 24, 31, 1960).

The main characters of the cast were the same both times: Mr. Schreiber; Allen Susman, counsel for Mr. Schreiber and MCA; FCC Chief Hearing Examiner James B. Cunningham, presiding officer, and Ashbrook F. Bryant, chief counsel of the FCC Broadcast Bureau, who asked the unanswered questions. The scene was almost the same: a room in the Federal Building in Los Angeles. But where Mr. Schreiber’s refusal to testify last fall came in a burst of dramatic action when he stalked from the witness stand in defiance of Mr. Cunningham’s order to stay there and testify, last week he merely sat mutely in the witness chair until, after a dozen fruitless questions, Mr. Bryant moved that the hearing be suspended with the witness still under FCC subpoena to testify.

The presiding officer complied with that motion and said that he would ask that appropriate proceedings be initiated with the U. S. District Court in Los Angeles according to Sec. 409 (g) of the Communications Act to force the witness to appear and to answer the FCC questions. Mr. Cunningham also said that the record of the hearing will be made available to the U. S. Attorney General for possible criminal actions under Sec. 409 (m) of the Act. This section, as he had earlier warned Mr. Schreiber, defines refusal to testify as a felony, subject to a fine of not less than $100 or not more than $5,000 and/or a prison term of not more than one year.

In referring the refusal of Mr. Schreiber to testify before the U. S. District Court for enforcement proceedings, Mr. Cunningham was acting in accordance with instructions of the FCC in its order of Jan. 27. He was also instituting a course of action that in part agrees with the recommendation made Feb. 10 by Mr. Susman in a letter to the FCC in proposing that the commission eliminate the present hearing and proceed directly to court.

At the opening of the resumption of the hearing in Los Angeles on Wednesday (March 8), Mr. Susman and Harry M. Plotkin, Washington attorney for MCA, introduced a motion by MCA Inc. and Mr. Schreiber to quash the subpoenas calling for the production of documents concerning MCA’s programming operations and the personal appearance of Mr. Schreiber. If this relief were denied, the motion proposed that Mr. Schreiber be permitted to testify on a confidential basis pending a court determination of whether or not his public testimony could legally be required. The motion further proposed that the hearing record of his testimony be sealed in the interim.

Mr. Bryant argued that to grant such a request would be a breach of faith with the hundred or more witnesses who have already testified in the course of this hearing, particularly with the other Hollywood program packagers who are MCA’s chief competitors. It would also, he said, pave the way for similar requests for all similar witnesses he called, noting that “there will be many of them.”

Mr. Cunningham asked Mr. Susman whether if the request for a non-public hearing were granted, he would comply with the ground rules laid down by the chief hearing examiner and upheld by the FCC in answering an earlier complaint of MCA that these rules deprive the witness of effective right to consult with counsel. Mr. Susman replied that he could not comply to those rules but would insist on the right to “represent our clients as we could in a court case instead of an administrative hearing.”

Motion Denied • When Mr. Cunningham denied MCA’s motion, Mr. Susman stated that Mr. Schreiber would decline to answer any of the FCC’s questions pending a court decision. In spite of this, the FCC chief hearing examiner ordered Mr. Schreiber to take the stand and be sworn in. This was done, but when Mr. Bryant began questioning him Mr. Schreiber refused to answer despite a direction to do so from Mr. Cunningham after each question. When about a dozen questions had been asked with no response, Mr. Bryant made his request to bring the fruitless performance to a halt. The hearing was then recessed until this morning (March 13), when Dick Fishell of Dick Fishell & Assoc., Mary Rothschild of Promotions Unlimited and Betty Langley, who had all refused to give testimony during last October’s hearing session, will take the stand. These witnesses were described as public relations practitioners by their attorney, Oliver B. Schwab, who at the time argued that they are engaged in neither programming nor broadcasting and so are outside the scope of the FCC inquiry into program practices. On their behalf, Mr. Schwab also joined in the motion by Mr. Susman offered for MCA but after Mr. Schreiber’s departure he told the hearing officer that his clients would appear to testify on Monday. They will be questioned concerning their activities in placing plugs for the products and services of their clients on broadcast programs.

Payment to writers to get product plugs into tv and radio shows was a common Hollywood practice prior to September 1960, Fred Kline, consultant to the Fred Kline Co., testified Thursday afternoon. (That was the month the anti-payola law was enacted, making the failure to disclose such payments an offense punishable by a fine of up to $10,000 and a prison sentence of up to one year (Broadcasting, Sept. 26, 1960).

Mr. Kline, one-time president of Walter E. Kline Assoc., which engaged in product exploitation on radio and tv as part of its public relations activities until its reorganization as the Fred Kline Co. in December 1959, said that this organization never made such payments in cash. A case of whiskey or a gift certificate was the usual remuneration for working a product plug into a program, usually as a gag on a comedy show, he testified.

Much of the Walter E. Kline Assoc. broadcast activities for its clients involved providing props for tv shows, Mr. Kline said. The company kept a warehouse full of products ranging from kitchen appliances to moving vans and a mock-up train interior available to producers without cost, often saving them as much as $10,000 in prop costs. “We let the studios know the props we had and they came to us to get them,” he reported. No money changed hands on this sort of arrangement, he said, the studio getting free use of the

Injured feelings

Rep. Victor L. Anfuso (D-N.Y.), one of a group of congressmen critical of The Untouchables, has introduced a bill (HR 4502) aimed at prohibiting the radio or tv portrayal of any religious, racial or nationality group “in a degrading or criminal manner.” He said some radio and television programs fail to respect the feelings of certain groups.

Rep. Anfuso also made the firm warning that continued presentation of “those defamatory programs” could result in Congress taking radio and television “out of the hands of those who control them now.”

62 (GOVERNMENT)

BROADCASTING, March 13, 1961
From lost parakeets

"I wish to express my sincere appreciation for your assistance which resulted in the immediate location and return of my son's parakeet on Monday, November 21, 1960. You are certainly to be commended on this valuable public service so courteously rendered."

THOS. G. CAMP, Silver Spring, Md.

to "new-found" streets

"One of the few bright spots during the storm preceding Inauguration Day was the fast removal of the snow from the Capitol grounds and Pennsylvania Avenue in time for the ceremony and parade. WWDC contributed greatly to the recruitment of the manpower that accomplished this tremendous job so quickly. It would not have been possible to recruit the snow shovelers and truck drivers throughout the night without your frequent spot announcements. Thank you very much."

FRED Z. HETZEL, Director
U. S. Department of Labor, United States Employment Service for the District of Columbia

... the station that keeps people in mind

We don't have to tell you that radio is many-sided. It's a keenly competitive business operation, yet a public service. Its sounds are as remote as the ends of the earth, yet as personal as the ears that absorb them. It's enjoyed equally by the sun-soaking vacationer and the bed-ridden convalescent.

What do all these seeming paradoxes have in common? PEOPLE. The people who project radio (owners, program directors, performers)—and the people who listen. Build a bridge between them, and you create a kind of modern magic. From it many things flow—entertainment and information for listeners and SALES for advertisers.

We have been building a "people bridge" for years. That's why we're the station for you to keep in mind when you sit down to plan your next radio budget.

WWDC Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR
props it needed and the Kline client getting exposure of his product on the tv program. The clients paid the Kline organization for obtaining the air plugs, usually on a retainer basis although sometimes an attached fee, he said. He estimated that broadcast exploitation amounted to about 25% of the overall business of Walter E. Kline Assoc. Among the clients using this service were Allied Van Lines; Atchison, Topeka & Santa Fe Railway System; Fred Astaire Dance Studios and Nash Motors, he testified.

Placement of name product props on tv film programs is largely a thing of the past, Mr. Kline said. Most of these programs go into syndication, either originally or eventually, he noted, and the multiplicity of local sponsors makes a conflict with any brand article shown in the program virtually a certainty. He recalled one program which made liberal use of Nash cars (provided by Walter E. Kline Assoc.) when being filmed, necessitating extensive re-shooting when the series was bought by Packard.

**Watchdog hearing set March 27-29**

The long-promised Senate Watchdog Subcommittee hearings on complaints of broadcast abuses during the presidential campaign last fall will be held March 27, 28 and 29.

But while announcing these hearing dates, Subcommittee Chairman Ralph W. Yarbrough (D-Tex.) disclosed little else. He said "the specific complaints to be reviewed and the names of the witnesses" will be announced later.

Subcommittee Counsel Creekmore F. said the additional information would be forthcoming after the prospective witnesses replied to their invitations to appear. All of these replies were expected by the end of last week.

Although the Yarbrough announcement was brief, it indicated that the hearings might cover a broad area. It said that in addition to the complaints, the hearings will cover "other matters pertaining" to the subcommittee's "mandate."

The Subcommittee's Authority * This "mandate" is embodied in a Senate resolution, adopted last summer, which authorized the Commerce Committee to examine "any and all matters pertaining to—Federal policy on uses of government-licensed media for the dissemination of political opinions, news, and advertising, and the presentation of political candidates; and a review and examination of information and complaints concerning the dissemination of news by such media."

The Senate Commerce Committee passed this function on to the Watchdog unit. This subcommittee was created in 1959 to watch for abuses of the freedom Congress gave broadcasters when it modified the Communications Act's equal-time provision as it applies to candidates' appearances on newscasts and similar programs.

The resolution provided the Watchdog Subcommittee with a $35,000 appropriation to look into the effects of the temporary suspension of Sec. 315 of the Communications Act, which permitted broadcasters to give free time to the presidential and vice presidential candidates.

Sen. Yarbrough's subcommittee colleagues are Sen. Gale McGee (D-Wyo.) and Sen. Hugh Scott (R-Pa.). All three are also members of the parent committee's Communications Subcommittee.

**Other Hearings** * This subcommittee, headed by Sen. John O. Pastore (D-R.I.), has already held hearings on the effects of the temporary waiver of Sec. 315 (Broadcasting, Feb. 6), and will hold more. These are expected after the FCC completes the evaluation of all the data compiled in a study it made of the suspension of Sec. 315. The commission said this job will be wound up in April.

The Pastore group has under consideration a bill (S 204) submitted by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, that would make the temporary suspension permanent. It is also looking into the possibility of broadening the bill to apply to other than top-of-the-ticket candidates.

Additional support for the complete

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**A new information service at State Dept.**

The telephone rang one Tuesday morning a few weeks ago in the office of Luther J. Reid, chief of the State Dept.'s Office of Special Projects. It was Jack Morris, KTUL-TV Tulsa news director. He needed some background material on western hemisphere defense and some film footage showing the SAC air base on Puerto Rico—by Friday!

Former CBS publicity director and post World War II State Dept. aide Reid promised he would see what he could do.

What he did was to amass the information, contact the Air Force for the film segments, and the whole package was in Tulsa for Friday showing.

Routine, says Mr. Reid. It's a perfect example, he adds, of what this new State Dept. office is set up to do.

The Office of Special Projects was established in December. Its function is to serve all media which have special needs. It does not handle hard news; that still comes out of Lincoln White's office.

The Tulsa incident is a single example of what the new service is supposed to perform. Its primary aim, according to Mr. Reid, is to acquaint the American public with the policies of the United States in international affairs. To this end, he added, it hopes to furnish interpretative information to newsmen—and speakers to public assemblies—before crises, not after.

There's one danger in this approach, and Mr. Reid is quick to admit it. This is that with more information the American citizen may be even more critical of his country's international commitments
Get aboard the fastest growing market in Maine!

Here’s the countdown on your Eastern Maine Market*

Ten WLBZ-TV’s home county (Penobscot) showed the largest percent of family income increase of any county in Maine — 17.5%.

Nine Penobscot county had the largest population increase of any county in Maine — 27.2%.

Eight WLBZ-TV covers the 10 counties in Maine with the greatest percent of family income increase — 11.8%.

Seven The percent of family income increase in these 10 counties exceeded the national average. 11.8% to 7.4%.

Six There’s ¾ of a Billion in spendable income in WLBZ-TV’s coverage area.

Five The home city (Bangor) had the greatest increase in bank clearing of any city in Maine.

Four Military spending in this area is above the national average and constantly increasing.

Three WLBZ-TV is located in the most active city in Maine.

Two WLBZ-TV covers the most rapidly expanding manufacturing area in Maine.

One WLBZ-TV is in the wholesale and retail trading center for Eastern Maine (Bangor).

ZERO in on Channel 2 and get “on target” with sales!

Channel 2—NBC Bangor—WLBZ-TV
Eastern Maine’s favorite channel

Remember, a matching spot schedule on Channel 6 in Portland saves 5%.

* Based on a SRDS survey
repeal of Sec. 315—which has been urged by CBS and NBC—came last week from the Radio-Television News Directors Assn., which claims a membership of some 700. In a letter to Sen. Pastore, RTNDA President Bill Monroe, news director of WDSU-TV New Orleans, said last year's suspension of Sec. 315 permitted broadcast newsmen "to function in the American tradition of a free, fair and responsible press.

He said the principle that made the waiver "effective on the national level is also pertinent to local political coverage," and added: "If the electronic media are going to serve the people to the extent of their capacity, broadcast newsmen must have the same freedom as print newsmen to cover" the political news.

RADIO SET CENSUS

USIA report shows Russia second to U.S. in sets used

The U.S. Information Agency, citing figures it concedes may not be reliable, reports that some 188 million radio sets and another 40 million wired speakers were in use throughout the world, exclusive of the United States and Canada, at the end of 1960.

The report puts the Soviet Union behind only the United States in the number of radio sets in use, with 24.7 million, followed by Japan, 17.2 million; West Germany, 16.3 million; and the United Kingdom, 15.7 million.

The figure of 188 million radio sets in use in the countries surveyed appears to indicate an increase of 22 million sets in one year. But the USIA says this difference was brought about largely "by a most unusual and disturbing development in the history of Communist statistical reporting."

According to USIA, the Soviet Union in 1958 reported 9.6 million sets in operation but that in the following year it said its 1958 total really was 21.7 million and its 1959 total was 24.7 million.

This 12- to 14-million-set error casts "some doubt on the reliability of Soviet statistics," USIA observed. But the agency adds that radio production data tend to confirm the higher figure.

The USIA also said the Soviet Union wasn't the only country whose statistics could not be accepted without question. "At best," it said, "radio-set statistics are approximate and should be treated with caution, particularly when they refer to newly developing countries."

With that warning, it reported that, exclusive of North America, Western Europe and other world regions in radio sets with 76.5 million. The Communist bloc was next, with 41.4 million, but was far ahead of all other regions in wired speakers, with 32.5 million.

The report also said there were 30.2 million radio sets in the Far East, 24.3 million in Latin America, 12.2 million in the Near East and South Asia, 3 million in Africa and 457,000 in Western Hemisphere possessions.

Tv, movies blamed for youth behavior

The Senate Juvenile Delinquency Subcommittee was told last week that television, along with other mass media, shares some of the blame for the increasingly violent behavior of youthful offenders.

Heman G. Stark, director of the California Department of the Youth Authority, said the increase in violence "does not seem strange" when one considers that press, radio, television and the movies "bombard the public with acts of violence and aggressive, assaultive behavior."

Mr. Stark was one of 12 witnesses, including Mayor Robert F. Wagner of New York, called to testify on the general question of the role of the federal government in combating juvenile delinquency.

In commenting on Mr. Stark's testimony, given in the first two days of hearings, Subcommittee Chairman Thomas J. Dodd (D-Conn.) agreed there was "room for improvement" in the mass media.

And, indicating hearings will be held on this subject, he said that "this is another area in which we hope to do some work."

However, he said he would be more interested in persuasion than legislation. "We hope we can induce the industries to improve themselves. I don't like the idea of censorship—no one does. . . . We want to get cooperation."

Kintner to regulators: 'Improve or perish'


He favors upgrading the offices of commissioner and staff and lengthening of commission terms (but not for life, as some have suggested) as aids to better regulatory administration.

"The need for flexibility in administering the laws committed to the care of the regulatory agencies cannot be overemphasized," Mr. Kintner writes, "for the needs of the complex economy of this nation cannot be met by an assumption that rigid tests and procedures established today are necessarily valid for all time to come. However, this need for flexibility does not lessen the continuing need for reasoned articulation of decisions, whatever the mode of their promulgation, for one of the major tasks of a regulatory agency is to educate those who are regulated."

Mr. Kintner feels the greatest problem, yet hope, of the regulatory agencies is "men." He notes that when the regulatory agencies were established it was recognized they should be bipartisan: "it is fair to expect that agency members exhibit some measure of political responsibility, but it is no less true that responsibility and not patronage should be the criterion for appointment."

He says attention can be focused on criteria for the exercise of presidential discretion in making agency appointments, with probity, efficiency and devotion to public interest as the obvious principal criteria. "Political responsibility is also a legitimate criterion, but the relevant area of examination should be political philosophy, not patronage considerations," he adds.

Ex parte contact with federal agencies is the theme of another article in the same issue of the ABA Journal: "Private communications with administrative agencies should be prohibited," says Richard N. Evins, a former hearing examiner for both the Federal Power Commission and the National Labor Relations Board. He supports efforts for new legislation to prohibit such contracts, citing the "recent disclosures of irregularities and backdoor pressures" at the FCC and FPC.

Murrow nomination set for hearing in Senate

CBS newsmen Edward R. Murrow is tentatively scheduled to appear before the Senate Foreign Relations Committee tomorrow (Tuesday) for a hearing on his nomination as director of the U.S. Information Agency.

Donald M. Wilson, a former Life magazine staff man selected to be deputy director, was to appear at the same time. President Kennedy sent both nominations to the Senate last Tuesday (March 7).

Lee Loevinger, a former justice of the Minnesota Supreme Court whose name was sent to the Senate at the same time, already has been confirmed as assistant attorney general in charge of the Justice Department's anti-trust division.

Also sent to the Senate last week were the nominations of Paul Rand Dixon, chairman-designate of the Federal Trade Commission, and Philip Elman to the FTC. The Senate Commerce Committee will hold hearings on both tomorrow.

The President has withdrawn the
New TK-12 Monochrome Camera by RCA Provides

Finer Product Detail...Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail ... it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept.SB-22, Bldg. 15-1, Camden, N. J.

RCA Broadcast and Television Equipment, Camden, N.J.

Finer Detail for Better Brand Identification

Improved Gray Scale to Dramatize Product Features
nominations of FTC Chairman Earl W. Kintner and FTC member Edward K. Mills Jr., Republicans whose names were sent to the Senate in January by former President Eisenhower.

April 28 set by FCC for '61 Conelrad drill

April 28 has been set for this year's Conelrad drill, at the request of the Office of Civil & Defense Mobilization, the FCC announced last week (CLOSED CIRCUIT, Dec. 26, 1960). All broadcast stations (am, fm and tv) in the continental U. S. must participate. Those in Hawaii, Guam, Virgin Islands and Puerto Rico will participate on a voluntary basis.

The drill will begin at 4 p.m. EST and last a half-hour. Stations will leave the air during this period, except for those authorized to operate on the emergency broadcast system frequencies, 640 or 1240 kc. State industry advisory committees may test their fm state defense networks during the drill and such fm emergency network stations are authorized to participate.

Broadcasters will go along with the drill. But some industry representatives are not convinced the present system is the best or that it is truly necessary and they would like the Dept. of Defense, the OCDM and the U. S. Air Force to study alternatives with them.

The cost of the present annual half-hour off the air is estimated at more than $250,000 in broadcast revenues.

The drill date was one of three proposed by OCDM and submitted to each state industry advisory board for comments. Deadline for comments was Dec. 15, 1960, when the subcommittee of the National Industry Advisory Committee met, discussed state comments and settled on April 28.

Necessary? In this meeting, according to A. Prose Walker, NAB engineering department manager, it was agreed that a joint study of the current Conelrad system should be made by broadcasters and the interested government agencies. The main question was: Is the annual Conelrad drill necessary? Subcommittee members felt the broadcasting aspects of Conelrad had been proved in previous drills, but because coordination with OCDM maneuvers was not proved, the broadcasters agreed to the proposal without complaint. Arthur Peck, CBS Radio director of network operations and chairman of NIAC for this quarter, told BROADCASTING last week.

Mr. Walker said NIAC feels the Defense Dept. and OCDM should explain the problems openly. If security is involved, he said, enough members of NIAC have security clearances to work out answers in closed session. "We are inclined to think the present [Conelrad drill] system is unnecessary but we want to see it studied rather than have only the government decide," he said.

Mr. Peck said NIAC sent a letter to the FCC last month asking if the new administration wants to continue the present system or if it has new plans.

Dissatisfaction with the annual Conelrad drill has been growing since it began. Many sources have said they feel it's already obsolete and have pushed for a more practical solution to the emergency broadcasting problem.

D. C. Bar to discuss who will regulate regulators

"Who Will Regulate the Regulators" will be the featured panel discussion at the monthly meeting of the District of Columbia Bar Assn. tomorrow (Tuesday). Participants will include Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and chairman of several of the federal regulatory agencies.

Newton N. Minow, chairman of the FCC, has turned down an invitation to participate in the panel and it is not expected that any member of the commission will take a part. Rep. Harris will open the panel with a 10 minute talk, after which each agency chairman will be given five minutes. The opening talks will be followed by questions from the floor.

Principal item of debate will be whether Congress, which created the agencies, or the White House, which appoints the members, will be the father supreme.

KFRE-TV dual operation permitted to continue

KFRE-TV Fresno, Calif., has been permitted to continue dual operation of ch. 12 and ch. 30 there until April 15. The commission last week denied protests by KJEO (TV) and KMJ-TV, the other two Fresno stations, both uhf (BROADCASTING, March 6).

The dual operation is authorized to provide service during the transition period when KFRE-TV shifts from vhf to uhf as a result of the FCC deintermixing Fresno, making it all-uhf. KFRE-TV, a Triangle station, two weeks ago told the FCC the dual operation is necessary so citizens in outlying areas will have a chance to convert to uhf and receive that station's signal. The station said it cooperated with the commission in the deintermixing, even though it might have delayed that process several years through legal maneuvers.
In Providence, WJAR-TV’s new one-two punch delivers a feature film knockout!

Adding to their Million Dollar film library, WJAR-TV announces the two biggest buys in feature films: NTA’s “61 for 61” and Warner Brothers’ “Post ’50 Package” to be seen Mon. thru Fri. at 9 A.M., 1 P.M., 5 P.M. and Sat. and Sun. at 11:10 P.M. Some of the titles and stars: A STAR IS BORN • VIVA ZAPATA • ALL ABOUT EVE • THE HIGH AND THE MIGHTY • COME TO THE STABLE • REBEL WITHOUT A CAUSE • THE PRINCE AND THE SHOWGIRL • HONDO • COME FILL THE CUP • THE BIG LIFT • DOWN TO THE SEA IN SHIPS • PINKY TO THREE WIVES • YELLOW SKY • THE SEARCHERS • LAND OF THE PHARAOHS • Marilyn Monroe • Anita Ekberg • Burt Lancaster • John Wayne • James Dean • Sal Mineo • Maria Schell • Kirk Douglas • Joan Crawford • James Cagney • Spencer Tracy • James Mason • Glenn Ford • Peter Sellers • Gary Cooper • Natalie Wood
Only Air Express assures top priority service for your product anywhere in the 50 states and Canada.

It doesn't matter whether you ship a two-ounce radio tube or a one-ton piece of earth-moving equipment. The moment the AIR EXPRESS label goes into place your shipment gets top priority over all of the nation's scheduled airlines. We have enthusiastic users on both ends of the scale.

The reasons: your shipment flies with jet-age speed. And it flies first class—first on, first off, first there. No waiting ever for package consolidation.
Another is convenience—door-to-door service plus within-the-hour pickup by the AIR EXPRESS fleet of 13,000 special trucks, many radio-dispatched for maximum speed.

Kid-glove handling every mile of the way—to anywhere in the U. S. and Canada—is another AIR EXPRESS extra. Teletype receipt of delivery on request. That's why so many businesses are making the one phone call it takes to put AIR EXPRESS to work for them—at amazingly low cost—and they're doing it regularly. You'll like what happens to your competitive position, too, when you think fast . . . think AIR EXPRESS first! Call today . . .

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R•E•A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES
Senate committee approves etv funds bill

The Senate Commerce Committee last week reported out the $51 million aid-to-educational television bill (S205) introduced by its chairman, Warren G. Magnuson (D-Wash.), and ranking minority member, Andrew F. Schoeppe1 (R-Kan.). The vote at an executive meeting Wednesday (March 8) was unanimous after committee members accepted an amendment proposed by the General Accounting Office. This would require the states to keep records of how they spend the funds and authorize the GAO to audit these accounts.

Additional support for the bill came from the newly-installed FCC chairman, Newton N. Minow. In one of his first official acts, he sent a statement to the committee on Tuesday urging the use of federal funds for educational television. Mr. Minow, who was sworn in as chairman March 2, when the Commerce Committee was winding up two days of hearings on the bill (BROADCASTING, March 6), said he issued his statement "because of the immense importance I attach to this legislation."

He said that "a widely available and adequately financed non-commercial educational television service is vitally necessary to improve our educational and communications system." He also said such a service offers "an unparalleled opportunity for education, for experimental programming, for real diversification of program fare, and for cultural advancement."

But since many local areas lack funds for station construction, he said, federal aid is needed, "particularly to advance the date of construction and to permit extensive rather than minimal operation."

The Magnuson bill, which would provide grants of up to $1 million to each state and the District of Columbia for the installation or improvement of etv facilities, has won Senate approval in the past two Congresses. But it died in the House each time.

Chances for enactment of an etv measure appear brighter this session. The House Commerce Committee, which let the first Magnuson bill die in the 85th Congress, last year reported out a state-federal matching-funds bill measure, but it was pigeon-holed by the House Rules Committee. So far this session, a number of etv bills have been introduced by House Commerce Committee members, including one by its chairman, Rep. Oren Harris (D-Ark.), which is similar to the Magnuson bill.

Chairman dissents in his first FCC meeting

FCC Chairman Newton N. Minow registered his first dissent at his very first meeting. The commission granted a construction permit for an am station in Ebensburg, Pa. on 1580 kc, 1 kw daytime to Cary H. Simpson, owner of majority interest in five other standard stations in north central Pennsylvania.

Said Chairman Minow, "I would designate the application for hearing on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area of Pennsylvania."

Commissioner Bartley, who has consistently dissented in such situations, concurred with the chairman.

Mr. Simpson owns WTRN Tyrone, WBLF Bellefonte, 67% of WFRM Coudersport and WNB1 Wellsboro, and 50% of WKB1 St. Mary's, all Pennsylvania.

USIA REPORT ON REDS

Communist broadcasts to foreign lands up 10% in '60

The U. S. Information Agency reports that quiz games, polls and contests, generally served with strong ideological flavoring, are becoming increasingly popular staples of Communist international broadcasting.

The agency also says that Red broadcasting to foreign lands continued to expand last year, climbing from 2,921 hours per week at the end of 1959 to 3,203 hours by December 1960, a 10% gain.

And the "outstanding development" in this connection, the agency adds, "was the continued massive expansion in Communist Chinese output." That country's foreign broadcasting was said to have increased 34%, from 512 hours weekly to 687 hours.

An example cited of radio games, Communist style, involved Radio Moscow's "Club of Peace and Friendship," which was organized in the Soviet capital in September "to strengthen friendly contacts between the Soviet and Arab peoples." The club invited listeners to comment on such questions as: "How could the liquidation of the shameful system of colonialism be effected on our planet?"

Big Jump in Africa • And Radio Moscow, in a history quiz beamed to Denmark, asked, "Who was the Danish author who was among the first to visit the USSR to greet the proletarian revolution?"

But it isn't all heavy-handed propaganda, according to USIA's findings. The winner of a quiz for listeners in Spain was to receive a free trip to Moscow to attend a soccer match between Soviet and Spanish teams.

The USIA report reveals that the increase in Communist bloc international broadcasting was evident in all areas of the world, except North America, where a slight decline was registered.

The highest percentage of expansion
SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!

There is nothing new about special optical effects in TV. What is new...excitingly new in video-taping special effects on "SCOTCH" BRAND Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag-of-tricks...does 90 per cent of them merely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect."

On video tape you create electronically, instantaneously. And "1001" is just a number—in creative hands there is no limit! By pushbutton and an electronic special-effects generator you can create thousands of variations...wipes, dissolves, fade-outs...you can matte a person or product from one scene into an entirely different one...combine several images of the same person on the screen...introduce pixie or giant characters with normal-size people...do split-screen "before and afters," or a montage of different scenes...combine photographs, miniature sets, drawings, cartoons, movies, with live or tape scenes...produce pop-on overlay effects, faces, product labels...do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape...create rain, snow, fire, smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors...provides "how're we doin'?" feedback, (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.
It's no mere yarn that KOIN-TV captures the confidence of the widest audience in Portland, Oregon, and 33 surrounding counties. Programming prompted by the distinctive desires of our viewers is the secret. Knit your brow no longer over the Portland market... see how KOIN-TV will sew up sales for you. We direct you to the latest Nielsen to complete our case.*

KOIN-TV persuades people in Portland!

*Highest ratings and widest coverage...7 of every 10 homes in Portland and 33 surrounding counties, KOIN-TV—Channel 6, Portland, Oregon. One of America's great influence stations, Represented nationally by CBS-TV Spot Sales.

Filmways registers stock with SEC

Filmways Inc., New York producer of tv commercials now branching out into productions of tv series and possibly feature films, has registered 53,500 shares of common stock with the Securities & Exchange Commission to be offered in various ways.

Filmways is listed on the American Stock Exchange. On March 1 it closed at 5%.

Filmways' revenue for the year ended July 31, 1960 was $5,721,173; net income (with special tax credit) $36,000.

The statement noted that Filmways has experimented with video tape for commercials and series but has suspended further tests and now is using film only. Due to "numerous technical and administrative problems" in the use of video tape, "it does not approach film" for economy and quality, the company concludes.

Filmways' two tv series currently are 21 Beacon St. and Mister Ed. The company is considering producing feature films, the prospectus said.

Officers & Salaries = Martin Ransohoff, board chairman, owns 22% of the outstanding stock. His annual salary is $67,600 and 5% of the company's net. Milton R. Dubin is senior vice president (salary not listed); Lee Goodman ($42,003) is executive vice president and Will Cowan ($36,300 and 3% of net) is a vice president.

Rodney Erickson is Filmways' president. Under a contract specifying his services as "special, unique and extraordinary," Mr. Erickson gets $26,000 for his first year (started Nov. 4, 1960) and $52,000 for the second year. In addition he is to receive the amounts, if any, equal to 40% of certain net revenues of Rodney Erickson Enterprises Inc. (now a Filmways' subsidiary). His aggregate salary is not to exceed $67,600 per year.

The shares in the registration statement will be offered as follows: 20,000 shares in connection with the acquisition of literary properties including photoplays and to induce present or prospective key employees to remain with or to join the company; 17,500 shares to be sold on the exchange from time to time at prevailing market prices; 16,000 shares to be offered by Filmways to holders of a like amount of warrants which were acquired at 1 cent each in December 1958 by S. D. Fuller & Co., in connection with a prior stock offering, of which part was resold to another firm. Each warrant entitles its holder to buy one share of common stock at $5.25. Nine sellers of the 17,500 block of stock were listed who proposed to sell portions ranging from 200 to 8,000 shares.

WEOL appeals in suit

WEOL Elyria-Lorain, Ohio, took its seven-year-old $1 million triple damage antitrust suit against the Lorain Journal to the U. S. Court of Appeals in Cincinnati last week. The radio station, which claims it was damaged in the early 1950's by the newspaper's policy of refusing to accept advertising from businessmen who advertised on WEOL, lost its suit in the lower court last year. A federal judge in Cleveland district court ruled WEOL had failed to substantiate its alleged losses (BROADCASTING, May 30, 1960). The government won an antitrust suit against the newspaper for this practice in 1951.

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CURIOUS-LOOKING MAP?

Indeed it is—for everyone knows that the cities on each of the circles are not actually equidistant from Centralia. The explanation? It's not a geographic map at all—it's an economic map. Its purpose is to show how the direct, flexible transportation service provided by trucks shrinks the miles between point of origin and destination—how it has the effect of equalizing the distances between widely scattered cities . . . Centralia, Illinois—the population center of the U. S. and a city of approximately 15,000 people—is within 24 hours by truck of each of the cities plotted on the inner circle—and within 48 hours of those on the outer circle! This, multiplied the length and breadth of the land, is the changing face of America—new market horizons made possible by the magic of truck transport.

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

BROADCASTING, March 13, 1961
Hayward, O'Neil not in tune on pay tv

Proponents of pay television traditionally have touted "quality" programming as the secret ingredient that would win both the public's approval and its money. But once pay tv was established, how long could quality survive in the crossfire of profit incentive?

There appears to be some difference of opinion on the question between two of the principals in the pay tv test which the FCC has authorized for RKO General's ch. 18, WHCT (TV) Hartford, Conn. The views were expressed after a panel presentation on pay tv before the Investment Analysts Society in Chicago last week.

Broadway producer Leland Hayward, who will develop program material for RKO General's three-year pay tv test in conjunction with Zenith Radio Corp. and others, admitted that, once subscription television is accepted generally, it would not be too hard to guess which program choice would be made by an operator in a given situation: a quality program that would bring in $10,000 or a mass appeal program that would bring in $500,000. Mr. Hayward said, however, that quality programming is a must to get pay tv going.

Tom O'Neil, president of RKO General, said quality would have to be sustained if pay tv wishes to continue to survive even after it has won general acceptance. "If you cheapen your product, pretty soon you lose your customers."

Neither felt pay tv programming would be competitive with commercial tv. They told the panel it would be supplemental and they expressed high expectation that there is enough of a fringe market to make a top quality format economically successful as well as attractive to viewers.

Also on the panel was Joseph Wright, Zenith president, whose company is providing the decoders to RKO General for the test. Zenith's corporate affiliate, Teco Inc., is the Phonevision licensee. The Teco president, Pieter Van Beek, also was present.

Mr. Wright said of the Hartford test: "... From here on out the merits ... are going to be judged not on the basis of theoretical arguments conjured up on a speculative basis, but on the hard facts of what we do. The business will be successful if it brings to the public fine entertainment for which the average viewer is perfectly willing to pay; it will fall flat on its face if it does not generate excitement and enthusiasm."

Los Angeles Superior Court against RKO General Inc. seeking $1.4 million damages because one of Eddie Fisher's movies "Bundle of Joy," which co-stars Debbie Reynolds, was shown on television without permission. The plaintiff also seeks an injunction against further showing of the film before June 5, 1961, expiration date of a specified five year agreement between RKO Pictures which produced the movie and Ramrod which has Mr. Fisher under a ten year contract.

The plaintiff contends the film was shown 14 times on television, twice daily on WOR-TV New York, between Nov. 28 and Dec. 4, 1960 and on KHS1-TV Chico, Calif. during the week of Feb. 20.

20th Century Fox talks with NTA about buying it

National Telefilm Assoc. last week confirmed reports that it has had discussions with the 20th Century-Fox Corp. for the purchase by Fox of NTA, including WNTA-TV New York.

NTA recently offered its broadcasting properties—WNTA-AM-FM-TV—for sale and there have been several interested purchasers, including a New York civic group working with the National Educational Television & Radio Center, Ely A. Landau, formerly board chairman of NTA and producer David Susskind. Both Mr. Landau and Mr. Susskind have said they have groups that are interested in buying the station but have not made offers. The only bid made for the station has come from the group allied with NETRC, which offered $4 million for WNTA-TV. This was turned down by NTA as "inadequate."

It was reported that Fox's intention is to buy NTA as a whole. Spyros P. Skouras, Fox president and Oliver A. Unger, board chairman of NTA, acknowledged they have been holding talks but said these were still in the exploratory stages.

Hour-long network shows hit syndication trail

MCA TV Film Syndication Div. announced last week that it is offering four, hour-long tv series, which have concluded their network runs, for syndication to tv stations throughout the country. David Sutton, division vice president, noted that in recent years, first-run off-network programs tended to be re-sold for network re-telecasting in daytime or summer periods, and rarely were made available locally.

The four programs and the number of hour episodes offered are: Riverboat (44), Suspicion (21), Cimarron City (26) and Overland Trail (17).

Mr. Sutton said each of the four series already has been bought by WNEW-TV New York, WTTG (TV) Washington, KTTV (TV) Los Angeles, WBNS-TV Columbus, KVOA-TV Tucson, WAVY-TV Atlantic, WENS-TV Cleveland, KVCR (TV) Phoenix; KKTV (TV) Colorado Springs, Colo.; WGAN-TV Portland, Me.; WITN (TV) Washington, N. C.; WBBW- TV Wilkes-Barre-Scranton, Pa., and KPTV (TV) Portland, Ore.
nothing
up this sleeve...
but plenty in reserve

SYLVANIA SMALL POWER TUBES

No magic, no secrets, no foolin'. Conservatively rated, Sylvania small power tubes have plenty in reserve. For one thing, there's the outstanding Sylvania reputation for providing quality. The kind of quality that means long-life expectancy, lower tube costs per hour of operation, reduced maintenance time. For another, there's Sylvania power tubes' high reliability for maximum assurance of on-air continuity.

Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 124, 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
MAXIMUM PLATE DISSIPATION (CCS) WATTS

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Values given are for Class C oscillator, RF power amplifier.
Film sales...

21 Tarzan Features (Banner Films): Sold to WSIL-TV Harrisburg, Ill.; WJBF (TV) Augusta, Ga.; WSOCTV Charlotte, N. C.; WOW-TV Omaha, and WEHT (TV) Evansville, Ind.

Bold Journey and I Search for Adventure (Banner Films): Sold to KENS-TV San Antonio; WNEM-TV Saginaw-Bay City, Mich.; KTVR (TV) Denver; KIMA-TV Yakima, and KPHO-TV Phoenix.

Debbie Drake Show (Banner Films): Sold to WGR-TV Buffalo; WTO (TV) Rockford, Ill.; WEHT (TV) Evansville, Ind.; WJBF (TV) Augusta, Ga.; WRAL-TV Raleigh, N. C.; WMCT (TV) Memphis; KGHL-TV Billings, Mont.; WRBL-TV Columbus, Ga.; WBRZ (TV) Baton Rouge; WAGL-TV Lancaster, Pa.; WJHG-TV Panama City, Fla.; KFLY-TV Lafayette, La., and WS-B-TV Atlanta.


American Civil War (Trans-Lux): Sold to KFVS-TV Cape Girardeau, Mo.; KGLO-TV Mason City, Iowa; KONO-TV San Antonio; WSAU-TV Wausau, Wis.; QTQ (TV) Fort Dodge, Iowa; WSTV-TV Steubenville, Ohio; WITI-TV Milwaukee and five overseas network stations of U. S. Armed Forces.

Encyclopaedia Britannica Film Library (Trans-Lux): Sold to KONO-TV San Antonio; WVHC-TV Hampton-Norfolk, Va., and WSAU-TV Wausau, Wis.

Cartoon Classics (Banner Films): Sold to KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KEYC-TV Mankato, Minn.; WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.

Program notes...

Crosby's creations • Bing Crosby Productions will begin filming two new TV series—a half-hour romantic comedy, starring Eve Arden, and an hour medical series, tentatively titled Ben Casey. James E. Moser created the latter. He also created Medic, but points out that the new series is planned as much more than a lengthened version of that series.

Appoints distributor • Carl Dudley, producer of South Seas Adventure, has pacted Trans-Lux Television, N. Y., to distribute his new series, It's a Wonderful World, with John Cameron Swazye.

NT&T Los • National Theatres & Television reported a net loss of $114,574, equal to 4 cents a share, for the 13-week period ended Dec. 27, 1960. Gross for the period was $9,960,000. For the like period of 1959, NT&T had a net of $401,159 or 15 cents a share on revenues of $11,533,000. President B. Gerald Cantor, in his first-quarter statement to stockholders, pointed out that the 1959 quarter included earnings of $269,000 by WDFA-AM-TV Kansas City, which was sold at a profit of $3 million during 1960, and also reflected unusually large profits—$865,000—from the disposition of theatres and real estate.

Best sound • The "Silent Caper" episode of 77 Sunset Strip, produced by WARNER Bros. for ABC-TV, was the best sound-edited TV film of 1960, according to the Motion Picture Sound Editors. Awards were presented to Edwin Scheid, supervising editor, and to sound editors Pete Berko, Mike Colgan, Bruce Flu, Wally Haynes, Stanley Martin and Bill Mauch on March 4 at the 8th annual MPSE banquet at the Beverly Hilton Hotel in Beverly Hills.

RCA Victor Reveals New Color Tube

Its improvements are expected to spur consumer interest

The development by RCA Victor of a new color picture tube which makes pictures 50% brighter and gives them greater sharpness and contrast than the company's previous tubes is expected to quicken consumer interest in color. It was shown in New York last week.

The new tube, which also reproduces black-and-white pictures with noticeable improvement in brightness, contrast and sharpness, will be made available to all other manufacturers for the color sets they are currently marketing or planning to market. RCA said the new tube results in no change in the price of sets.

The new version of RCA's three-gun shadow mask picture tube was developed by the RCA Electron Tube Div., Lancaster, Pa. It can be furnished to manufacturers in two versions: (1) the conventional type for receivers using separate safety glass, or (2) the laminated safety-plate type which eliminates need for conventional separate safety glass. The tube is of the 21-inch type, which RCA maintains is the ideal size for home viewing of color tv.

Will help dealers • The tube's improved brightness, an advantage particularly when viewing in brightly lighted rooms, as in dealer showrooms, was achieved by using improved phosphors of the sulfide type to attain balanced electron beam characteristics. The tube is identified as the RCA-21FBP22.

The improved performance of RCA's color tube, a development which will be featured in a national advertising program in a few weeks, is considered a significant step to boost an expected surge of consumer interest in color set purchases next fall. Though the new tube would be a major color progress event in itself, RCA's announcement came as a capstone to recent events on the color tv frontier. Zenith Radio made headlines with its plans to introduce a line of color receivers in the fall (.broadcasting, Feb. 27). On the network level, Eastman Kodak said it would leave ABC-TV and CBS-TV to become alternate week sponsor with RCA of next season's new NBC-TV color program, Walt Disney's Wonderful World of Color (Broadcasting, March 6). Eastman specified it was moving to the Disney show in the belief that color television has come of age and because color photography is important to the company's growth.

An engineer at RCA's Lancaster, Pa., color tube plant applies a demagnetizing coil in one phase of checking out a new tube for brighter color. The kaleidoscopic pattern on the tube's face is the result of an electron beam sprayed from the coil to excite the different color phosphors.

EQUIPMENT & ENGINEERING
Capitol Records enters electronics

Full-scale entry of Capitol Records Inc. into the electronics field through the formation of a wholly-owned subsidiary, Electric & Musical Industries (U. S.) Ltd., was announced last week by Glenn E. Wallichs, Capitol president.

The name comes from that of the principal stockholder of Capitol—Electric & Musical Industries Ltd. of England—a major British electronics firm and the largest manufacturer and distributor of magnetic tape in the United Kingdom. EMI will supply EMI/US with a majority of its products, but the new company also has acquired the operations and services of two independent American electronic companies, Hoffman Electron Tube of Westbury, N. Y., and Voi-Shan Electronics Division of Voi-Shan Industries, Los Angeles.

Daniel C. Bonbright, Capitol vice president for administration and finance, also has been named corporate vice president for the company's electronics activities. Capitol's home instruments division, for which he is also responsible, may eventually be merged with EMI/US, he said. A Bruce Rozet, capital administrator of management planning, also will become vice president and general manager of EMI/US.

According to Mr. Rozet, the new company will have four divisions: the broadcast division, which will market studio equipment, professional tape recorders and related equipment; the magnetic tape division, which will market video, audio and instrumentation tape; the electronic tube division, to manufacture and market a full line of special high-performance electron tubes and microwave instrumentation, including photomultipliers, klystrons, traveling-wave tubes, camera pick-up tubes, cathode ray tubes and storage tubes; and the consumer products division, which will manufacture and market electronics products for home use.

One of the most important products EMI/US will market initially is t.v. tape, the company said, noting that the tape to be offered by EMI/US currently is used by both the BBC and CBC. Hoffman Electron Tube, national distributor of electron tubes and micro-wave components, has distributed EMI tubes for three years in the U.S. Voi-Shan Electronics Div. has been active in the development and manufacture of traveling-wave tubes. Key personnel of Hoffman and Voi-Shan are being retained by EMI/US, which will have executive offices in the Capitol Tower in Hollywood. The company also will maintain an eastern sales office in New York, manufacturing facilities in Los Angeles and servicing-warehouse facilities in 28 locations throughout the country.

EMI/US will introduce its new line to American engineers at the Institute of Radio Engineers trade show in New York March 2-23 and also will have an exhibit at the NAB convention in Washington, May 7-10.

In announcing the expansion, Mr. Wallichs commented: "Capitol's move into the electronics field is, we believe, a logical step. It allows us to diversify our present activities by moving into an area that is closely related to our primary business, and one in which EMI, our parent company, has already established pre-eminence as a pioneer and as a major force in the vital area of research and development."

Zenith net earnings top $15 million during '60

Zenith Radio Corp., Chicago, reported net consolidated earnings for 1960 of $15,225,819 ($5.11 a share), representing the firm's second highest year in its 42 year history, in a statement to stockholders last week. A record year was 1959 when earnings were $16,630,144 ($5.63 a share). In 1958 the net profit was $12,116,165 ($4.10 a share).

Net consolidated sales for 1960 were $254,111,740, or 2% below 1959's record $260,033,866, but 30% above the previous record set in 1958. Apart from intensified competition in the consumer electronic field last year, Zenith also suffered some distortion. The input circuit of the most popular Zenith television receivers, "for the second successive year, Zenith produced and sold more than one million television receivers," it was reported by Board Chairman Hugh Robertson and President Joseph S. Wright.

Technical topics...

Tall move • The Tall Co., manufacturers of the Editall Tape Editing and Splicing Blocks, announces the opening of offices at 27 East 37th St., N. Y. The company also is announcing an addition to its line: the Editall Block designed for attachment to modern compact tape recorders. Called the Editall S2, this block is 4 inches long, 34 inches wide and ¾ inch thick. The price is $6.50.

New monitor • General Electric Co. has developed what it describes as an improved t.v. monitor. It will work with any standard black and white camera to produce a picture said to be almost free of distortion. The input circuit will cancel out most distortion caused by nearby high-current wires. Controls are independently effective; adjustment of one has no effect on the others. Parts are more accessible than in previous models.

New oscillator • Kay Electronic Co., Pine Brook, N. J., announces the availability of its new Sona-Sweep Model M low-frequency sweeping oscillator. The Model M adapts the accepted techniques of RF swept-frequency alignment for audio and ultrasonic design and test work. The Sona-Sweep also provides a complete measurement system of information and prices may be obtained from Kay Electric Co., Dept. BT, Pine Brook, N. J.
Cleveland d.j. prefers simplicity over luxury

Lying in the lap of luxury proved to be more of a strain than a pleasure for a WHK Cleveland d.j., who recently eased his way through five days of a one-week luxury survival test and then forfeited a two-week luxury vacation in Miami Beach by going back to his more customary “simple life.” Scott Burton, personality at the Metropolitan Broadcasting outlet, began the experiment after he had requested listeners to send in their ideas for a new kind of endurance or survival test.

Mr. Burton accepted the challenge of Marvin Mintz, president and managing director of the Sahara Motor Hotel in Cleveland, who stated that if the d.j. could maintain his highest happiness quotient determined by a psychiatrist for at least seven full days, he would win a vacation at the Fontainebleau Hotel in Miami Beach. But Mr. Burton flunked when he realized he preferred to walk instead of being carried, that a valet was a bother, that flowers floating in the bathtub were a nuisance and that his specially prepared menu only made him crave for a ham and cheese on rye. The first record he played when he returned to WHK was Frank Sinatra’s “Give Me the Simple Life.”

Drumbeats...

Greetings • WABC New York broadcast a special greeting to the Brooklyn Region of the Hadassah (Women’s Zionist Organization of America) on its 49th birthday March 2. Timed to coincide with over 300 luncheon-birthday parties celebrating the occasion, WABC incorporated the greeting into the station’s 12:25 p.m. First Person News.

Big Rip • WRIP Chattanooga, Tenn., proved to local listeners just how big it really is via the use of Big Rip, a baby elephant, who appeared at a weekend promotion with the station’s mobile studios. Station officials claim it was one of the biggest promotions in the city’s history with 12,000 hot dogs being sold in two days and many prizes being distributed. Biggest prize of all, according to the consensus of opinion, went to the kiddies who got to ride on Big Rip.

Show promo • With the cooperation of the Encyclopaedia Britannica and the Dolphion Div. of Doubleday Inc., WOR-TV New York, has conducted an on-the-air essay contest relating to the station’s week-long showing on “Uncle Tom’s Cabin,” in honor of Lincoln’s birthday. The contest offered viewers an opportunity to win copies of the book, written by Harriet Beecher Stowe, and a grand prize of the 54-volume Great Books of the Western World.

Identification • It isn’t easy in a big market for the smaller station, especially fm, to establish listener identification and win adequate news space in the local papers. But with a new twist to an old technique, WCLM (FM) Chicago feels it has achieved that. The station reports “enthusiastic” response to its new weekend format of frequent five-minute news origination, telephone recorded from the desks of the editors of some 15 community newspapers, interspersed with music and telephone interviews with personalities from all fields currently in the city. Weekend host of Chicago Orbit is Linn Burton.

Patron of the arts • The Metropolitan Broadcasting Corp. and the Columbia U. School of Architecture are co-sponsoring the premiere showing of the works of artist Jacques Fabert at the university’s Avery Hall from March 20 through April 16. John Kluge, president of Metropolitan Broadcasting, has been serving as Mr. Fabert’s patron and has encouraged the artist to drop all outside activities to concentrate on the development of his talent.

Colorful television • A very unconventional “color” transmitter was inaugurated on WNEW-TV New York last week. It seems that the Amazing Randi, a guest on the station’s Wonderama, set up a circular prop which alternated black and gray designs. When Randi spun this wheel to the right, the resultant effect was a series of concentric circles displaying a red center. When he spun it in the opposite direction, the red circles appeared on the outside. Those present in the studio could definitely see various color combinations, but some members of technical crew, however, claimed to have seen color on the monitor. The Amazing Randi requested the viewing audience to send postcards if they saw color on their home sets. Letters were received from “hundreds” of children and adults substantiating the crew’s claims.

WFYI ‘for the birds’

Long Island’s birds were showered with over three tons of food this winter thanks to “the station for the birds,” WFYI Garden City, L.I., N.Y. In order to save local wildlife from the annual bird-famine when snow covers the birds’ feeding places, the New York Herald Tribune radio outlet dropped food from its “Skyway Patrol” plane until warm weather melted the snow.
FATIGUE—A FRIEND IN DISGUISE

Nobody welcomes fatigue. Yet, it can be a friend in disguise. Without a sense of fatigue, we would often push ourselves beyond our endurance—and the diagnosis of certain diseases, of which fatigue is an early symptom, might be long delayed.

There are many kinds and many causes of fatigue. For example, there's simple physical fatigue which you feel after a strenuous "work-out." You rest or get a good night's sleep—and it vanishes.

Fatigue may also be caused by low blood sugar—especially among people who eat little or no breakfast. Any healthy person who "tires out" before noon should have a breakfast high in protein foods—meat, eggs and milk.

In contrast, there's the persistent and exhausting form of fatigue that's entirely unrelated to physical effort or diet. This is nervous or emotional fatigue caused by anxiety, tension or boredom.

If you are persistently tired, take a look at your way of life. How much exercise do you get? Physical activity is often the one thing most needed to overcome emotional fatigue.

When fatigue persists, see your physician. A check-up will reveal whether there's any disease causing tiredness. A frank talk about your worries may help untangle the emotional knots that make you "tired all the time." Fatigue shouldn't be ignored.

Remember: for the most common forms of fatigue, "tonics" are seldom, if ever, of any value. Fatigue, like any other symptom of physical or mental distress, should be investigated by your physician.

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THE HOLE IN CANADA'S TALENT POOL

Canadian broadcasters cite talent exodus to U.S. in BBG fight

Canadian broadcasters told the Parliamentary Committee on Broadcasting early this month at Ottawa that there were plenty of jobs open at their radio and television stations. But, they said, independent television stations are going to have difficulty finding enough Canadian talent to meet the Board of Broadcast Governors' requirements of 45% Canadian program content after April 1.

The supply of Canadian television talent is "strained to the limit" stated Don Jamieson, CJON-TV St. John's, Nfld. He pointed out it would be extremely difficult for stations in smaller centers to meet the BBG requirements of Canadian program content. Mr. Jamieson and other representatives of the Canadian Assn. of Broadcasters explained that there is a steady flow of tv talent from all parts of Canada to Toronto and Montreal, then to the United States.

T. J. Allard, executive vice-president of CAB, asked that the wording in the Canada Broadcasting Act be changed to include Canadian production, instead of just program content. Murray Brown of CFPL-TV London, Ont., CAB president, stated that program production embraces more than just acting or musical talent, that a good news operation by a station was certainly talent. And Mr. Jamieson added that good scriptwriting was an important talent at present in short supply.

The CAB told the committee that the advent of 10 new tv stations in the past year has created a demand for 1,500 to 2,000 people who understand the complex working of television. The organization felt that the BBG should be concerned with promoting all kinds of broadcasting skills, not just performing talent.

CBC, Too • Al Ouimet, president of Canadian Broadcasting Corp., government-owned system, told the committee a few days later that the new independent tv stations in the past year have lured away many technicians from the CBC, but he knew of no performing talent going over to the new stations.

Mr. Ouimet felt that there is plenty of Canadian talent waiting to be developed. He suggested that some of the independent tv stations have not done enough to promote new talent because they can rely on programs imported from the United States, and CBC networks. On the other hand, French-language tv stations have done an excellent job because they have to promote local talent since they have nothing else to fall back on.

Asked about the exodus of Canadian tv stars and producers to the United States, Mr. Ouimet said "This is proof that Canadian tv has come of age and is producing talent worthy of the world stage. As we get better, we'll lose more and more but we'll also attract more and more."

CAB officials told the committee that the BBG method of examining station program logs was not satisfactory because the logs do not set forth the real character and standards of a station's programs.

Mr. Allard, speaking for the CAB, stated that the association looked askance at a suggestion that the BBG be given power to fine stations for breaking BBG regulations. Mr. Jamieson felt that the system of hearings needed if BBG fines were allowed would make for a "tremendously unwieldy system."

(BBG chairman Dr. Andrew Stewart told the committee recently that the board should have power to fine stations who exceed spot advertising regulations, the fine to be the amount collected for such excess advertising.)

CAB again requested that the 48-hour blackouts of political broadcasts prior to an election be dropped. Last year the Canadian Parliament rejected this proposal.

CFTO-TV dropping 58 people; 25 more releases' planned

CFTO-TV Toronto has laid off 33 employees and expects to drop another 25, Joel Aldred, president, has announced.

The station had planned to start operations with 310 employees when it went on the air just before the end of last year, but the number reached 370 and
some of the temporary employees now are being dropped, Mr. Aldred said.

He accused the American Federation of Musicians of blocking employment of Toronto musicians by demanding multiple fees for programs intended for syndication by the station. He said AFM has two standards for fees, one for the Canadian Broadcasting Corp. and its network shows, and another for privately-owned stations; a fee is charged according to the number of stations that will use the filmed or taped programs planned by CFTO-TV, he said.

**Psychological deafness predicted from tv ads**

Many of today's television gimmicks are offending public taste and credulity, Ron W. Todgham, president of Chrysler Corp. of Canada, stated at the National Sales Executive Club of Toronto on Feb. 27. He predicted that if tv writers and producers of commercial advertising do not modify their techniques, the public will revolt by tuning out the offending commercials with the overly hard-sell.

"This could develop into a sort of mass psychological deafness on the part of viewers which could nullify the whole basic purpose and value of the modern tv commercial," Mr. Todgham said.

This could become a chronic state of mind where every time the sponsor of a program was mentioned, the viewer developed conveniently faulty hearing until the commercial was over. He added that the pioneer a commercial appeared, the costlier it was.

"I can't escape the feeling that a lot of producers of today's commercials have still got to take a more mature and less frantic approach, in terms of their attitude to public taste and gullibility."

Mr. Todgham felt that tv is taking away the strength and vigor of the art of personal selling in North America. Since the customer knows every slogan and jingle before setting out to make a purchase, the play is taken away from the salesman even before he meets the prospect, he said.

"Television advertising has supplanted the art of personalized selling almost as much as the automotive industry has outmoded the horse-drawn dairy wagon," Mr. Todgham concluded.

**Ecuador buys transmitters**

Continental Electronics Manufacturing Co., of Dallas, Tex., a subsidiary of Ling-Temco Electronics, has sold two 10 kw radio transmitters to the government of Ecuador.

The transmitters—one operating on the standard broadcast band, the other...
on shortwave—were shipped to Ecuador's capital city, Quito, in connection with the opening this month of the 11th Inter-American Conference. The government is using them for regularly scheduled public programs.

**Abroad in brief...**

**Canadian firm sold** — Goulet Productions Ltd., Montreal, Que., radio and television production firm, has been sold to Marcel Pare and Placid Labelle of Publicity Services Ltd., Montreal and Quebec. No staff changes are contemplated. Bernard Goulet, former owner, was recently appointed a fulltime governor of the Board of Broadcast Governors, Canada's regulatory body. Richard Goulet, a son, is moving from Cockfield Brown & Co. Ltd., Montreal advertising agency, to Goulet Productions as producer.

**NHK buys RKO films** — Television Industries Inc., N. Y., reports that the NHK Television Network in Japan has bought the rights for showing of 100 RKO feature films over that network. It was said to be "the largest deal of its kind" for Japanese tv. Television Industries is the parent company of C&C Films, which controls the foreign rights to the RKO library of 700 features and 1,100 short subjects.

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**Canadian pay-tv financial report due**

When shareholders of Famous Players Canadian Ltd., Toronto, Ont., meet late in March they may learn how much money is being taken in by their pay tv subsidiary, Trans-Canada Telemeter. Pay-tv has now been in operation for a full year at Etobicoke, a suburb of Toronto. To date, 6,000 subscribers have been connected.

Only about 100 subscribers have had their coin boxes disconnected on the grounds they were not using pay-tv after paying the $5 installation charge. Trans-Canada Telemeter reported at a news conference on March 2 at Toronto that it has been taking boxes out of homes which do not show a minimum of 75 cents a week. There are some 450 people in the Etobicoke area waiting for service, Trans-Canada Telemeter officials explained, and there is a shortage of coin boxes.

Pay-tv's biggest attraction has been the Sunday evening hockey games. There are no live Canadian productions planned immediately, but a number of New York shows and productions are to be shown over the pay-tv system live or on tape this month and during the spring. Trans-Canada Telemeter wants to show productions which will not be seen on free-tv. It stopped negotiations with the National Ballet of Canada after the group appeared on CBC-TV.

Requests by the Canadian Assn. of Broadcasters and CBC that pay-tv come under jurisdiction of the Board of Broadcast Governors, Canada's regulatory body, have been deferred for the time being after studies by the BBG staff. The BBG made its report to the Parliamentary Committee on Broadcasting at Ottawa on March 1. It pointed out that as long as closed circuit systems operate entirely within a province "it would require a much stronger case than now exists to justify bringing these works and undertakings under federal jurisdiction."

CBC President Al Ouimet told the Parliamentary Committee he was willing to accept the BBG's "wait-and-see" suggestion. The closed circuit television supplies less than 5% of the telecasting done in Canada.

The BBG report also covered the 260 community antenna systems serving about 200,000 Canadian homes across Canada, carrying both U.S. and Canadian station programs.

**Independent tv station to carry football games**

Television rights for the 1961 and 1962 seasons of the Canadian Big Four football clubs have been purchased by CFTO-TV Toronto. In previous years the Canadian Broadcasting Corp. carried the league's games.

CFTO-TV, which went on the air late last year as Toronto's second tv station, bought tv rights to the games for a two-year period for $750,000. CBC had offered $350,000 a year for use of the games on its regional tv networks. Last year, CBC paid $325,000. Not covered in the contract are the national Grey Cup championship games.

The contract calls for televising at least 17 games each year. Joel Aldred, president of CFTO-TV stated the games will also be carried by CJOH-TV Ottawa, Ont., and CFCF-TV and CFTM-TV Montreal. He expects other Canadian stations to carry the series also.

To date no sponsors have been set, though two breweries are reportedly interested in Ontario and Quebec markets.

John Bassett, chairman of CFTO-TV, is also chairman of the Toronto Argonaut team, one of the four signatories to the agreement.

CBC has now ruled that its affiliated network stations, which this year for the first time signed "option time" contracts, including football, will not be able to carry the Big Four games, without breaking their CBC contract. This involves some 37 stations across Canada. If they break their CBC contract they will lose all CBC shows, on which most of them count for their 45% Canadian program content regulation.

Meanwhile CFTO-TV is endeavoring to sign up the new tv stations not on the CBC network. All of these seven stations have not yet signified their readiness to carry the games.

**BBG approves CKEY sale**

The sale of CKEY Toronto for $4.1 million to a Canadian-U.S. group was approved by the Canadian Board of Broadcast Governors at Ottawa last week. The station, owned by Jack Kent Cook, was sold to a syndicate including Canadian and U. S. Westinghouse Electric Corp., companies, the Toronto Globe & Mail and four Toronto businessmen (Broadcasting, March 6). The BBG approval was contingent on voting control of the station remaining in Canadian hands and a statement of the new owners, Shore Acres Broadcasting Co., that programming will be improved.
SERVES MORE CITIES IN MORE COUNTRIES THAN ANY OTHER AIRLINE

53 pure jets! This is the giant Air France Jet fleet. 20 Boeing 707 Intercontinental Jets—more American-built Boeing 707 Jets, in fact, than any other European airline. And 33 medium-range Caravelle Jets. The Caravelle is the jet Air France pioneered so successfully.

Already well over one million people have flown Air France Jets. For Air France Jets fly around the world. Air France Boeing 707 Jets fly direct to Europe from New York, Los Angeles, Chicago, Montreal, Anchorage and Mexico City. Air France Boeing 707 Jets also provide swift giant steps from Europe to South America, Africa and the Far East. And the outstanding Air France Caravelle Jets serve 42 cities in Europe, North Africa and the Middle East.

The pilots who fly Boeing 707 Jets are as remarkable as the jets they fly—6,000,000-mile-experienced veterans. No other airline in the world has higher standards for flight personnel. Small wonder that Air France, with a 42-year record of flying experience and service, is the world's largest airline.
FATES & FORTUNES


Alvin Kabaker, vp and general manager of Compton Adv., Los Angeles, has additionally been placed in charge of all west coast operations of agency.

Aiden H. Sulger Jr., formerly vp and account supervisor at Grey Adv., N. Y., joins Ted Bates & Co., that city, as vp and account supervisor on Household Products Div., Colgate-Palmolive Co. Prior to his association with Grey, Mr. Sulger was with former Biow-Biern-Toigo agency.

Karl Eller named account executive at Needham, Louis & Brorby, Chicago. Mr. Eller formerly was vp and manager of Chicago office of Foster & Kleiser Co. (outdoor advertising). Robert W. Huntley, formerly copywriter at Tatham-Laird, appointed to similar position at N LB.

William Philips elected vp of Ogilvy, Benson & Mather, N. Y. He was with Procter & Gamble before joining agency in 1959.

N. Gary Eckard, formerly manager of American Research Bureau's midwest station division, Chicago, appointed vp of Charles Harriman Smith & Assoc., Minneapolis.

Robert L. Benveniste, formerly director of merchandising and advertising at Owl & Rexall Drug Co., joins Beckman • Koblitz, Los Angeles, as vp and account supervisor.

Gerry Slater, formerly of KHVN-TV Honolulu, joins The Zakin Co., as assistant to Robert S. Buchhinder, senior vp.

Thomas L. Harris, account executive with Chicago office of Daniel J. Edelman & Assoc. since 1956, appointed vp and member of executive committee.

James Norris, formerly of McCann-Erickson, N. Y., named account executive on Scotchgard Brand Stain Re- peller at MacManus, John & Adams, N. Y., Jack Wolff, of Mogul, Williams & Saylor, is Scotchgard art director, and Nan Braman, who has been with agency in Bloomfield Hills, Mich., moves to N. Y., to serve as copywriter on Scotchgard account.

Lester Cohen, currently assigned as account supervisor on El Producto Cigar Co. account at Compton Adv., N. Y., elected vp. Mr. Cohen has been with agency for 12 years. He previously was account executive on packaged goods accounts, before his promotion to supervisor.

Albert F. Dobson, formerly with advertising department of Wilson & Co. (sporting goods), to copy staff of Clinton E. Frank, Chicago.

Lloyd G. Delaney, account executive at William Esty Co., N. Y., elected vp.

Thomas Tausig, former advertising director at P. Lorrillard & Co., joins Grant Adv., N. Y., as vp and management supervisor.

Charles J. McCann, former sales and marketing director at Salada-Shirripp-Horse & Co Inc., joins Lennsen & Newell, N. Y., as account executive on Best Foods-Div. of Corn Products Co.

Richard Chilton advanced to assistant account executive on Goodyear Tire & Rubber Co. account at The Kudner Agency, N. Y. Also appointed assistant account executives were Robert Kirshner (National Distillers Products Co.), and Alvin Nilson (General Telephone & Electronics Corp.).

Jack Geyer appointed vp in charge of Los Angeles office of Communications Counselors Inc. (McCann-Erickson subsidiary), succeeding Margaret Ettinger, who resigned to form own pr firm. Betty Clements is Los Angeles manager of Marplan, (division of Communications Affiliates Inc.).


Kenneth Siefried, formerly art director with Kenyon & Eckhardt, Los Angeles, to Foote, Cone & Belding, that city, in similar capacity.

C. William Schlabach, supervisor of merchandising services of The Nestlé Co., appointed supervisor of advertising, and sales promotion services.

Stephen P. Bell and Joseph L. Gornick named account executives at Needham, Louis & Brorby, New York. Mr. Bell, previously was account supervisor at BBDO, New York, and Mr. Gornick served as account executive at McCann-Erickson, that city.

Charles H. Felt, formerly of Campbell-Ewald, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as associate creative director.

Richard H. Behrman, assistant director of research, Gardner Adv., N. Y., promoted to director.

Rodeyn W. Mutch, formerly of C. J. La Roche & Co., N. Y., joins Vanguard Adv., that city, as vp, creative director and principal in company.

Judson H. Irish, formerly with Donahue & Coe, N. Y., joins Foote, Cone & Belding, that city, as vp in creative department. Mr. Irish had been senior vp in charge of creative services. Prior to that he was senior vp and copy chief and member of executive committee at Ogilvy, Benson & Mather, N. Y.

E. E. (Sandy) Connell appointed marketing services manager and David E. McConaughy market development man-
Alec Taylor joins Ted Bates & Co., N. Y., as vp and account supervisor. Mr. Taylor, who had been associated with Dancer-Fitzgerald-Sample, N. Y., as vp and account supervisor since 1953, also served previously with Young & Rubicam, N. Y.

Shirley Gallina, fashion editor of Los Angeles Times for past 15 years, joins Anderson-McConnell Adv., that city, as account executive.

Robert D. Lillien, associate media director of J. Walter Thompson Co., N. Y., since 1957, appointed manager of media department. He joined Thompson in 1956 and earlier had been associate media director of Bryan Houston Inc., assistant advertising manager of Whitehall Pharmacal Co. and with Procter & Gamble's media department in Cincinnati.

Raymond M. Schwartz, formerly production manager of WJRT (TV) Flint, Mich., to Gardner Adv., St. Louis, as broadcast service manager.


George Weaver, formerly media director of J. Walter Thompson Co., Los Angeles, to Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity. Mr. Weaver, advertising veteran of 18 years, also served as media director of Foote, Cone & Belding's Los Angeles office.

Robert H. Gray appointed copy director of McCurry, Henderson, Enright, Norfolk, Va., advertising agency.

Richard J. Guglielmetti, formerly market analyst for Eitel-McCullough, San Carlos, Calif., promoted to manager of market research department.

C. R. (Bill) Pope, forms own advertising and pr agency, C. R. Pope & Assoc., Honolulu. Carlos Rivas, formerly station manager of KGMB, that city, appointed to direct radio and tv operations; Donald L. Brown to supervise pr counseling services and Thomas P. Nieman, principal with Allison-Nie- man, Graphic Design Assoc., Honolulu, to head graphic arts department. Agency is located at 331 Kamani St., Honolulu 13, Hawaii. Phone: 571-373.

Thomas J. Farrahy, formerly with Westinghouse Electric Corp., to Ketch-
Blair-TV announces major executive staff realignment

Expansion in sales executive level of Blair-TV, New York, implemented by series of advancements and assignments was announced last week. Jack Denninger, eastern sales manager and vp, named general sales manager. Mr. Denninger, who joined rep firm in 1948, will head a sales plans group. Other new members of group: Frank Martin and Jack Fritz, sales managers, eastern stations, and sales manager western stations, respectively; Harry Smart, Chicago manager and vp since 1958, becomes manager of midwest operations; Ralph Allrud, Blair-TV, New York, salesman, becomes director of project development, and Otto Ohland is new director of sales systems.


Ross Legler, formerly vp of Compton Adv., N. Y., joins Ted Bates & Co., that city, as account executive on Scott Paper Co. account. Mr. Legler, with Compton for 11 years, was account executive on Procter & Gamble and New York stock exchange accounts.


Timothy J. Bridger appointed art director at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

THE MEDIA

Carl F. Hallberg, director operations of WDBO Orlando, Fla., and Leonard S. Davey Jr., sales director of WDBO-TV, named vps of Cherry Broadcasting Co. (parent organization).

Carleton F. Loucks, formerly of WELI New Haven, Conn., joins Spot Time Sales Inc., N. Y., as eastern sales manager.

Bernard (Barney) Groven named general manager of WTMT Louisville, Ky. He has been with station since 1959.

Sherm Olson named program manager of KBEA and KBEY-FM Kansas City.

Neal Van Ells, formerly news director of WNTA-AM-FM-TV New York, joins WLWA (TV) Atlanta, Ga., as program director.

Arthur Serman named manager of radio engineering operations for KABC Los Angeles. He formerly was with KQV Pittsburgh.

William Hollenbeck, formerly director-producer and program manager at KGO-TV San Francisco, to KPIX (TV), that city, as producer-director.

Norman L. Bacon, formerly program director of WHTN-AM-FM-TV Huntington, W. Va., joins KMOX-TV St. Louis, as administrative assistant to general manager.

Hamilton W. Woodle appointed field representative for National Assn. of Broadcasters. Mr. Woodle formerly was vp and general manager of WSPB Sarasota, Fla.

Charles C. Bevis Jr. appointed assistant executive director of Assn. of Maximum Service Telecasters, Washington, succeeding Arth L. Madsen who goes to KSL-AM-TV Salt Lake City (BROADCASTING, Feb. 20) as president of station. Mr. Bevis most recently was broadcast management consultant. Before that he was general manager of WBUF-TV Buffalo, N. Y.

James S. Wiley, on sales staff of WPRO-TV Providence, R. I., promoted to sales promotion and development manager. Other changes: Donald S. Moeller to local sales manager; Harold E. Carpenter to local sales staff and Robert H. Battersby to business manager.

Richard H. Gerken, formerly of Buckley-Jaeger Broadcasting Corp., joins Metropolitan Broadcasting Corp., N. Y., as eastern sales manager of radio sales. Mr. Gerken also served with WNEW New York.

Terrence C. Atkinson appointed local sales manager of WJW-TV Cleveland. Before joining station, he was with KYW-TV Cleveland, midwest sales director of Hollywood Television Service and sales representative for MCA-TV.

Allen Ludlum, formerly director of film programming at WCAU-TV Philadelphia, appointed to similar position with KNXT (TV) Los Angeles.

Charles N. Boland, formerly head of Dallas office of Headley-Reed, station...
Bob Askey, radio-tv director of Van Horn Adv., Lincoln, Neb., rejoins KFOR, that city, where he had been employed since 1951 before joining Van Horn last year.

Robert W. Faul appointed news editor of WPTA (TV) Fort Wayne, Ind.

Jim Bruce joins WWIL Ft. Lauderdale, Fla., as news director.

Douglas Fishel, appointed account executive at KXTV (TV) Sacramento, Calif. He formerly was with KXOA, that city.

Terry Gillet joins staff of WCKT (TV) Miami, Fla., as account executive.

Bob Richards, formerly with Visual Electronics, New York, to KFMB-TV San Diego, Calif., as sales representative.

Jerry Mulderrig, formerly of H-R Representatives, N. Y., joins Daren F. McGavren Co., that city, on radio sales staff.

Lloyd Perrin appointed to newly created post of travel editor of KMPC Los Angeles.

Bill Leeds, assistant news director of WDAR-AM-FM-TV Kansas City, named to NBC New York news staff.

Bill Griffith appointed city editor and Chris Condon administrative assistant to news director, both at WDAR.

Fred Kaplan appointed to program staff of ABC Radio Network feature, Flair.

Lt. Col. Raymond Hogan (USA Ret.), formerly chief analyst and weather forecaster for various Army installations, joins WIBX Utica, N. Y., as weather man.

Eugene M. Plumstead, former vp of programming for Plough Broadcasting Co., Memphis, Tenn., appointed program manager, KYW Cleveland. Mr. Plumstead joined WMPS Memphis in 1954 as program director and advanced to position of national program director for Plough stations in 1956, and became vp-programming of station group in 1959.

Bob Terry, formerly with WIKY Evansville, Ind., joins staff of WSIX-AM-FM-TV Nashville, Tenn., as air personality.

Jim Wood and Doug Don join WSPD Toledo, Ohio, as air personalities. Mr. Wood comes from WIBG Philadelphia, Mr. Don from WILS Lansing, Mich.

Keith Morris joins WHK Cleveland

THE REMARKABLE
SONY RADIO
WIRELESS
MICROPHONE

The convenience and variety of uses for this remarkable instrument are almost beyond the imagination. The Sony CR-4 mike and radio transmitter can be slipped into a coat pocket for completely wireless on-the-street interviewing, studio audience interviewing or on-the-spot broadcasting from awkward places. It gives complete freedom to active singers, dancers, comedians, performers with electric instruments and actors, eliminating the need for cumbersome mike booms and entangling wires.

Microphone, transmitter and carrying case, $250. For information or literature, write: Superscope, Inc., Dept. 3, Sun Valley, California.
as air personality. He formerly was with WAIT Chicago.

Jim David Boaz, air personality at WITE Brazil, Ind., to KDEF Albuquerque, N. M., in similar position. Mr. Boaz also will handle sales duties.

John G. Stilli appointed general manager of WFBG-AM-FM-TV Altoona-Johnstown, Pa. Mr. Stilli succeeds Frank B. (Bud) Palmer who has been promoted to newly created post of manager of midwestern sales office of Triangle Stations with headquarters in Chicago. Mr. Stilli was promotion manager of WBZ Boston, sales manager of KDKA-AM-TV Pittsburgh and account executive at TvrAR, New York.

Ed Nielson, formerly program director of Merriman stations (WRNY Rome, WSET Glenn Falls, and WIPS Ticonderoga, all New York) joins WPTR Albany-Schenectady-Troy, N.Y., as producer and morning personality. Jim Ramsburg, formerly program director of Franklin stations (WWOM New Orleans, KOME Tulsa, Okla., WLOD Ft. Lauderdale, Fla., WMIN Minneapolis, WEW St. Louis, and KLIB Mason City, Iowa) joins WPTR as director of promotion and production, in addition to duties as daytime personality.

A. N. Quinn, on special assignment for Tom F. O'Neil, president of RKO General, appointed controller of Don Lee Div. (KJH-AM-TV Los Angeles and KFRC San Francisco). He succeeds Arthur Anderfield, who returns to New York as assistant to Hathaway Watson, vp in charge of broadcasting.

Howard E. Williams, Jr., joins WBAL Baltimore, sports department.

USIA award given to Theodore Repplier

Theodore S. Repplier (c), president of The Advertising Council, is shown receiving the Distinguished Service Award of the USIA in recognition of his contributions toward international goodwill. He is flanked by Allen W. Dulles (1), director of the Central Intelligence Agency and Edward R. Murrow, USIA director designate.

Don B. Curran has been appointed to newly created post of director of publicity and promotion, for ABC's owned and operated radio stations. Mr. Curran, whose appointment is effective April 11, will headquarter in N. Y. He formerly was promotion director of KTVI (TV) St. Louis.


John L. Ellinger, general manager of WNAB Bridgeport, Conn., resigns. He is president of Connecticut Broadcasters Assn.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. Kay MacLean Nero and Joe McDonald join station in promotion department.

Mel Knoepf appointed staff announcer of KFMB-TV San Diego.

Michael H. Stein, news editor of

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Lee Browning appointed vp and general manager of WFIE-TV Evansville, Ind. He succeeds E. Berry Smith, now vp and general manager of WFRV TV Green Bay, Wis. (Broadcasting, Feb. 27).


Jon Holiday, vp and general manager of WHYE Roanoke, Va., elected president of Roanoke Broadcasters Inc. (parent organization), succeeding Joseph Mullen, named board chairman. Jan Wilkins joins station as announcer.

Jack Rowzie, formerly air personality at WWDC Washington, to WEEL Fairfax, Va., in similar capacity.

PROGRAMMING

Justin Bradshaw, named director of station service for Broadcast Music Inc., (BMI), N.Y. Mr. Bradshaw was formerly BMI’s field representative covering South Central states, with headquarters in Dallas, for eight years.

John Pearson, general manager, Independent Television Corp. of Canada Ltd., named assistant director of international sales, ITC, N.Y. Herschel Harris, in charge of national sales, named sales manager, ITC of Canada.


Hy Hollinger, formerly of editorial staff of Variety, joins International Telemeter Co., N.Y., as pr manager. Will Baltin advances to administrative assistant to president of Telemeter.


Graham Spencer named account executive in sales contact and service department of Robert Lawrence Productions, N.Y.

Ben Elrod, formerly of United Artists Associated, joins Seven Arts Associated, Dallas.

EQUIPMENT & ENGINEERING

William Nehrenz, formerly vp in charge of Ungar Div., Eldon Industries Inc., Hawthorne, Calif., named vp in charge of marketing for all company divisions. Davis Factor Jr., has been elected vp of Eldon and will be director of advertising and merchandising for all divisions.

Herbert Riegelman, formerly general manager of tv receiver department of radio and tv division, General Electric Co., Syracuse, N.Y., appointed manager of new distribution planning operation.

John C. Forrest, formerly chief engineer for radar and special products of GPL Div., General Precision, Pleasantville, N.Y., promoted to director of engineering division. Dr. Frank N. Gillette, formerly chief engineer for industrial products promoted to associate director. Louis L. Pourciau named head of industrial products department.

John H. Adams appointed vp and general manager of Central Electronics, Inc., Chicago, subsidiary of Zenith Radio Corp.

Dr. George Krsek named executive vp and general manager of International Rectifier Corp., El Segundo, Calif.

John E. Povolny, production superintendent at Minnesota Mining and Mfg. Co.’s magnetic products plant, Hutchinson, Minn., named plant manager for new 3M magnetic products plant being built at Freehold, N.J., to produce Scotch brand recording tapes for tv, sound and scientific instrumentation recording fields.

Robert E. Brockway, manager of distribution at Sylvania Electro-Specialties, N.Y., named manager of division.

Dr. S. C. Chao named senior project engineer for new product development at Vega Electronics Corp., Cupertino, Calif. Dr. Chao was formerly with IBM Research Laboratory.

Capt. Will I. Bull (USN, Ret.), assistant to president of Hoffman Electronics Corp. for semiconductor operations, appointed director of semiconductor division operations. Dr. Paul N. Russell, who joined Hoffman in 1959 as a senior scientist, is promoted to technical director of semiconductor division and
Edward Tornberg & Company, Inc.

For the Record

New TV Stations

Application
Williamsville, N.Y., Board of Cooperative Educational Services—UHF ch. 29 (560.01-560.01 Me); ERP 1 kw vis., 300 kw aural; antenna height above average terrain 171 ft., above ground 190 ft. Estimated construction cost $45,000, first year operating cost $9,400. P.O. address 4256 South Harris Hill Road, Studio & trans. location 505 Mill St. Geographical coordinates 42° 58' 49" N. Lat., 100° 4' 38" W. Long. GE TT3844, ant. Alfred Electronics 15MOD. Consulting engineer A. N. Fischer, Buffalo, N.Y. Ann. March 2.

Applications

Douglasville, Ga., Douglas County Bestg. Co.—1250 kw, 1 kw D. P. O. address Box 600, Myrtle Drive. Estimated construction cost $17,767, first year operating cost $33,000, revenue $42,000. Boiling Branch, sole owner, has 52% interest in WTKV Thomasville, Ga., and real estate holdings. Ann. March 3.

Crystal Bay, Nev.—Verne M. Miller, 1240 kc, 1 kw-D, 250-w. N. P.O. address 1786 Tenth Ave., Sacramento, Calif. Estimated construction cost $33,447, first year operating cost $34,000, revenue $36,500. Mr. Miller is CPA. Ann. March 1.

Existing TV Stations

Applications

KVMA Magnolka, Ark.—to increase daytime power from 1 kw to 5 kw, install new trans. and install DA-D. (850 kc). Ann. March 3.

WRBM Augusta, Ga.—to increase daytime power from 250 w to 1 kw and install new trans. (1320 kc). Ann. March 2.

WSRS Warsaw, Ind.—to increase daytime power from 300 kw to 1 kw and install new trans. (1320 kc). Ann. March 2.


WKTQ South Paris, Me.—to change daytime power from 250 w to 1 kw and install new trans. Ann. March 8.

KXEO Mexia, Mo.—to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 8.

KOCY Oklahoma City, Okla.—mod. of cp which authorized change in ant.-trans. location, change studio location and make changes in antenna system; to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. March 8.

WLOW Portsmouth, Virginia— to increase daytime power from 350 w to 1 kw and install new trans. (1600 kc). Ann. March 8.

WSRS Saul, Va.—to change hours of operation from D to unia, using power of 1 kw, 5 kw-LS, install new trans., make changes in DA system and change from DA-D to DA-2. (1330 kc). Ann. March 8.

WKYK Keyser, W. Va.—to change hours of operation from 1 kw, 5 kw-LS, install new trans., change ant.-trans. location and change station location to Cumberland, Md. (1270 kc). Ann. March 8.

KODI Cody, Wyo.—to increase daytime...
time power from 250 w to 1 kw and install new trans, (1000w). Ann. March 8.

New fm stations

ACTION BY FCC


APPLICATIONS

Santa Cruz, Calif.-San Jose-Cruz—99.1 mc. 24 kw. Ant. height above average terrain—281 ft. F.P.O. address Box 1860.Estimated first year operating cost $7,000, revenue $7,000. Principals are Herbert D. Bean, Jack J. Parson, and Donald R. Gifford. They hold comparable interests in KLSI, KAMT, and KZIQ, all of Santa Cruz. They wish to operate a bc station. First year operating cost $3,750.

WWL, New Orleans—WABC-FM New Orleans Inc. 105.7 mc., 6.2 kw. Ant. height above average terrain 302.6 ft. F.P.O. address Box 886. Estimated construction cost $11,589, first year operating cost $1,200, revenue $4,900. Principals are Mr. & Mrs. E. W. Mahone Jr. (25% each), H. A. Bridge Sr. (50%), and H. A. Bridge Jr. (45%). They hold comparable interests in KLUE, KOKY, and KMHT.

Existing fm stations

ACTION BY FCC


WFAM-FM Alliance, Ohio.—Granted construction permit to operate on 106.7 mc. to Class B on 92.5 mc.: ERP from 1 kw to 23.5 kw; ant. height from 160 ft. to 140 ft.; engineering permit. Ann. March 8.

APPLICATIONS

WMNI (FM) Columbus, Ohio.—Mod. of cp, which authorized new fm broadcast station, to change frequency from 106.3 mc. to 99.7 mc. Ann. March 2.

Ownership changes

ACTION BY FCC

KTCJ Fort Smith, Ark.—Granted assignment of license to Donald J. Salyer Jr., et al., (KTCJ Radio Co.) Mr. Salyer, president, and two stockholders own KLPR Oklahoma City, and KLPC Great Falls, Mont. Ann. March 8.

KQBE Shreveport, La.—Granted assignment of license to KREB Inc. (Lawrence Brandon, president); consideration not to exceed $100,000. Ann. March 8.

WTAC Flint, Mich.—Granted assignment of license to Whitestone Stations Inc. (Louis Tose, president): consideration $533,200 plus assumption of brokers’ commission of $22,500 and not to proceed within a radius of 50 miles of Flint for 5 years. Ann. March 8.


WSAI-AM-FM Cincinnati, Ohio.—Granted assignment of licenses and fm SCA to Justus S. Baker (J. S. Baker Enterprises, president), owns WDMY Pocomoke City, Md.; stockholders held by two partnerships—Fox, Welz & Rogers (interest in KEOE-AM-FM Dayton, Ohio); and Fox & Trak; consideration $1 million and agreement to purchase 100% stock in WDMY (which is a continental music corporation) for $12,000 and pay assignor $200,000 not to compete in Cincinnati metropolitan area for 5 years. Ann. March 8.

APPLICATIONS

KEZB (FM) Anaheim, Calif.—Seeks assignment of cp to Radio Orange County Inc. from KKBX, Fullerton, Calif. Both companies have some stockholders, with exception of those who hold 25% each. Interested parties: alteries of purchaser. Principal interests are those of Cliff Gill, who holds 38.7% of former, 53.5% of latter. Ann. March 8.

KCOL Fort Collins, Colo.—Seeks sale of all stock of the Northern Colorado Co. to J. Herbert Hoister to Elks Atteesserry for $60,000. Pursuer has been general manager of station since 1960. Ann. March 2.

WQLK-FM Omaha, Neb.—Seeks assignment of license to Richards & Assoe. Inc. from Jack L. Katz Enterprises Inc. for $95,000. Principals of Richards & Associates are Donald A. Richards (40%), Barbara Jean Richards (20%), and Sarah R. Sterling (30%). Mr. Richards is station manager of KDMI (FM) Des Moines, Iowa. Mrs. Richards is his wife. Mrs. Sterling is her mother. Ann. March 2.

KTGY Cedar Falls, Iowa.—Seeks assignment of license from Joe A. Robert to KFCI Inc. for $100,000. KFCI principals include Donald F. Blaschard (35%), Harry Campbell (35%), and others. Messrs. Blanchard and Campbell are equal partners in KMKN Mason City, Iowa. Ann. March 2.

KJAR Cedar Rapids, Iowa.—Seeks assignment of cp from Laird Bestg. Inc. to Don Low Bestg. Inc. for $11,477 of expenses. Principals of purchaser include John D. Harvey (35%), W. E. McGlenahan (30%) and others. Mr. Harvey has been executive with various stations. Mr. McGlenahan was most recently general manager of KWAD Rochester, Minn. Ann. March 6.

WBUX Bensalem, La.—Seeks assignment of license from Joe A. Oswald to Magic City Broadcast Corp. for $90,000. Magic City Broadcast principals are Ralph Blumberg (50%), William Waldem (16.6%) and others. Mr. Blumberg operates WABB Mobile, Ala., Mr. Waldem is in garment industry. Ann. March 2.

WSSB Durham, N. C.—Seeks assignment of license from Public Information Corp. to WSSB Inc. Mr. & Mrs. James S. Beattie own both companies. Assignment is requested for corporate reasons. No financial consideration involved. Ann. March 2.

WGAL-TV Lancaster, Pa.—Seeks assignment of license from WGAL Television Inc. to WGAL Inc. No financial consideration involved. Principals are J. Hate Steinman (31.6%), John F. Steinman (31.3%), and others. Each is also an officer of WGBL Inc. Ann. March 1.

WJOL Gate City, Va.—Seeks assignment of license from M. N. W. Music Corp. to Rogers-McGuire Bestg. Co. for $65,000. Purchasers are Charles J. and Mary Jane B. McGuire (50% each) and Mrs. Mary Rogers (50%). Mr. McGuire is program manager of WOPI-AM-FM Bristol, Tenn. Mrs. McGuire is interior decorator, Mr. Rogers is in real estate and lumber. Ann. March 2.

WPLF Huntington, W. Va.—Seeks assignment of license from The Teery Co. to WOYR Inc. for $125,000. George H. Clifton owns 100% of stock in Ohio River Bestg. Inc. to WTMA-AM-FM Charleston, S. C., and in auto rental business. Ann. March 2.

Hearing cases

FINAL DECISIONS

By order, commission modified and made effective Sept. 19, 1960 initial decision and granted application of Booth for use of WTOD Toledo, Ohio, from nondirectional with 1 kw to directional and expanded operation on 1560 kc, D. conditioned to submit information with its license application establishing that existing WTOD tower has been demanaged. Chairman Minnow and Comr. Wright not participating. Ann. March 8.

By memorandum opinion and order, commission granted joint petition for reconsideration by applicants and granted additional orders of Bahal. Minow & Bestg. Inc., to increase power of WQTY Arlington, Fla., from 250 w to 1 kw, continued operation on 1560 kc, D. and canceled order of WQTH Toledo, Fla., (kt) 1 kw. D. conditioned to submit information with its license application establishing that existing WTOD tower has been demanaged. Chairman Minnow and Comr. Wright not participating. Ann. March 8.

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continued on page 103
Help Wanted—Management

Your chance to move into management from sales manager. Small market station in sunny south. Must be independent, with a strong record in sales, and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 786D, BROADCASTING.

General manager for midwest station in top 25 markets. Must have proven record in sales. Sales or commercial manager considered. Send full information with recent photo and replies in strict confidence. Box 447E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 787D, BROADCASTING.

Executive selling opportunity in expanding station brokerage field. Prestige lifetime career. Substantial earnings on commission basis. Creative and consistent advertising support program. Requires broad background and experience in rep for integrity and responsibility; and willingness to face your city's problems with confidence. Box 396E, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves, it talks, it sells ads. A unique, spark radio sales ... increase personal profits! Write Box 414E, BROADCASTING.

Top job for top salesman in lush midwest market. Could be you are strong enough for sales managers position. Immediate opening. Rush resume and photo Box 448E, BROADCASTING.

Alaska tv and radio station needs effective time salesman to sell radio and tv as well as Muzak, opportunity for advancement and stock ownership to right party. . . . Network affiliate (CBS) programming and good music conservative locally owned operation . . . write KINY, 231 S. Franklin St., Juneau, Alaska.

Salesmen—Salary plus commission. Contact Powell-XVON, Napa, California.

Sales suburban Chicago AM-FM. 1 kw AM with 180 wpm, 1 kw FM AM-FM, 320 wpm, your own organization. 15 year old station. Original ownership, Advance with extremely liberal commission. All details first letter. WEAU, Evanston, Illinois.

FM sales man for WRFM, New York's most popular independent FM station. High commissions. Excellent opportunity. Send resume to WRFM, Woodside 77, NYC.

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 532D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Compo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announce work only. Send full resume to Box 786D, BROADCASTING.

Announcer with first class ticket, maintenance secondary. Box 928D, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning announcer. Seeks salary plus pension plan program for adult listeners. Insurance benefits varies open. Box 254E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on on-the-air. Must have above average voice, will pay above average salary. Send taped resume with credit and character references, plus audition tape. Box 336E, BROADCASTING.

Move up to a top quality station. Florida's 22 most mature is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send tape, resume and references. Box 573E, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be experienced copy-writer. Send resume and references. Box 349E, BROADCASTING.

50 kw California station has opening for announcer strong on production, 1st class ticket helpful. Send 7½” tape (cannot be returned). Box 178E, BROADCASTING.

Immediate opening—midwestern regional station for good combo announcer-chief engineer, must have good voice and must be capable of filling in as chief engineer with first class license. Box 443E, BROADCASTING.

Immediate opening at 5000 watt independent with multiple station operation in metropolitan Philadelphia. Must be capable to do DJ, news and run own board. Good salary, profit sharing, benefits. Call DU 4-2100, Costesville, Pennsylvania.

Announcer, runs own board to work pleasant evening shift at high rating, progressive, community minded station. Bill Dahsten, KAFM, Salina, Kansas.

KBUD, Athens, Texas has immediate opening for experienced announcer-salaries. Wanted: Announcer-engineer with good music and news interest. Send tape and resume to Manager, KWPC AM-FM, Muscine, Line, Iowa.

Wanted. One good first phone combo man to complete the sharp staff of the fastest growing station in Ohio. Work in news, sports and music. Station primarily includes station capital. Write C. R. Taylor, WDLR Delaware, Ohio c/o WSLG.

Top salary! Adult music station in progressively growing market needs experienced announcer. Excellent working conditions in progressive market. Send tape and resume to WFXI, Huntsville, Alabama, c/o John Garrison.

Wanted immediately, announcer fwith first class license, has music background, excellent copy. Excellent pay. WITE, Box 277, Brazil, Indiana.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer with good news delivery. Must be owner of handling some programming, traffic and office details. Good salary and future opportunity. Small Carolina market. Send complete resume. No tapes. Box 450E, BROADCASTING.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Experienced announcer with first ticket, salesmanship, general staff duties, sales and work with equipment. Send tape, photo and resume to: WJUD, St. Johns, Michigan.

Morning personality PD. Experience, mature voice, salary, profit sharing. Must know country music. Apply WZD, Pottsville, Pa.

Adult Virginia 5 kw (CBS) has immediate opening for afternoon personality with experience and good taste. Good production mandatory. Send tape, photo, resume and salary requirement to Production Manager, WZAX, Norfolk, Virginia.

A good announcer-composer. Must be hard worker. WTWA, Thomson, Georgia.

Announcers. Many Immediate job openings for good announcers throughout the S.E. For information, apply to: C. R. Cooper, Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer—executive type—experienced all phases construction, operation, direction, purchasing, clerical. 1 to 15 kw. Middle South Metropolitan. Box 1098, BROADCASTING.

Somewhere there's a reliable chief good man wanting a change. Told to trade pressure for job security in small Colorado community. Family man who appreciates good hours and a good boss. Box 325E, BROADCASTING.

1st class engineer, combo announcer, immediate opening in midwest. Good voice a must. Good maintenance engineer for 1 kw operation, good job for right man. Box 445E, BROADCASTING.

Engineer-announcer. Excellent opportunity to move ahead with moving station. Leader in community . . . fastest growing city in Kansas. Good staff . . . good conditions . . . good pay. Bill Dahsten, KAFM, Salina, Kansas.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Chief engineer at once. Experience in direction, all phases construction. Some air work. Garden spot of the nation. Call Lyle Richardson, Manager, KUDE, Saratoga 2-594, Oceanside, California.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

First class engineer wanted at a growing station. Contact Chief Engineer, WMAK, Nashville, Tenn.

First class engineer with first class announcing ability needed for Michigan CBS affiliate. Forward all details, including tape, photos, resume, etc., to: A. W. Phillips, WSGW, Mason Building, Saginaw, Michigan.
Help Wanted—(Cont'd)

Technical


Maintenance and control room operations for educational television and radio. First phone and some transmitter experience desirable. Presently doing closed circuit broadcast training, with expansion inevitable. Contact W. L. Kaufman, Head of Speech Department, University of Maryland, College Park, Maryland.

Production—Programming, Others

Immediate opening for announcer able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 3412E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 338E, BROADCASTING.

Experienced announcer. Gather, write and read. Mature voice, small amount additional board work, emphasized on news. Immediate opening. Send tape with full details, snapshot and salary requirements. Kent Roberts, Program Director, KFPT, Fort Morgan, Colorado.

Local newcomer. Immediate opening, opportunity 18 miles from New York City. WNNR, Branford.

Immediate opening for top notch copy writer for 24 hour independent Florida east coast station. Call or write Dick Clark, WMPF, Daytona Beach, Florida-Clinton 2-6491.

Radio

Situations Wanted—Management

General manager—10 years all phases—sales, traffic, program, station, management experience. Box 277E, BROADCASTING.

GM doubled gross and collections 8 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 278E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present role, grossing $20,000. Box 279E, BROADCASTING.

I've had it. Western boy who can't stand this east coast living wants to get back to the other side of the Rockies—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, BROADCASTING. Okay on second spot in major market. I won't hard sell. I'll cost you four figures a month—but not big enough to work out, but not living. Can I do both in your market.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 330E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sales force top producer responsible, hard working 38 year old family man with finest references available six to eight weeks. Box 344E, BROADCASTING.

Sales manager to manage your station. Completely capable, reliable, family man. Employer will give regretful, but enthusiastic referral. Present income, area $14,000. Desire earn in excess—write fully please. Box 396E, BROADCASTING.

Canada-Minn.-Wisconsin-Michigan—10 year veteran. I believe in sales and collections. Good music. Thoroughly versed in many money making promotions. 30 years old, married. We can both make money. Top references, billing reports, etc. Picture and resume on request. Box 398E, BROADCASTING.

Are you a small market non-resident owner, who is losing his shirt? Be ready. Changing constant loss to profit. Young, management, sales, production, engineering team, wants to own and operate into top money making machine. Three man team currently individually employed in top fifty market, seeks agreement on profit sharing basis with owner. Reply and confidential. Box 436E, BROADCASTING.

You in your grass greener? Program director—assistant manager in one of top 100 markets ready to move up again. I've got a thoroughly proven, rating getting adult format that goes right along with me. Would consider smaller market management with right deal. Box 428E, BROADCASTING.

You a small market non-resident owner, who is losing his shirt? Be ready. Changing constant loss to profit. Young, management, sales, production, engineering team, wants to own and operate into top money making machine. Three man team currently individually employed in top fifty market, seeks agreement on profit sharing basis with owner. Reply and confidential. Box 436E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Present sales manager for national representative's regional office desires national sales manager position. Fine record in sales, civic and industry projects. Excellent contacts and references. Reply and confidential. Box 399E, BROADCASTING.

Are you a small market non-resident owner, who is losing his shirt? Be ready. Changing constant loss to profit. Young, management, sales, production, engineering team, wants to own and operate into top money making machine. Three man team currently individually employed in top fifty market, seeks agreement on profit sharing basis with owner. Reply and confidential. Box 436E, BROADCASTING.

Manager. Creative, Production, Copy, Sales promotion, Personnel. Big markets only. Box 440E, BROADCASTING.

My specialty? Profit! Mature, experienced, creative ideas, copy, sales, management. Write or wire: Ready, 328E North Beachwood, Hollywood, California, now!

Situations Wanted—(Cont'd)

Sales

Present sales manager for large national representative's regional office desires national sales manager position. Fine record in sales, civic and industry projects. Excellent contacts and references. Reply and confidential. Box 399E, BROADCASTING.

Billing, ratings down—Let my 12 years in radio help you. Go anywhere, any market. Prefer west coast. Box 402E, BROADCASTING.

Sales manager 8 years experience, 35, married, B.S. degree. Excellent record, finest reference. Relocation due to change of ownership. Box 403E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Here We Grow Again!

Cromwell-Collier Broadcasting Corporation is growing. And is looking for disk jockeys who want to grow

If you are an entertaining deejay with individual style, personality, and showmanship—and not like 30 other deejays—we're interested right now.

Send tape and resume to: Chuck Blore
Director of Programming
Cromwell-Collier Broadcasting Corporation
6419 Hollywood Boulevard
Hollywood 28, California

Outstanding air personality. Thorough experience. Top ratings...Top references. Major markets only. Box 310E, BROADCASTING.

Florida, midwest! The personality that gets listeners' Groovy, groovy, groovy! Box 311E, BROADCASTING.

Announcer-newsman—Wide background. 10-year central Pennsylvania area. Seek better opportunity. 2-degrees. Box 312E, BROADCASTING.

Boston University announcing grad wants permanent. Experience. Box 378E, BROADCASTING.

DJ wants new market—possibly all night. Experienced, first phone. Box 385E, BROADCASTING.

Young, talented, experienced DJ wants to relocate. Will travel for right offer. Box 390E, BROADCASTING.

Experienced, tight production top 40 DJ. Ad 148. Excellent references. Box 391E, BROADCASTING.

Experienced DJ. Married, two years major market want to advance—top 40 preferred with minimum salary $100.00. Box 392E, BROADCASTING.

Announcer DJ, married, would like to settle down. Good tight board—bright sound. Will relocate. Box 394E, BROADCASTING.

Young, ambitious announcer looking for position with swingin' operation. Some experience, graduate broadcasting school. Prefer coast. Box 395E, BROADCASTING.

Classical music broadcasting. Producer, narrator, announcer, music critic and record-reviewer for largest newspaper in city of Los Angeles. Business executive wants major responsibility in California-Arizona, minimum income five figures and worth it. Box 399E, BROADCASTING.

Experienced announcer. Formerly program and news director in metro market. Experienced in copy and production. Now employed. College, vet. top references. Box 397E, BROADCASTING.

Help Want out of L.A. Morning man with highs and lows, ad flexibility. Married, 42. Box 401E, BROADCASTING.

Have tape, will send. 18 month professional radio school grad. 2 years college, 6 years radio or copy work. Minimum 40K, box 403E, BROADCASTING.

Announcer-DJ-news, comm; operate own board, 3 years college. Small station to start. Box 405E, BROADCASTING.

Experienced personality DJ, news, sports, seeks station. New York City vicinity. Tight production. Box 404E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Top DJ, 12 years experience, sober, reliable, not a floater employed in major market. Tape and resume on request. Box 405E, BROADCASTING.

Cheerful, versatile DJ 7 years experience in depth, two in majors, Top morning show adaptable to any time slot. Administrative experience, intelligent, outstanding knowledge all phases "modern" radio. 26 years old. Family man, Salary open. Box 410E, BROADCASTING.


Announcer-newsman. Seeks New England position. 2 years experience. Box 412E, BROADCASTING.

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Broadcasting, March 13, 1961
Situations Wanted—(Cont'd)

Announcers

Good music and newsmen, currently working, desires affiliation with progressive outlet. Box 413E, BROADCASTING.

Young, experienced. Tired of being trouble shooter for short periods, raising ratings, then being replaced by letter ledger, lesser paid. Have done every type show, every type shift, almost every type station, top men. Soldier, be married, want to settle down. Minimum: $150, yes, on long term expenses. Box 413E, BROADCASTING.

Sports announcer—31, married, college degree, experience, on play-by-play, experience in copywriting, business background. Can be used in a varied capacity. Box 417E, BROADCASTING.

1st phone announcer, experienced all phases, play-by-play. Married. Director position. Box 418E, BROADCASTING.

Top sports play-by-play basketball, baseball, football, finest references. Box 419E, BROADCASTING.

Sportscaster—Top ratings in market. 5 years experience. Has worked in market with heavy play-by-play. Box 421E, BROADCASTING.

Experienced chief engineer, top rated announcer. Currently employed. Seeks advancement. Box 422E, BROADCASTING.

Announcer want to settle down. Not a floater, in prime-donna fight production, married, bright sound. Box 423E, BROADCASTING.

Professional. Nine years, solid references. Finest of background program director, newer experience. Veteran with college. Prefer coast or deep south. $105 weekly. Box 425E, BROADCASTING.

Experienced first phone morning man. Good maintenance, music, news. Box 438E, BROADCASTING.

Announcer, young, realistic, ambitious. Chestnut, skilled radio, news, experienced. Tape. Box 439E, BROADCASTING.

Radio school graduate, former student Rutgers. Tired of big city, want to gain experience. Operate own board. Newly married. Tape and resume on request. Box 440E, BROADCASTING.

DJ-announcer. 5 years experience. 23, single vet, college. Locate anywhere. Tape, photo, resume on request. Box 445E, BROADCASTING.

Announcer—married—dependable sell, authoritative news "easy style" DJ. College grad looking for first position with future. Box 458E, BROADCASTING.

Combo—Good man with three years experience, part tv. Box 464E, BROADCASTING.

Announcer, dj or sports director, wants play-by-play and board work. 2 years experience, adult programming and good references. Box 466E, BROADCASTING.

Negro announcer with 2nd phone, but experience on 1st phone in short time, what have you to offer? Solomon Brown, 5950 N. 16th St., Philadelphia 41, Penna.

Willing to learn. First phone announcer, sales, WDMA, Detroit Avenue, 540-5. Ohio.


Need announcer-dj with N.Y.C. experience? I've done news and dj for 3 N.Y. stations with soft-sell resonant voice. Write or call Domenico McKay, 1546 Second Avenue, N. Y. 28, TR 9-8120.

Situations Wanted—(Cont'd)

Announcers

How about personality? If we're "in tune," you're hired. 1st phone, expects 3-year experience, 24, married, best references and draft exempt—one that wants to grow with you. He's seeking a station with modern music and futuristic programming, but no "top 40" format—one that believes in popular and standard records, production spots and newscasts, talk shows. This personality is known throughout upper Midwest, suburban Chicago. Namely: Warren Preiberg, 5369 West State Street, Oakville, Illinois.

See television ad—Dick Landfield.

Attention Texas and New Mexico, young dj, reliable, seeking larger market. Best references, details. Jerry Rogers, KEBR, Keimert, Texas.

Radio school—Experienced, BROADCASTING.

Radio school—First class, BROADCASTING.

BROADCASTING.

Music family—Veteran, 7 years experience, former PD. Call or write Jim Zimmermann, 425 East Vaughn—Ironwood, Michigan. Phone 3504.

Technical

First phone, experienced and mature would like position helping with programming or others duties. Box 410E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Married, good person, well liked. Many years experience electronic and military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

Suffering from trainee blunders? Want dependable maturity? Can offer twenty years professional, background for staff or management. Exceptionally strong on transmitter, maintenance, location and security of prime importance. Box 359E, BROADCASTING.

Three years radio, television. Technical school background, some maintenance. Any where. Box 434E, BROADCASTING.

Chief engineer—experienced. All phases construction, maintenance, direction where news image is the first priority. Box 453E, BROADCASTING.

Desire chief position. Experience AM-FM-TV-studio-tech, technical, senior member of Engineering, technical, consulting and design, chief engineer, teaching, public speaking, last class radiotelephone and telegraph, SS for all positions. Several respected engineering groups. Presently located in Detroit area, will relocate. Box 454E, BROADCASTING.

Engineer—Experienced first class. Write Box 461E, BROADCASTING.

Engineer-announcer 10 years experience all phases of radio. Resume and tape available. Box 453E, BROADCASTING.

Chief engineer desires permanent position 18 years experience AM-FM-TV, Box 1622, Beckley, W. Va. Phone CL 2-4060.


Production—Programming, Others

Newspaper—Experienced. Now employed in east. Write, gather, edit and air. 3 years in radio. Available at time of favorable offer. Box 410E, BROADCASTING.

Program director. Aggressive, imaginative, creative person, in all phases of programming. Top references from major market operations. Box 392E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

A boy Friday? That's me! Good copy, good production, good dj show! College degree. Desire combination in medium market. Box 408E, BROADCASTING.

Program director? Am now disc jockey at AM- FM in smaller market. Seeking larger market and greater challenge at station where new interest and talent is needed. Box 459E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where new interest and talent is needed. Box 459E, BROADCASTING.

News director? Want spot on fulltimer in aggressive station. Located in central Michigan. Now at $5000 in larger market. Box 457E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwestern states. Opportunities for advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Technical

RV studio engineers. Excellent opportunities for men having knowledge of theory and application. In station operation. Group tv station corporation, Send resume to Box 869E, BROADCASTING.

Experienced tv transmitter engineer with full power hf station in Montana's largest metropolitan area close to excellent fishing and hunting. Position available for engineer who likes maintenance department. Forty hour week. Write P. O. Box 357, Grant French, KQOK-TV, Billings, Montana.

Production—Programming, Others

Leading northeastern vbh seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

News director who knows and likes all phases of television news, writing, editing, film, processing, planning, supervising. 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 315E, BROADCASTING.

Producer-director for educational tv station in midwest city. Creative career opportunity. Work with college, civic, educational and cultural organizations on local and network live and taped programs. Year's experience minimum. Operate switcher: $6,000. Box 616E, BROADCASTING.

Wanted immediately, director for photography-film department. Will direct three man film department and supervise photography five man news staff. Will also handle schedule in photography library. Must be thoroughly experienced all phases. Rush full details including salary to Tom Matthews, WNEM-TV, Saginaw, Michigan.

BROADCASTING, March 13, 1961

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TELEVISION

Situations Wanted—Management

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, with local not in mid-east major.
342E, BROADCASTING.

I made $18,000 in 1966. Sold 16% of all radio sales in city of 200,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major stores. College, family man, 37, want position manager-sales, radio or television. Includes $20,000 up. Box 382E, BROADCASTING.

TV management or sales management—Prefer southwest. Full details without obligation. Box 400E, BROADCASTING.

Announcers

Announcer with on camera self-ability wants to relocate in challenging market. Sober, affable, 8 years experience. Box 424E, BROADCASTING.

Nine years, quality tv announcer, personality, selling, turnarounds. Jockey, weather, weather, etc. Desire tv but will consider radio. VTR available. Box 429E, BROADCASTING.

Experienced—On camera television—$5,000.00, raidio. News director, versed in all aspects of tv and continuity, etc. Excellent voice, creative, dependable. Box 563 N. Troy, Chicago, Illinois.

Technical

1st phone. Radio technical experience and VTR background. Married, dependable. Box 409E, BROADCASTING.

Television engineer, available immediately. 7 years experience. Includes VTR. Write Box 425E, BROADCASTING.

Engineer with 2nd phone but expects 1st phone in short time. Solomon Brown, 5850 N. 16th St., Philadelphia 41, Pennsylvania.

Production—Programming, Others

Experience. Film editor, both tv and motion pictures. Picture 387E, BROADCASTING.

7 years experience in all phases of tv and film production. Box 387E, BROADCASTING.

Top notch pre director producer with a difference. Commercialists that do sell, plus, music, VTR director and sales. Currently producing in Canada, want to return to U.S. Box 427E, BROADCASTING.

Cameraman, editor and production coordinator, capable of handling film department. Military, educational and Federal agency experience. Request resume. Box 432E, BROADCASTING.

Newsman with solid background in journalism and broadcasting available for challenging tv news spot. Write Box 460E, BROADCASTING.

Director with 5 years experience commercial and spot. Must relocate due to reduction of staff. Heavy on live commercials and programs. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blandy, Prospect 5-9717, WWTV, Detroit, Michigan.

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family. B.A. Prefer being near by, not VTR. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-3158.

FOR SALE

Equipment

Rust remote control system. Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. KATI, Casper, Wyoming.

FOR SALE

Equipment—(Con’d)

Two PT-63 series Magnecords including amplifier, and tape deck. Good condition. In use. $380.00. Radio Station WARU, Peru, Indiana. 3-G-446E.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turntables $100.00 each—/p Collins audio rack $20.00. WENN, Birmingham, Alabama.

Rust remote control transmitter unit 105-C. Rust remote control unit 105-G including amplifiers. Rek-O-Kut remote recorder like new, playback, complete with transmitter, amplifier, case. Collins 100/250 watt transmitter, spare tubes, tuning box. WGL, Gainesville, Illinois.

Collins 125 4 channel remote amplifier. Good condition. Reasonable, $200.00. WGRG, Takoma Park, Maryland.

Complete, brand new, uncrated, for FM station. Includes troposcope, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 409 E. Martinillo Blvd., Amarillo, Texas. Phone 4-5167.

Thermometer, remote, electrical; enables monitor salesman to check temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electro-temp, Co., Box 611, San Diego 6, California.

AM, FM, TV terminal equipment including monitors used 800 tubes. Electrofin, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 First Ave., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote units, educational, broadcast, starting at $50.00. Spares $25 thru 75¢. Miratel, Inc., 1st St., S.E. & Richardson, New Brighton, St. Paul 13, Minnesota.

Truscon 370 foot self-supporting tower, insulated, legs spread 30 feet, complete with obstruction clearing. RCA Pyron 2-way FM antenna with power gain of 3. All fittings for mounting on tower. 400 feet copper coax-

1$ 5,000. Immediate delivery at bar-

gain price $9,750 for complete package B.O. factory. You had better call us for this deal is not going to last. Phillips Tower Co., 126 E. Lafayette Pl., San Antonio, Texas. CA 6-4616.

Rigby transmission line. Andrews 1½" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Will invest $10,000 in solid Virginia or Florida station. Must serve as general manager. Give all details in strictest confidence. Box 449E, BROADCASTING.

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia. Flori-

dia preferred. Nineteen years successful management experience. Educated, practical, confi-

dential. Box 462E, BROADCASTING.

Equipment

Self supporting tower, 250-300 feet. A-con tention and antenna booth on east coast. Box 304E, BROADCASTING.

Wanted. Complete equipment for 5 kw sta-

tion. Studio to transmitter. Box 427E, BROADCASTING.

Pay cash everything for 500-watter. Trans-

miter, monitors, speech, tape, 200-foot tow-

ers, etc. Airmail Box 950, Auburn, California.

Wanted: One "R.E.L. President" FM moni-

tor. Please state the condition and price in first letter. KEAR, San Francisco 26, California.

FOR SALE

Equipment—(Con’d)

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGEV-7, Billings, Montana.

Used 1 kw transmitter wanted by missionary station. Kores, Reasonable or donation. Box 437E, RAYEMCCO, 475 Riverside, New York.

WANTED TO BUY

Equipment—(Con’d)

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 48-page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new lessons. Write Box 387E, Cadillac, Michigan.

Be prepared. First phone in 6 weeks. Guar-

tanted instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction. Best in the west. 14 East Jackson St., Chi-

cago 4, Ill.

Since 1926. The original course for FCC first phone license. 24 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and res-

ervations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbark, California. “Author-
ated by the California Superintendent of Public Instruction” for completion of Radio Operational Engineering course.”

FCC first phone license in six weeks. Guar-

tanted instruction by master teacher. G.A.


MISCELLANEOUS

Comedy for deejays—"Deejay Manusl," a complete gagfile containing bits, adlib, gimp,

mix, letter, patter, etc. $5.00—ShowBiz Comedy Service (Inc.) 1st Ave., 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banana ear tags, bunny ears, strips, etc. Bro-Tel, Box 595, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and tele-

vision programs includes your ad. Weekly colors, game name optional. 2,500 different combinations per case $10.00 F.O.B. Sweet-

heart Mountain Match Co., Hammond, Mo.
Help Wanted—Management

STATION MANAGERS
WANT TO SELL EQUIPMENT??

Once in a lifetime opportunity for a few station managers or chief engineers with business experience to team up with a leading broadcast equipment manufacturer. Several good territories are open. An Electronic background, either a first class license or good familiarity with transmitting and audio equipment is essential. These are high paying career positions for men who love to sell, who want to sell, and who have demonstrated their sales ability.

If you want a greater selling challenge and an opportunity to increase your earnings to the high five figure, then selling broadcast equipment is for you. Replies confidential, of course. Send resume and photo to Box 448E, BROADCASTING.

ANNOUNCERS

SECRET!!
is what our identity must be but we do need three good newsmen in a sunny Top 20 market. Please do not send tapes 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

LIVE DJ's
Young (20-25) enthusiastic, ready for the step up.
National chain.
Send tapes with full details immediately. Replies held in confidence.

Box 465E, BROADCASTING

EMPLOYMENT SERVICE

JOBS
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now

WALKER EMPLOYMENT SERVICE
BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn. Federal 9-0961

HELP WANTED—(Cont'd)

Help Wanted—Management

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

HELP WANTED—(Cont'd)

Help Wanted—Management

PRODUCTION—Programming, Others

EXPERIENCED MANAGER
AVAILABLE

Presently vice president-general manager of highly successful chain. Excellent record of profits. Good national and regional connections. Have very best references including present employer. 40 years old, family man who can make money for you.

Box 406E, BROADCASTING

HELP WANTED—(Cont'd)

Help Wanted—Announcers

ATTENTION HONEST OWNERS

Young, successful, radio manager seeks position of responsibility with above board organization. Intelligent, highly capable family man asks security in exchange for loyalty. Will consider No. 2 slot with right station.

Box 407E, BROADCASTING

HELP WANTED—(Cont'd)

Help Wanted—Programmers, Others

WE HAVE NEW DJ's

All ages, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Just you nothing to get their tapes. Tell us what you want. Placement Dept., L. B. Johnson School, 930 S. St., N.W., Washington 6, D. C.

Box 463E, BROADCASTING

HELP WANTED—(Cont'd)

Help Wanted—Technical

TV BROADCAST ENGINEERS

Opportunities for technicians having basic knowledge of TV theory with some operational experience. Write Corinthian Broadcasting Corp., 302 South Frankford, Tulsa, Oklahoma.
Help Wanted—(Cont'd)
Production—Programming, Others

**NEWSMAN-SPORTSCASTER**
Wanted by one of Virginia's oldest and most powerful TV Stations—experienced newsman. This man must have experience in gathering, writing and broadcasting news. He also must be able to do good air job on sports. Must be real hustler, alert, dependable and have strictly news and sports background. Good starting pay, fine fringe benefits. Write to: Joe Moafait, News Directors, WLS-TV, Roanoke, Va.

**TELEVISION**
Situations Wanted
Production—Programming, Others

**NATIONALLY KNOWN**
TV news-special events producer, director chief cameraman in major market desires change after 14 consecutive years in one organization. Have won several national awards including Radio-TV News Directors Association for "Most Outstanding TV News Operation" and "Best Single TV News Story in Nation"; received Sigma Delta Chi award for "Best TV News Operation." Also National Press Photographers Association for "Best TV News Operation" and NPR award for "training cameramen for highly creative work and ingenuity." Have produced numerous documentaries; know all phases of 35 mm, 16 mm motion picture work including producing, shooting, editing, lab work and aerial photography. Have pilot license. Pioneered in development of photofax. Thoroughly familiar with video tape, closed circuit TV, and local color operations. Married. Five children. Age 42. The best of references.

Write: Box 452E, BROADCASTING

**PRODUCTION MANAGER**
available immediately
A complete dossier will be rushed to all inquiries. Write: Apartment 1, 1024 West Ottawa St., Lansing, Michigan. Inferior production positions also considered.

**FOR SALE**
Equipment

**OUTDOOR SPORTS ENTHUSIASTS**
New Fulltime station exclusively serving a famous western resort area. Ideally suited for an owner-operator or husband and wife team who enjoy skiing and other outdoor activities. Priced at $45,000 with low down payment and good payout.

Box 432E, BROADCASTING

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**
Established 1946
Negotiation Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

**CHAPMAN COMPANY**
1182 W. Peachtree St., Atlanta 9, Ga.

**CENTRAL FLORIDA**
Growth area—profitable for owner-manager. $100,000 on long term payout. Write including proof of financial responsibility, Mass Media Managers, 3301 West Central Avenue, Toledo, Ohio.

**FOR SALE**
**MULTIPLEX with MOSELEY**
Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SGO-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin 2203.

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**GUNZENDORFER**
SOUTHERN CALIFORNIA. $110,000 with $1,500 down, 1,000 watt exclusive. Arizona. $11,000 down for a 230 watt fulltime. GUNZENDORFER exclusive.

PA SHINTON IN CALIFORNIA'S big market. $65,000 with $12,500 down.

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SOUTHWEST. Full time. Network. Always a profitable operation but present owners not radio people. Asking $75,000 with 25% down.

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For Best Results
You Can't Top A Classified Ad
in BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WSNT Inc., Sandersville, both Georgia. Action March 6.

By Hearing Examiner Walter W. Guenther

By own motion, scheduled further prehearing conference for March 14 in re proposal by Nathan Frank (WKBQ-TV), Valparaiso, Ind., N. C., for specificity of trans. and ant. site. Action Feb. 9.

By Hearing Examiner David I. Krauskar

On own motion, scheduled prehearing conference for March 14 in re proposal by Nathan Frank (WKBQ-TV), Valparaiso, Ind., N. C., for specificity of trans. and ant. site. Action Feb. 9.

By Hearing Examiner Thomas H. Donahue

Grant petition by WDBQ Bestco. Inc. (WDBQ), Charleston, W. Va., and accepted its notice of late appearance in proceeding on April 20 with consent of WDBQ to continue proceedings on April 20 with consent of WDBQ to continue proceeding.

By Hearing Examiner Herbert Sharman

Issued memorandum of rulings taken at March 1 hearing with respect to Group V applications in consolidated am proceeding. On oral motion by applicants, and without objection, severed from consolidated proceeding applications of Midland Bestco. Inc., (WIBQ), Midland, Mich., and Shawnee Bestco. Inc. (WSBK), Stillwater, Okla., effect of action made moot applicants' Feb. 27 petition for severance; on oral motion severed from consolidated proceeding applications of The Marion Bestco. Inc. (WMNR), Marion, Ohio; East Liverpool Bestco. Inc. (EBS), East Liverpool, Ohio; and Central Corp. (WKBV), Richmond, Ind.; Gentry Bestco. Inc. (WJBS), Adrian, Mich.; Friendly Bestco. Inc. (WJMO), Cleared Heights, Ohio, and Paul A. Brandt (WCBP), Whittier, Mich. Action March 2.

Accepted in evidence exhibits by Southern Michigan Corp. (WELL), Battle Creek, Mich., and K Nora Bestco. Inc. (WSAM), Saginaw, Mich., and concluded evidentiary hearing. In Group II of consolidated am proceeding. Action March 2.

BROADCAST ACTIONS

By Broadcast Bureau

March 8

Waived Sec. 4.70(b) of rules and granted EIA for following vhf-tv repeater stations: B and J Television Services, channels 9 and 11,Death Valley National Monument, 11 and 9, Baker, all Calif. (KRCA- TV), ch. 4, KNXT-TV, ch. 2, both Los Angeles, Calif.

KASE Austin, Tex.—Granted acquisition of WACA by E. J. Landis. Purchase of stock from Jacob A. Newborn, Jr., trustee for Nancy and Nena Newborn. Withdrawn from consideration of license to change name to WCHS-AM and operate from remote control point. Action Mar. 28. Action Feb. 28.

KASE Austin, Tex.—Granted acquisition of WACA by E. J. Landis. Purchase of stock from Jacob A. Newborn, Jr., trustee for Nancy and Nena Newborn. Withdrawn from consideration of license to change name to WCHS-AM and operate from remote control point. Action Mar. 28. Action Feb. 28.

WALLY Inglewood, Calif.—Granted license to operate by remote control. Action Mar. 15.

WDDY Gloucester, Va.—Granted mod. of license to change studio location and remote control point. Action Mar. 28.

WTRP LaGrange, Ga.— Granted cp to change transmitter and studio location and make changes in ground system. Action Mar. 15.

KMMF (FM) Austin, Tex.—Granted cp to change ERP to 83 kw and antenna height to 1,406 ft. Action Mar. 15.

WTIX New Orleans, La.—Granted cp to make changes in height and directional antenna pattern.

WRFD-FM Columbus-Worthington, Ohio—Granted mod. of cp to change type antenna and make changes in antenna system.

WSPT-FM Stevens Point, Wis.—Granted mod. of cp to change ERP to 15 kw; type transmitter; type antenna; remote control permitted.

WEZZ New Martinsville, W. Va.—Granted mod. of cp to change studio location and operate trans. by remote control. Action Mar. 5.

WOTI-AM Nov., N. Y.—Granted mod. of cp to change type trans. and type ant.; condition: Change antenna.

KSEY Seymour, Tex.—Granted authority to operate from remote location at sign-off at 7 p.m. for period ending June 1.

KRRS Ridgecrest, Calif.—Granted authority to sign-on to sign-off at 7 p.m. for period between Feb. 13 and ending April 9 except for special evenings. Action Feb. 28.

ALWY Phoenix, Ariz.—Granted authority to remain silent for period ending June 1.

Actions of Feb. 28

WOWK Brook, Mass.—Granted assignment of cp to WORK Inc.

KYNG Cooey, Ore.—Granted license to change name to Pacific Western Broadcasts Inc.

WHCC Wayneville, N. C.—Granted mod. of license to change studio location and remote control point.

WMCK McKeesport, Pa.—Granted mod. of license to operate trans. by remote control while using directional antenna.

KBCF Waxahachie, Tex.—Granted cp to replace expired permit which authorized changes in directional antenna pattern.

RALD Carrollton, Mo.—Granted change of remote control authority.

KHFM Hillsboro, Tex.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: WALD-AM, Mobile, Ala. to October 1; KQVR (TV) Stockton, Calif. to September 27; KXTV (TV) Sacramento, Calif. to September 27; WPCH (FM) Pittsburgh, Pa. to August 1.

Actions of Feb. 27


WSCM Panama City Beach, Fla.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of Panama City Beach, Fla.; remote control permitted.

KRMN Benson, Minn.—Granted cp to install new trans. (main studio location) as an aux. trans. and new 30 ft. ant. on roof-top of main studio building for emergency use only.

WPPT (TV) Augusta, Ga.—Waived Sec. 3.613 of rules and granted mod. of cp to change trans. type, type ant., trans. location, studio location, make changes in equipment and ant. height; ERP via. 316 kw; aux. ERP via. 156 kw; ant. height 320 ft.

WVOG Grand Rapids, Mich.—Granted mod. of cp to change type trans.; reduce ant. height to 560 ft. and make other equipment changes; ERP via. 382 kw; aux. ERP via. 141 kw; (main trans. & aux.)

WMRT Lansing, Mich.—Granted cp to change ant.; trans. location, type trans., type ant., change studio location, and remote control point.

KMUZ (FM) Santa Barbara, Calif.—Granted cp to change trans. and increase ERP to 105 kw; remote control permitted.

KHYD (FM) Fremont, Calif.—Granted cp to change type trans., type ant., and change studio location and remote control point.

KLAK Lakewood, Colo.—Granted cp to change type trans.

KCFM (FM) St. Louis, Mo.—Granted mod. of cp to increase ERP to 88 kw; decrease ant. height to 420 ft. and change type of trans. and type of ant.

KFBP Columbia, Mo.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KMUZ (FM) Santa Barbara, Calif. to Apr. 1; KSTN (FM) Stockton, Calif. to Mar. 31; WIPE (FM) Detroit, Mich. to May 16; WDBM (FM) Statesville, N. C. to Mar. 16; KHYD Fremont, Calif. to Apr. 1; WLKW Providence, R. I. to Apr. 3; KSBC Liberal, Kan. to June 9.

License renewals

Following stations were granted renewal of license: Chairman Minow not participating: WENC Whiteville, N. C.; WEZV Cocoa, Fla.; WRKT Cocoa Beach, Fla.; WACK West Palm Beach, Fla.; WJQX, Florence, S. C.; WCDJ Edenton, N. C.; WEEX-FM Easton, Pa.; WNSM Valparaiso-Niceville, Fla.; WTVB Auburndale, Fla.; WESC Greenville, S. C.

BROADCASTING, March 13, 1961 103
GOOD THINGS HAPPEN + WHEN YOU HELP RED CROSS

NEW DIFFERENT

“MEANWHILE, BACK ON EARTH”
(13½ minutes—16MM Black and White—sound cleared for TV)
A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster footage on the CHILEAN EARTHQUAKE and HURRICANE DONNA.
More than a public service film—it’s a motion picture with audience appeal.

ANIMATED TV SPOTS
(60-20-10 seconds)
PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left “speechless” in a humorous “bite” by Bill’s loyal dog, Max. These spots provide the “light” touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO
COLOR SLIDES  TELEOPS  FLIP CARDS
With voice-over copy
AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER’S great Red Cross Campaign Song
GOOD THINGS HAPPEN WHEN YOU GIVE.

STAR STUDDED JINGLES SONGS APPEALS
(all lengths from 05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER’S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT’S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MICHIT MILE and EDWARD R. MURROW.

Straight appeals by
DAVE GARROWAY  JOHN DALY
RALPH EDWARDS  DON MCNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from
YOUR LOCAL RED CROSS CHAPTER
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In New York, call Murray Hill 9-1000
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THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

BROADCASTING, March 13, 1961
Les Carr is one broadcast engineer who has made it.

Thirty years ago he was an assistant engineer at KSTP St. Paul. Twenty years ago he was in charge of CBS Central Division's transmitters. Today, at 51, Lester Hayden Carr is president and owner of Developmental Engineering Corp., a Washington engineering firm which handles about $2 million worth of advanced engineering research and development business a year. Most of this work is for the government and extends 400 million miles into space and thousands of feet into the substrata of the earth.

DECO designed the first operational space satellite transoceanic communications system. This is the Navy’s trans-Pacific circuit radio, from Washington to Hawaii, via the moon. DECO's portion of the $35 million moon-bounce project—which went operational in January last year—was the design of the antennas and the ground facilities.

DECO also had another first, the obverse of moon circuit, called project "Lithicom." In this operation, DECO transmitted radio waves through the earth itself in July 1960 from a 1,000-foot-deep mine near Carlsbad, N. M.

Right now the Carr enterprise is busy with two projects, both "way out" in the field of radio communications.

The first is in Cutler, Me., where DECO has designed a two-million-watt, very-low-frequency facility for the Navy. The other is in Arecibo, P.R., where the company designed, and is supervising construction of a 1,000-foot parabolic antenna inside an extinct volcano. This will be part of an Air Force radar telescope to probe the moon and other celestial bodies as far away as Venus and Jupiter. It will transmit a peak pulse of five trillion watts on 430 mc.

Country Gentleman – DECO headquarters are on 200 acres of rolling hillside outside Leesburg, Va., about 35 miles from Washington, in a large country fieldstone manor house. Les Carr designed and supervised the building of the house himself, as he has the restoration of the estate’s gate house and several former slave cabins.

The estate is called Fort Evans, after Confederate Brig. Gen. Shanks Evans, who surprised and beat back a Union force crossing the Potomac River at Ball's Bluff in October 1861.

About a hundred yards from the main house is the low, one-story, cinder block 200-foot-long headquarters laboratories of DECO. There, some 50 professional communications engineers and supporting clerks are always busy.

Outside the DECO building are several acres of antenna installations, all shapes and arrays. DECO also has a branch office at Boulder, Colo., where the National Bureau of Standards' radio propagation laboratory is located, with about 18 scientists, and in Boston with about 15 professionals. The Boston office is headed by Dr. Wilbur Davenport, a professor at Massachusetts Institute of Technology's Lincoln Labs.

Distinct from DECO, but part of the Carr organization is Scatter Communications Inc., Bethesda, Md., from which about 30 engineers install scatter communications links for customers, mainly the government.

Les Carr was born in Elk River, Minn., June 16, 1910. While attending the U. of Minnesota, he put in a full 60-hour trick (4 p.m. to 1 a.m. daily) as master control operator at KSTP St. Paul. He received his E.E. degree from Minnesota in 1934 and immediately became assistant chief engineer of the St. Paul radio station. Later he was promoted to chief engineer, and was also technical director of the Minnesota Network, a statewide group of radio stations.

On to Chicago – He left KSTP in 1940 to become transmitter engineer in charge of CBS Central Division’s stations. This covered WBBM Chicago and KMOX St. Louis. One of his major responsibilities was the installation at WBBM of the first 50 kw, high level modulated transmitter.

Production models were scheduled to be built by Federal Telephone Labs in New Jersey. James F. Weldon, a transmitter consultant widely known throughout the broadcast industry was hired to supervise this design. It was this association that culminated in Weldon & Carr, a consulting engineering firm in Washington.

But before this took place, World War II intervened. Mr. Carr joined the Navy's Bureau of Ships as an electronics consultant. During this period, he was responsible for the design and installation of radar beacons, used for aeronautical navigation in the Aleutians. He also was responsible for Loran ground installations, another electronic navigational system. In the last years of his war, he was a special consultant to the Navy's communications system design group.

DECO was established in 1952 as an outgrowth of the research and development work undertaken by Weldon & Carr. Originally DECO specialized in antenna research and design, but in 1957 the company moved into its present field, advanced communications systems.

Mr. Carr is not the only former broadcast engineer in the DECO organization. The director at Leesburg is Lucian Rawls, formerly with WSM Nashville. The associate director is William Alberts, formerly with Crosley Broadcasting Corp.

Mr. Carr married the former Helmi Lukkarila of Mountain Iron, Minn., in 1933. They have a son, 17, and three daughters, 14, 10 and 8.

Leesburg is in the Virginia horse country and the Carr family has nine saddle horses. But true to their Minnesota background, the Carrs also ski and have a toboggan slide.

Les Carr's hobbies are close to his profession. In his youth, he was a ham operator, in fact, was the second radio amateur in Minnesota to receive a WAC (worked all continents) card, in 1927. When Admiral Richard E. Byrd led the first full scale U.S. exploration of Antarctica in 1928, young Les Carr in Minnesota handled personal traffic for members of that expedition.

Amateur radio was so important to him in high school that all the money he earned playing in a local dance orchestra (sax and clarinet) went into parts for his rig.

Today, he is a hi fi enthusiast. A standing joke among his friends is that Les Carr's hi fi is always out of commission; he continually rips it apart to add newer and better components. His stereo collection, a large one, is all on tape. His only other hobby is collecting guns, to the extent that he and his son mold their own bullets.
EDITORIALS

Color thrust

TWO events of recent weeks suggest an awakening interest in color television.

Zenith announced it would market a line of color sets.

Eastman Kodak announced it had moved its sponsorship from Ed Sullivan in monochrome to Walt Disney in color to get the benefits of color advertising.

We find significance in these events because they show a mutuality of interest in color television between two companies with different purposes.

Zenith wants to make money as a manufacturer of color sets. As a canny marketer, Zenith has noticed a softening in black-and-white television sales and is looking for new products to arouse consumer interest.

Eastman wants to get maximum impact from television advertising for products that are already attuned to the growing public interest in color photography.

We do not doubt that other television equipment manufacturers will begin to think of color as a stimulant for equipment sales. As they do, they will provide the sets that color television needs to become an influential advertising medium. As color set circulation rises, more advertisers are bound to follow in Eastman's steps.

For manufacturers, broadcasters and advertisers it's going to be hard to stay out of color much longer.

Suitable for framing

WE COMMEND to the attention of all departments of the government the observations that President Kennedy made last week in accepting an award from the Radio and Television Executives Society of New York.

"Of one thing you can be certain," Mr. Kennedy said in a message to the RTES, "this administration will do nothing to impair the freedom of the mass communications media guaranteed under our Constitution and our democratic precepts."

The full text of his observations appears elsewhere in this issue. It is suitable for framing and hanging on all bureaucrats' walls.

Collins on the move

NAB's new president, LeRoy Collins, is a man of action.

Barely a month after he had assumed office, he told his employers what was wrong with them and their trade association and how he intended to go about achieving strength, prestige and respect for their profession.

In his startling speech to the NAB board on Feb. 10, Gov. Collins said he would present a plan for full-scale reorganization of the trade association at the next board meeting in June. He sought and received authority for outside assistance.

Last week Gov. Collins retained Robert K. Richards, former administrative vice president of the NAB, as special consultant to assist him in developing a reorganization plan. It is an ideal selection.

Although Bob Richards resigned his NAB position in 1954 to establish his own consulting business, actually he has never been out of the NAB fold. He was promptly retained as consultant to the late president, Hal Fellows, and has been on a retainer since. Mr. Richards has had extensive station experience (in the Storer organization). He was in the Office of Censorship during World War II and from 1944 until he joined the NAB in 1947, was editorial director of Broadcasting. He is now part owner of radio stations in Muskegon, Mich., and Keyser, W. Va. His background and experience, therefore, cover virtually the full circle of broadcasting activities.

Gov. Collins will be the chief architect of the reorganization plan that inevitably will call for a more compact and harder-driving structure geared toward the twin goals of better government and public relations. Because he has not heretofore been identified either with broadcasting or trade association activities, he needed outside counsel.

Thank you, Mr. President

THE ground rules established in President Kennedy's recent news conferences strike us as a sensible compromise between those that obtained during Mr. Eisenhower's incumbency and those of the early Kennedy conferences that were broadcast live.

It now appears that most of Mr. Kennedy's conferences will be recorded on video and audio tape. Broadcasters can use the tape as they wish, in full or in part and at any time after the conferences are over. This is a substantial improvement on the rules of the former administration which insisted on controlling the content and timing the release of tapes made at Mr. Eisenhower's conferences.

Indeed the kind of taped coverage that Mr. Kennedy now permits has some advantages over live coverage. It gives broadcasters the editorial freedom to treat the conferences as news, to use as much or as little as their news values warrant. If a live broadcast is offered, it is hard to reject. Unless Mr. Kennedy turns out to be unique among all the Presidents in history, not all his conferences will be considered worth presenting in full text to every television and radio home in the nation.

This is not to say that live coverage should be entirely abandoned. There will be conferences that promise to generate enough interest to justify live coverage, and the White House has indicated, with good judgment, that on such occasions live cameras and microphones can be used.

Not unexpectedly, some representatives of the press have objected to the new status accorded radio and television in the White House. They wish for a return to news conference rules that favored newspapers and newspaper services. Broadcasters—and the American public—must be gratified by the refusal of Mr. Kennedy and his news secretary, Pierre Salinger, to knuckle under to the newspapers.

Under the coverage system now in effect, the public is getting the best news coverage that it has ever had.
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The imagination of the artist, together with his technique and skill, combine to create artistic beauty ... In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars ... call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book
Symbol of service... of cooperation, integrity, and a history of successful selling for an ever mounting roster of advertisers.

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