Campbell-Ewald finds viewer getting jaded in special qualitative TV study. 31

Hostility greets Kennedy plan to revamp FCC, give chairman more power. 52

NAB's convention next week in Washington. FCC hearing on NBC-RKO swaps to feature rope-jumping by all concerned. 77

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RADIO

The birth of constant companion

These shares so many times a day... many places?

He has this sound we trust. To so often?

Radio creates this companionship. Spot Radio choose that place in it.

Edward Petry & Co., Inc.
Radio Division
The Original Station Representative

NEW YORK - CHICAGO - ATLANTA - BOSTON - DALLAS
DETROIT - LOS ANGELES - SAN FRANCISCO - ST. LOUIS
Did Caesar invade Gaul exactly at 8:00 A.M. Tuesday, March 28, 58 B.C.

No. Nothing happens precisely on the hour.

Nothing, ever. More than likely Caesar struck at 8:06—or 8:17 maybe. Whatever time, things just don't happen on the hour. To demonstrate: a massive KABL research study has proved that most people are driving and listening at two peak periods.

They are doing this at 5:23 and 6:09 p.m.

Only KABL schedules the news at these two unequalled listening times. And noted newscaster Franklin Pearcy makes news broadcasts for KABL at 5:23 and 6:09 p.m. respectively. Bay Area people now hear the news when everyone else is listening—on KABL at 5:23 and 6:09 p.m.

Other McLendon stations:

- KLIF Dallas
- KILT Houston
- WAKY Louisville
- WYSL Buffalo
- KEEL Shreveport
- KTSA San Antonio

KABL and WYSL are represented nationally by the Daren F. McGavren Company.

KABL is the number one station in the entire San Francisco Bay Area*

*Pulse, Jan-Feb., 1961
All six are magnificent on KABL.... for the full, composite six days a week, KABL is magnificently first in San Francisco's newest January and February Pulse.

Monday through Saturday, KABL is a smashing first.... first overall, first in total quarter and half-hour firsts, first by far in the Pulse of San Francisco.

THE McLendon Station FOR SAN FRANCISCO
represented nationally by Daren F. McGavren Co., Inc.

KABL
Music
DIAL 960

HE McLendon Station FOR SAN FRANCISCO
represented nationally by Daren F. McGavren Co., Inc.

KABL
Music
DIAL 960

The only good music station in the history of radio to coin first place in a metropolitan market...

OTHER McLendon STATIONS
F, Dallas • WYSL, Buffalo • KILT, Houston • WAKY, Louisville • KTSY, San Antonio • KEKL, Shreveport
And exclusive sales representative for XEAK, Los Angeles
... and Channel 4 delivers them

KRLD-TV reaches more homes in the great Dallas-Ft. Worth market than any other station. The March, 1961, ARB Market Report shows KRLD-TV's average quarter-hour homes reached from 9 a.m. to midnight, Sunday thru Saturday, to be 33.4% greater than Station B, 49.7% greater than Station C and 276.9% greater than Station D.

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

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

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

Clyde W. Rembert, President

BROADCASTING, May 1, 1961
CBS blockbuster

What could be blockbuster announcement is being prepared by CBS-TV network for its affiliates when they hold their annual convention this week (see page 126). It's new affiliation contract and station sponsorship plan, designed to make network business more competitive with spot in eyes (and pocketbooks) of affiliates. Handicap CBS-TV is trying to overcome is that affiliates get 30 percent of their networks on network business but 70 percent on spot, thus are inclined toward spot when they have to make choice. Network hopes to improve its odds by new sliding-scale arrangement which could give affiliates up to 60 percent.

Getting the breaks

ABC-TV Network officials naturally hope extra ten seconds they plan to add to affiliates' nighttime station breaks will help entice some important affiliates away from other networks. They claim others have written business on basis of 30-second breaks 3 and hence could not expand to 40 for at least a year. But NBC and CBS poo-poo that idea. CBS officials say their advertiser contracts are cancellable on six-months' notice and therefore longer breaks could be installed on that notice. NBC authorities say their contracts don't even mention length of breaks—that they're written in terms of' approximate hours and half-hours being sold to advertisers—so that NBC would have to wait at all. For all three networks, of course: there is important matter of "customer relations" to be considered.

Y&R and ABC meet

There was an unpublicized meeting between ABC-TV President Oliver Treyz and Young & Rubicam President George Gribbin last week at which they reconciled virtually all their differences over ABC's 40-second-break plan (page 48) except one—the big one. Nub of dispute does not appear to be 40 vs. 30 seconds so much as four or three commercials vs. two. Y&R has amasses figures, based on monitoring by broadcast advertisers reports, showing widespread triple-spotting within 30-second breaks; agency contends there'll be more triple and even quadruple spotting if another 10 seconds are added. ABC contends same records show only seven ABC primary affiliates did any significant prime-time triple-spotting in first quarter of this year and says six of these have since stopped. To ABC, issue boils down to question of whether you do or don't trust affiliates when they promise—as ABC says it has done—not to triple-spot in expanded breaks. ABC says it does trust them, hence has no thought of backing down on its plan.

Rating ferment

While ratings will not be on official NAB convention agenda next week it's bound to get plenty of smoke-filled room treatment and also may pop up at Wednesday FCC panel Q&A session. Madov committee report to House Commerce Committee, giving rating services reasonably clean bill on methodology, plus NBC Chairman Robert Sarnoff's proposal that audience measurement methods be revalidated, plus FCC Chairman Minow's observation that ratings fall within pale of FCC's jurisdiction, plus latent Congressional interest, plus NAB President Collins' condemnation of shortcomings of ratings, add up to inevitable attack on whole problem with possibility that definitive action could come at NAB Board meeting in Washington next June.

Impromptu meeting on audience measurement was held during American Assn. of Advertising Agencies convention at White Sulphur Springs, April 22, related principally to Sarnoff suggestion that Advertising Research Foundation explore overall subject through special committee. Participants were: NBC President Collins; A. W. Lehman, ARF managing director; Arthur Hull Hayes, president CBS Radio and Hugh M. Reville Jr., NBC vice president in charge of planning and research. Also actively discussed at White Sulphur Springs was suggestion by Richard A. Borel, director of tv, WBNS-TV Columbus, that industry undertake investigation of variation in ratings taken outside of metropolitan areas purportedly because of inadequate diary or other sampling.

No rigged FCC

There will be no rigged quiz at NAB's annual convention FCC panel in Washington on Wed., May 10. At briefing session last Monday with NAB executives, FCC members agreed that questions would be handled catch-as-catch-can with screening by NAB Board Chairman Clair McCollough, Steinman Stations, Lancaster, as moderator. It's presumed Mr. McCollough will eliminate questions on pending FCC's new crackdown program policies, promise vs. performance sophistry and other New Frontier approaches in rulemaking, as distinguished from adversary proceedings. Because of NAB convention, FCC will hold next week's regular Wednesday meeting on Thursday.

Stereo surge

Last-minute shifts in NAB convention agendas were taking place at weekend as stereo fm suddenly became one of top subjects! It's learned Zenith will demonstrate closed circuit stereo May 6 to fm sessions; RCA will have complete station stereo package on display, with delivery in June; Gates will have stereo exhibits; General Electric official was wedged into engineering session to do stereo paper. Incidentally, many set and equipment makers, normally aloof toward fm, have indicated sudden interest in Washington convention.

Exploring party

Broadcast spokesmen had their first "exploratory" meeting with FCC staff last Tuesday (April 25) on proposed new commission program reporting form (Broadcasting, March 24). It was reported as very amicable discussion with staffs going over form and giving reasons for inclusion of specific questions. Industry group made no specific suggestions but some are planned at second meeting tomorrow (Tuesday). Underlying principle behind order will not be issue in discussion, it was stressed. Representing FCC were Kenneth Cox, Broadcast Bureau chief; Joe Nelson, chief of transfers and renewals; Ed Brown, chief of renewals, and Hyman Goldin, economics chief. For industry were Vincent Wasley, NAB vice president; Robert Cahill, NAB attorney; Robert Booth, Federal Communications Bar Assn. president, and Frank Fletcher, FCBA past president.

Spectrum specialist

White House is moving toward appointment of radio spectrum expert to apportion spectrum between government and non-government users (Broadcasting, April 17), but there's preliminary step necessary. First there must be consolidation of executive department's telecommunications functions now scattered (Interdepartmental Radio Advisory Committee, telecommunications office in Office of Civilian & Defense Mobilization, etc.) and this is seen in next two weeks.

Published every Monday. 53rd issue (Yearbook Number) published in September. by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.
Thousands of Oriole fans lined the route of their “Welcome Home” parade heralding the 1961 baseball season... and WMAR-TV was “on-the-spot” as part of its comprehensive Public Service Programming! Paul E. Burke, Exec. Director of the Maryland Traffic Safety Commission wrote: “So many people called my attention to the wonderful telecast of the parade... you must have a tremendous viewing audience... which just goes to show WMAR-TV proved it could be done in ’61 by televising this extravaganza... as usual Bozo did a terrific job making it possible for so many people to see the Oriole players and others on the camera. The Program Directors, the camera people and everyone concerned at the station should get a lot of satisfaction out of this very successful television coverage.”

George Rogers and Sylvia Scott, popular WMAR-TV staff members, and “BOZO”, Stu Kerr, (shown above), covered the parade.
WEEK IN BRIEF

All broadcasting will point toward Washington as NAB convention week (May 6-10) nears. A special section detailing events and convention features. See...  

OFFICIAL, SIDEBAR EVENTS... 78  
WHERE TO FIND IT... 80  
TECHNICAL PAPERS... 82  
MAJOR EXHIBIT DISPLAYS... 90  
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The television audience is getting choosy, Campbell-Ewald Co. finds in an extensive analysis of audience habits, with emphasis on what TV and advertisers must do in the next few years. An exhaustive, detailed study. See...  

X-RAY OF TV AUDIENCE... 31  

And now the FCC itself has complaints about the Washington regulatory picture. The cause—President Kennedy's plans to reorganize some commission functions, with the chairman given greatly enlarged powers. See...  

JFK PLANS FCC OVERHAUL... 52  

Who's No. 1 again? Procter & Gamble, as usual, heads the list of television advertisers, with estimated $101 million gross time purchases in 1960. Of this, $55 million was spot, according to TvB computations. See...  

P&G TOP TV TIMEBUYER... 42  

A major Madison Avenue agency, Young & Rubicam, ran screaming to the FCC last week. It asked for cooperation in “prevailing” on ABC-TV and its affiliates to cancel a proposed increase in station-break time. See...  

Y&R HOLLERS 'COPPER'... 48  

How much program power has FCC? This perennial question is discussed by Pierson, Ball & Dowd, law firm, in comments on the proposal to revise program reporting forms. The spectre of censorship is raised. See...  

FCC'S POWER DISPUTED... 56  

A pattern for the FCC's hearing in the RKO General-NBC station transfers, along with corollary issues, has been set out. All the problems have been sorted into five groups, with a score of pleadings involved. See...  

FCC HAS MANY QUESTIONS... 54  

Commercial, programming and engineering aspects of FM stereo broadcasting, recently authorized by the FCC, will be explored by the National Assn. of FM Broadcasters. NAB will go into the problem of FM and technical sessions. See...  

WHERE IS FM STEREO GOING... 123  

Organized musicians have started what they term an “all-out effort” to force television stations into matching performance against profit in the field of live local programming, naming WWL-TV New Orleans. See...  

AFM LASHES AT WWL-TV... 62  

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BROADCASTING, May 1, 1961
IF YOUR CLIENT IS THINKING OF SELLING DRUGS OR COSMETICS IN N.Y. C.
(and he should be; it's the biggest market in the U.S.)

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

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

WHERE THE MARKET IS HAPPILY HOMOGENEOUS
(all ages, all interests, all incomes)

WINSLANDERS are all alike in one respect. They buy and use drug and cosmetic products at a rate undreamed of in any other market. They are health and beauty conscious to the tune of over half a billion dollars a year. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell drugs or cosmetics, sell it on WINS, the station with the listeners who take care of themselves.

For complete information call: WINS JUdson 2-7000
Etv unlikely to get commercial vhf's—Ford

RCA'S BURNS PROPOSES $2.5 BILLION PROJECT FOR ETV

Changes for educators to be assigned commercial vhf tv channels are slim despite FCC inquiry on that possibility in New York and Los Angeles, Commissioner Frederick W. Ford said Friday at Institute for Education by Radio-TV at Ohio State U., Columbus (see story page 125).

J. I. Burns, RCA president, who addressed National Assn. of Educational Broadcasters Friday, meeting in conjunction with institute, proposed $2.5 billion nationwide etv project. Such investment, he said, could "solve our basic national education problem within a decade," would buy 150 etv stations, closed-circuit systems for all U. S. schools, studios and tape centers to program for closed-circuit systems and tv receivers for over one million classrooms.

Mr. Ford intimated etv's future is more promising in uhf bands, noting band legislation pending and FCC's proposed New York uhf experiment may be aids to etv.

FCC member praised broadcasters for advances in informational programming, but said violence in entertainment shows has offset gains. He asked broadcasters to advance national goals by improving programming, suggesting more educational, cultural and informational material. He felt educators and broadcasters can establish partnership that can change listening habits to point it would no longer be financial sacrifice to produce and broadcast such programs.

Specifically, Mr. Burns proposed five-point program of actions for NAEB which would set up steering committee of national leaders. Committee would then: (1) draw up national plan for etv development; (2) prepare detailed budget proposals for public and private financing; (3) set timetables for buildup of open- and closed-circuit systems and tape-film libraries; (4) seek support of Dept. of Health, Education & Welfare, foundations and other interested principals, and (5) mount informational campaign to "persuade every American that failure to support this effort will mean forfeiture of our children's educational heritage."

Cone tells Londoners 'Golden Rule' of ads

"Advertising should be done by us precisely as we would like it done to us," Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, Chicago, said Friday in London in talk before Regent Advertising Club.

He said this means "clearly as to its promises, honestly as to its intentions and with sufficient substance to allow each reader or listener or viewer to make up his or her own mind with regard to the proposition that is presented." When these conditions are met there is very little left to case by government or industry critics against advertising, Mr. Cone said.

Dave Garroway's wife dies

Tv-radio star Dave Garroway's wife Pamela, 34, was found dead early Friday (April 28) at their New York home, apparently from overdose of sleeping pills. Mr. Garroway will be absent from his NBC-TV Today show minimum of two weeks, during which Jack Lescoulie and guest stars will substitute. Couple were married in New York May 7, 1956, and son, David, was born in 1958.

AMA Ribicoff impasse

Hassle between American Medical Assn. and Health-Education-Welfare Secretary Abraham Ribicoff over who will debate who over network tv on President's health proposals for aged was unresolved Friday. Mr. Ribicoff said he accepted original challenge from AMA, but wants to debate AMA president, Dr. E. Vincent Askey. AMA wants to use Dr. Edward R. Annis of Miami as its debater. NBC-TV has offered time for debate on Nation's Future (Sat., 9:30-10:30 p.m.) and CBS-TV has offered unset time, probably on Face the Nation (Thur., 10-10:30 or 10-11 p.m.).

D. j. Tripp testifies, denies he took payola

Former WMGM New York disk jockey Peter C. Tripp took stand for first time in his two-week old trial on Friday (April 28) and denied that he "ever took a dime" from record companies for playing records on the air. He said, however, that it was "common practice" and "prevalent everywhere" for record manufacturers and distributors to offer disk jockeys "money, gifts and gratuities" for playing their records. Mr. Tripp, who also recounted how he increased his salary at WMGM from $250 to $650 per week as his popularity rose, is on trial on charges of commercial bribery (also see story, page 62).

G.E. asks joint space firm

General Electric asked FCC Friday for authority to set up “common carrier’s common carrier” for world space communications in first comment filed on FCC policy inquiry on U. S. relay of various transmissions via satellites. GE wants to form company on joint venture basis for participation by other companies. GE said it could put first satellite up in 10 months and operate system of 10 satellites and 20 ground stations by mid-1965 at cost of $400-$500 million.

Plywood group signs Brinkley

In its most extensive use of network television, Douglas Fir Plywood Assn. is understood to have bought one-half sponsorship of new David Brinkley's Journal on NBC-TV (Wed., 10:30-11 p.m.), starting in fall. Association previously was represented on NBC-TV in 1956 with participations in Home. Agency: Cole & Weber, Seattle.

ABC backs Kennedy plea

ABC supports principles of President Kennedy's request last week to news media asking "self-restraint" in reporting U. S. affairs. James C. Hagerty,
WEEK’S HEADLINERS

Sherril Taylor, senior radio-tv group head at J. Walter Thompson Co., Chicago, has resigned to become independent producer and packager of tv programs with new Kukla and Ollie series as his initial project. He is associated with Burr Tillstrom and Chicago radio-tv packager Jory Nodland in ownership of Kuklapolitan Productions which has sold new series to NBC-TV for next fall. He also is associated with Friedle Pfeiffer, internationally known skier, and Pete Molner, who produced the winter Olympics on CBS-TV. in packaging series of winter spectaculars for CBS-TV next season. Before joining JWT in 1958, Mr. Taylor was vp and director of sales administration for RAB and before that for nearly a decade was in various executive capacities for CBS on both east and west coasts. He will establish offices in both New York and Chicago.

William R. Hesse, executive vp of Benton & Bowles Inc., named president of agency. He succeeds Robert E. Lusk, who becomes chairman of board, and continues as chief executive officer. William R. Baker Jr., board chairman since Mr. Lusk succeeded him as president nine years ago, becomes honorary chairman. Atherton W. Hobler remains as chairman of executive committee and Henry O. Patterson Jr. continues as vice chairman.

Mr. Hesse, who has been with Benton & Bowles for five years, started as vp and account supervisor before becoming a director. He was appointed senior vp in 1957 and executive vp a year later. Formerly, Mr. Hesse served as vp and account executive for Batten, Barton, Durstine & Osborn for eight years.

For other personnel changes of the week see FATES & FORTUNES

ABC vice president of news and special events, wired Pierre Salinger, presidential news secretary, that ABC is happy to participate in efforts to explore “any further voluntary assumption by news media of common sense reporting in these critical days.” Mr. Kennedy made request in talk to American Newspaper Publishers Assn. meeting in New York.

Two allocations changes asked

Two requests for changes in tv allocations have been filed with FCC. One, by Northern California Educational Tv Assn., asks that ch. 9 in Redding, Calif., be reserved for educational use. Other, by KTVF (TV) El Dorado, Ark., seeks hyphenization of El Dorado and nearby Monroe, La.

Drug firms ask FTC delay

Makers of two pain killers have denied charges by Federal Trade Commission that their advertising is false (BROADCASTING, March 20). American Home Products Corp. (Anacin) and Bristol-Myers Co. (Bufferin) told FTC that complaints should be dismissed. March complaints also were issued against Sterling Drug (Bayer Aspirin) and Plough Inc. (St. Joseph Aspirin), but they received extensions of time to reply.

Quiz grand jury extended

Life of New York County grand jury investigating tv quiz scandals, scheduled to terminate April 30, was extended until June 30. Move was granted by Judge Charles Marks of General Sessions Court upon request by grand jury foreman. Trial of 15 tv quiz show winners charged with perjury in connection with testimony given to grand jury is set for May 8.

‘Laurel & Hardy’ series set

Jayark Films Corp., New York, will handle worldwide distribution of new all-color animated series of one-hour cartoon telefilms titled Laurel & Hardy. Series will recreate comedies of team that starred in over 100 movies. Larry Harmon Pictures Corp., Hollywood, firm deal through Mitchell Gertz agency representing Stan Laurel, and Lucille Hardy Price, widow of Mr. Hardy. Harmon Corp. also will produce five-minute segments for markets in which shorter versions of series are applicable.

Magnuson, Keating favor Kennedy’s FCC proposal

Initial Capitol Hill reaction to President’s recommendations for FCC reorganization and conflict-of-interest (see story page 52) was favorable.

Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee said increasing responsibility of FCC chairman, as called for in reorganization plan, would help speed up agency’s proceedings. He had discussed reorganization plans with White House advisor James M. Landis before proposals were sent to Congress.

Sen. Kenneth Keating (R-N.Y.) applauded “constructive and positive tone” of President’s recommendations for dealing with conflict-of-interest problems. His proposals can serve as sound framework “for positive action,” Sen. Keating added.

BROADCASTING, May 1, 1961
You're going to wake him up with the same news he heard before he went to bed?
(Of course, you can always put him to sleep tonight with the same stuff he heard this morning.)

United Press International
Embassy of the Union of Soviet Socialist Republics

The Music Room in the Soviet Embassy is shown here... another in the continuing series of photographs by WTOP-TV on the Washington diplomatic scene.

Photograph by Fred Maroon
Professional consultants recently examined 19 outstanding high school home economics and health textbooks and found that a basic cereal breakfast, among other breakfasts, appeared in every textbook examined. The majority of these textbooks included statements based on the Iowa Breakfast Studies.*

The need for a good breakfast every day is no longer a matter of opinion or personal preference. It is a scientific fact as demonstrated by the Iowa Breakfast Studies conducted by the College of Medicine at the State University of Iowa over the past decade.


CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

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

cereals are low in fat
DATEBOOK

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

*Indicates first or revised listing.

April 30-May 3—U. S. Chamber of Commerce annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Comments due to FCC in space policy inquiry.

May 1—Comments due on FCC request for suggested “methods” of reserving one vhf channel in both Los Angeles and New York for educational use.

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 Wilshire Blvd., Los Angeles 31, Calif.

May 1—Chicago Area Agricultural Assn., 2nd annual farm marketing and advertising seminar. Pick-Congress Hotel, Chicago.

May 1-3—Assn. of Canadian Advertisers. Royal York Hotel, Toronto, Ont., Canada.

May 2-4—Electronic Components Conference. Jack Tarr Hotel, San Francisco.

May 2-5—Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Wadford-Astoria Hotel, N. Y. T.

May 3-6—American Public Relations Assn. 14th annual convention, Hotel Shelburne, 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 5—American TV Commercials Festival, Hotel Roosevelt, New York City, all day.


May 4-14—Brand Names Week.


May 6—Advertising Assn. of the West, fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: “Practical Advertising.”

May 7—Annual Meeting of Maximum Service Telecasters, annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—NAB annual convention. Sheraton-Park and Shoreham Hotels, Washington.

May 7-12—Society of Motion Picture & Television Engineers, 8th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be “International Achievements in Motion Pictures and Television.” Speakers include John J. Fitzgibbon, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore Hotel, Miami, Florida. May 9—Broadcast Pioneers, 29th annual dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Replay comments due in FCC program rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual Emmy awards competition.

May 11—Assn. of National Advertisers Workshop on International Advertising, Hotel Plaza, New York City.

May 12—Connecticut Broadcasters Assn., annual meeting. The Waverly Inn, Cheshire, Conn.

May 12—Iowa Assn. of Radio-TV Assn., Holiday Inn, Des Moines.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-23, WESCON. Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 36.


May 12-19—UPI Broadcasters of Illinois, spring meeting. Ornington Hotel, Evanston.

May 13—New York are Emmy awards Van Sessions, WNBC-11, 10:30-11:15 a.m.


May 15-17—the First International Festival of Television Arts & Sciences, Montreux, Switzerland. The festival is divided into three parts: (1) May 22-23—Television Contest (telecasts from all countries wishing to participate will be judged); (2) May 17-21—Television Symposium (technical papers and speakers), and (3) May 15-27—Television Equipment Trade Fair (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.


May 16—National Academy of Television Arts & Sciences, 13th annual Emmy awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.


May 18—Minnesota Broadcasters Assn., annual business meeting. Dyckman Hotel, Minneapolis.

May 19—Ohio Broadcasters Assn., spring meeting. Ramada Inn, Tucson.


May 22-24—National Symposium on Global Communications, Institute of Radio Engineers, Hill and Shermans, Chicago.

May 23—Radio-Television Women of South-
OUTSTANDING TELEVISION

CBS 1968 OLYMPIC COVERAGE (WINTER AND SUMMER)

CBS REPORTS

O'S COLLEGE BOWL
For more than twenty years the annual George Foster Peabody Awards have paid tribute to the conscience and ability of the nation's broadcasters in discharging their public responsibility. This year's Peabody jury has just singled out the CBS Television Network for five awards in network television. It thus confirms the judgment of millions of Americans that we are providing not only the programs they enjoy most, but those that are most essential to a greater understanding of the events and issues of our time.

CBS TELEVISION NETWORK

"OUTSTANDING CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: CBS 1960 Olympic Coverage..." was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games at Squaw Valley, equipment was brought in by toboggan and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second transatlantic jet schedules... As a result, the American audience participated Winter and Summer in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding...

"OUTSTANDING TELEVISION ENTERTAINMENT: The Fabulous Fifties" combined style, humor and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Television Award for Entertainment is presented to The Fabulous Fifties with a special word of praise for producer Leland Hayward, and the top talent which appeared in this memorable entertainment special.

"OUTSTANDING TELEVISION PUBLIC SERVICE: CBS Reports. This Award cites, in particular, the "Harvest of Shame": commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer; and carries a special Citation to William S. Paley, Chairman of the Board of the Columbia Broadcasting System, for his valor and vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality.

"OUTSTANDING TELEVISION YOUTH PROGRAM: G-E College Bowl. Through contests between two teams of students, G-E College Bowl helps to focus the nation's attention on the intellectual abilities and achievements of college students. The competition emphasized quick recall of specific facts and therein lies its appeal which is illuminating, educational, entertaining and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as moderator deserves special mention for his excellent work...

"SPECIAL AWARD FOR OUTSTANDING PUBLIC SERVICE: Dr. Frank Stanton, CBS. 'The Great Debates' between the Presidential candidates are recognized as conceivably the most important service ever performed by Broadcasting and one that may become a permanent part of our political heritage. The Award goes to Dr. Frank Stanton for his initiative... and his courageous leadership in bringing about the Joint Resolution of Congress which made the debates possible."
BOOK NOTES


Educators Schramm, Lyle and Parker spent three years in research on 6,000 children, aged 3 to 16, and 2,000 parents, teachers and school officials in a series of 11 studies in San Francisco, five Rocky Mountain communities, two Canadian communities, a metropolitan suburb and Denver.

Chapters treat the advent of tv in the home, the extent children use tv, why they watch it, what they learn from it, viewing of “reality” and “fantasy” tv material by socio-economic groups, tv’s effect on social relationships, effects of tv on children, a summary and questions and a psychiatrist’s comment on tv’s effects on children. There are 150 tables covering 100 pages.

The authors conclude that tv cuts deeply into the time children spend in other activities, including other media: that tv better serves a child’s “fantasy” needs than his “reality” needs; that learning from tv is incidental to being entertained; that tv aids the learning of very young children; that tv violence affects most these children who have unsatisfactory social relationships; that tv isn’t realizing its full potential as a carrier of ideas and information; that little delinquency can be traced directly to tv.

They also question whether tv cannot be made more attractive to children without large doses of violence and excitement, whether it can’t offer more challenge to bright children and whether adult life as shown on tv can’t be made more adequate to children’s needs.

Parents are asked whether they shouldn’t try to offer children more love and security, guide children to some of the more stimulating experiences on tv and make their positions on programming known.

Schools are urged to do more to guide children toward more rewarding tv programs. The writers suggest that government agencies such as the Dept. of Health, Education & Welfare and the Office of Education undertake more to encourage good programming for children. They also suggest that researchers undertake more studies on the effects of tv on children.
An unbeatable combination of great facilities and staff "know-how" make it profitable and practical to use WFAA-TV, Dallas, for those "on-location" commercials, as well as coverage of any major event for sponsored telecasting.

This fabulous 40' custom-built AMPLEX VIDEOTAPE CRUISER contains 2 Ampex Video-Tape machines and 6 Marconi 4½" image orthicon cameras along with the latest inter-sync and inter-switch equipment. With its own power supply, the WFAA VIDEO-CRUISER can go anywhere...no distance too great, no job too large. Call on us next time; we love challenges!
Art directors should find out themselves what tv can and can't do

Nine out of ten U. S. homes are now equipped with television. TV's potential effect on the cultural standards of more than 160 million Americans is incalculable. The opportunity to upgrade graphic tastes is unprecedented.

What is amazing is that so little has been done! The huge potential audience seems to frighten most commercial tastemakers down to a lowest-common-denominator approach. Those non-commercial stations willing to experiment have tiny audiences. Perhaps most important, too many executives and technicians are interposed between the art director's drawing board and the picture tube, blurring many original graphic concepts.

You might think that in the large departmentalized advertising agencies, things would be different. But even there, the "print" tail—graphically speaking—continues to wag the tv dog. After more than a decade's vivid demonstration that tv can produce a far more graphic selling image, tv still seems to slavishly follow advances in magazines and other printed matter. It's inexusable, and a sad commentary on the pace ad agency tv art directors are developing their tv sense.

Only these art directors have cause for alarm. The more vital nature of the picture tube image (not to mention its enormously larger audience) is building public acceptance of tv as the pacemaker of America's graphic standards, with or without the leadership of agency tv art directors.

**Revolution Removed** Indeed, the revolution is beginning away from the obvious advertising agencies and sponsored programs, in the small promotional art departments of the tv networks themselves. Here nobody stands between the network art director and his program promotion slide design, or piece of footage. He enjoys unique freedom to develop graphic approaches best suited to tv production techniques. His brief but excellent creative efforts are actually sandwiched to mass audiences of millions of viewers. And the effects are being felt; the masses sit surprisingly still for these new approaches, enjoy them and call for more.

What can the agency tv art director now do to reclaim his stewardship in this field? In the organizational toils of the modern advertising agency, where it seems just death for anyone not to constantly assert his authority, there is no simple answer. One thing is obvious: it is the taste and wishes of the tv art director alone that must finally prevail. To accomplish this, he must operate from a new position of strength, based on the fullest possible knowledge of the tv medium.

How can he gain this knowledge? Not by sitting behind a drawing board. He must assert his physical presence on the live, film or tape tv set, backstop and backslap the agency tv producer on questions of picture-tube composition or design. The more often the art director appears during shooting (if only to sit and absorb what a camera can and cannot do) the faster he'll regain graphic command. He'll be able to enlarge and purify his storyboard "vocabulary" of frame movement, scene change, and optical effect and purge himself of any tendencies toward scenes or effects impossible (or impossibly expensive) for tv.

**What's Possible** Even in the bread-and-butter areas of product props, live title cards, or filmed optical effects, the agency tv art director has a key role. Here again he must know or learn what can be done on a tv picture tube—and what cannot possibly come off. And he's got to go out to find out. Visits to an optical house, an hour with a technical director over the effects board in a network tv control room—even a visit to the lowly slide/teip house—all are bread on the waters the next time he finds himself storyboarding a commercial with quick and tricky transitions.

When the head of the agency's tv department cooperates, it really helps. He's the man who must encourage the producers to extend themselves to the art fraternity, explain why an art director made knowledgeable through a little cooperation is worth his weight in diamonds, since it leaves a producer free to concentrate on technical headaches and administrative problems.

At Daniel & Charles, we're lucky. We have a working producer heading our tv-radio operation who came up through the creative ranks. It eliminates an otherwise common agency situation, where the tv art director has to spend too much time and energy selling good creative tv ideas—to the executives in his own shop!

**Rough, but Real** If I can sum all this up with one effective instruction: Experiment! This means grabbing an 8 mm or 16mm camera, putting some black-and-white movie film on petty cash, and shooting storyboards into film shape—from the hip, indoors and out. The end result may be rough—but it's a real movie! Again and again, I meet art directors who believe they can still-picture their way through the emotional and psychological subtleties of a moving picture medium.

Instead, every art director should learn to shoot and edit his own rough commercials, as well as discover the simple opticals that can be shot in the camera or added later with a few cents worth of chemicals. A recent 4-A's meeting in New York devoted to this subject scoured the town for such examples of pilot commercials; yet, fewer than a dozen were unearthed.

But each that was projected to the meeting struck the viewers with the strength and purity of its visual selling image. And significantly—in almost every instance—the tv art director had been able to convey the selling image intact into the finished commercial. By being a professional—who knew his medium—he saved himself and his ideas from being nibbled to death by agency and client ducks.
“The Outdoorsman” with Jim Thomas

A winner in Chicago... now available nationally! 52 thrill-packed half-hour programs on videotape!

Jim Thomas knows and lives every aspect of the great outdoors. As “The Outdoorsman” he shares with his viewers the thrills, action, and excitement of deep-sea and fresh-water fishing, boating, camping, big game hunting—of every outdoor man’s sport. It’s a huge market—as millions of hunting and fishing licenses prove—waiting to be tapped effectively by “The Outdoorsman.”

Available Now! Write, wire or call Brad Eidmann, Lakeview 8-2311—or see him at the NAB convention (May 7-10) Mayflower Hotel, Washington, D.C.
YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS
No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke ...... 74,700 homes
Red Skelton ...... 56,700 homes
6:00 p.m. News..... 40,300 homes
10:00 p.m. News... 58,500 homes

*November Lincoln A2B

No matter how you slice it, you'll find there are just two big, "prime-cut" television markets in Nebraska — the extreme East and Lincoln-Land.

Three top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market — that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes tune in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

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OPEN MIKE

Recommended reading

EDITOR: With reference to your lead editorial "Prime News Medium" in the April 24 issue of Broadcasting, this we also believe. I have circulated this editorial to all the members of our news and public affairs staff as recommended reading.—Harold Essex, President, Triangle Broadcasting Corp., Winston-Salem, N. C.

EDITOR: I heartily applaud your editorial, concerning broadcasting as a major journalistic force.

There is no question that the broadcast medium is a prime informational medium rather than an entertaining one, just as are most of the country's newspapers. The public awareness of radio's flexible journalistic characteristics continues to grow as ingenious radio operators devise ever-expanding uses and techniques. WHLI, adjacent to New York, found a warm reception for (1) an independent local news bureau, (2) community service documentaries and (3) timely editorials delivered by management to focus attention on significant local issues.

It is as a "prime news medium" that broadcasting will attain the respect and stature it can justly achieve.—Paul Godofsky, President, WHLI-AM-FM, Hempstead, N. Y.

The Florida story

EDITOR: . . . "Florida: state of the decade-long boom" is unquestionably one of the most thorough, comprehensive and accurate descriptions of this state, the various facets of its economy and its geographic regions, that I have ever seen and the marvel to me is that you were able to take all this factual material and make it highly interesting to the reader.

Our state owes you a real debt for the painstaking work you did in painting an accurate picture of Florida as it is today.—Wendell Jarrard, Chairman-Director, Florida Development Commission, Tallahassee, Fla.

EDITOR: THE BOARD OF DIRECTORS OF THE FLORIDA ASSN. OF BROADCASTERS . . . HAS UNANIMOUSLY PASSED A RESOLUTION OF COMMENDATION TO BROADCASTING MAGAZINE FOR THE EXCELLENT AND COMPREHENSIVE FLORIDA MARKET ISSUE.—Lee Ruwitch, President, Florida Assn. of Broadcasters

EDITOR: I have read the one shop-worn copy of Broadcasting, including your remarkable story about Florida, and your recognition of the central Florida area. I am looking forward to additional copies and reprints. May I congratulate you for your interest and the great effort involved in developing this fine story, which I am
now from Filmaster...

"THE BEACHCOMBER"

a most unusual new television series
now from

filmaster

who filmed GUNSMOKE...

HAVE GUN-WILL TRAVEL...

4 PLAYHOUSE 90's...

now filming DEATH VALLEY DAYS

"THE BEACHCOMBER"

starring CAMERON MITCHELL

THE BEACHCOMBER is the story of a man — John Lackland from San Francisco — who achieved success as we know it — then went on to a richer life as a beachcomber on a South Seas island.

He settled on Amura, one of the Polynesian group, where Robert Louis Stevenson, Herman Melville, and Somerset Maugham found material for some of their richest stories.
CAMERON MITCHELL

"One of Hollywood's most sought-after leading men." Star of such box-office hit movies as COMMAND DECISION, CASS TIMBERLANE, HOW TO MARRY A MILLIONAIRE, HOMECOMING, MONKEY ON MY BACK, DEATH OF A SALESMAN.

Mitchell brings to THE BEACHCOMBER the same virile, dramatic performance that has made him one of the theater's brightest young stars.

Read what the noted psychologist, Dr. John Dugan says about this show:

"THE BEACHCOMBER offers the opportunity to live this sublime, unfettered life vicariously. It is the best of all possible worlds for the television viewer: in the safety and comfort of his living room he can purge the passions simmering in the cauldron of his ancestral nature; he can kick over the traces, throw conformity out the window, gnaw a coconut, mangle a mango and make *amore* on Amura."

John Lackland pays the piper — you enjoy the music.

Masterful PRODUCTION

Producer of THE BEACHCOMBER is Nat Perrin. Director of 47 major motion pictures for Paramount, MGM, Columbia. Producer of such TV hits as RED SKELETON SHOW... SHOWER OF STARS...MY FRIEND IRMA...81 major dramas and spectaculars.

Working with Mr. Perrin will be the crews and technicians that gave the stamp of Filmaster quality to 156 episodes of GUNSMOKE... 78 episodes of HAVE GUN — WILL TRAVEL... 4 PLAYHOUSE 90's... and are currently shooting the season's top-rated DEATH VALLEY DAYS.

Deft DIRECTION

Directors like Howard W. Koch (UNTOUCHABLES... MAVERICK)... John Peyser (LINE UP... M SQUAD)... Tay Garnett (UNTOUCHABLES... WAGON TRAIN)... Bud Townsend (Robert Taylor DETECTIVES... LARAMIE)...
Distinguished Writing

Writers like Walter Brown Newman, creator of THE BEACHCOMBER, who wrote such epics as HALLS OF IVY...
ALCOA THEATER...
MAN WITH THE GOLDEN ARM.

Sloan Nibley
(WAGON TRAIN...HAVE GUN—WILL TRAVEL)
P. K. Palmer
(PETER GUNN... UNTOUCHABLES)
David Chandler
(THE MILLIONAIRE...
RICHARD DIAMOND)

Compelling Music

Composed by Elmer Bernstein who wrote the Academy Award-winning score for
THE MAN WITH THE GOLDEN ARM...and
TEN COMMANDMENTS...
FROM THE TERRACE...
THE RAT RACE...
THE MIRACLE.
sure will be of great interest to our potential customers.—Joseph L. Brechner, President, WLOF-AM-TV Orlando, Fla.

EDITOR: I read with great interest your special report on Florida. As is the case with all of your regional reports, I find this one most provocative and I am sure that many of your readers will also find it quite helpful. . . —Peter B. Baxter, WCBS-AM New York.

EDITOR: As former director of the economic development program for the state of Florida, may I extend to you my sincere congratulations? . . . It is quite obvious the research which proved the foundation of this article was thorough and intensive . . . —Nicholas J. Murphy, Lee Inc., Washington, D.C.

EDITOR: I read it with interest and I am amazed at the comprehensiveness of your treatment. —George B. Hurff, Director, Economic & Business Research Bureau, University of Florida, Gainesville.

EDITOR: Your article on Florida was tops, and we need 100 reprints. We who live here sometimes forget what an inspiring place Florida is to live and work. The Broadcasters' magazine on Florida brings home the advantages with real impact! —Dick Doty, Executive Vice President, WWVL Ft. Lauderdale, Fla.

The Castor memo

EDITOR: . . . The Monday Memo by Joseph Castor (March 13) points very clearly to both advertiser and sales people the value which is to be placed with qualitative data in future sales. . . . It gives me the opportunity to point to an example of the cooperation necessary in accomplishing the goals of a good agency, a station, and the most important of all, the interested advertiser.—Sidney G. Smith, Vice President, Milan Corp., Eugene, Ore.

EDITOR: Please send me five reprints . . . —Gary M. Gilow, Co-General Manager, KPEN (FM) San Francisco.

EDITOR: Please send us 10 copies . . . —Bill Crable, Station Manager, KEMO (FM) St. Louis.

EDITOR: Please send me five reprints.—William T. Watrous, Sarasota, Fla.

[Reprints of Joseph Castor’s Monday Memo on how North American Van Lines used fm to reach a select audience are still available at five cents each.]

Owners have changed

EDITOR: Your article, “McFadden buys into pay tv system” (The Media, April 17) credits Bartell as owner of WAKE Atlanta and WYDE Birmingham. A group including Mr. and Mrs. Ira Herbert (Bernice Judis) and Emil Mogul bought WAKE and WYDE and took over Oct. 26 last year.—James M. Alsop, Vice President, H-R Representatives Inc., New York.

The fm story

EDITOR: Please send 3 reprints of article on fm broadcasting (Perspective ’61, Feb. 20).—Kim B. Rotzell, TV/Radio Account Executive, Ketchum, MacLeod & Grove Inc., Columbus, Ohio.

EDITOR: Please send me one reprint . . . —Joe Rosenmiller, WCTC-AM-FM New Brunswick, N. J.

EDITOR: Send one reprint . . . —Bert Ferguson, Executive Vice President, WDIA-AM-FM Memphis.

EDITOR: We too are very interested in the fm article. . . . Could you please send us ten copies?—Marlan E. Knight, Promotion Director, WSAI-AM-FM Cincinnati.

EDITOR: Please send us 10 reprints. Your article was encouraging and will be a help in our market.—John R. Banocci, General Manager, KGK Garden Grove, Calif.

EDITOR: . . . I would like 20 reprints. The school which I am attending (Bob Jones U.) realizes the potential of fm and has increased power to 45 kw.—Tom Nornhold, Bob Jones U., Greenville, S.C.

EDITOR: Being the manager of a new fm radio station just about ready to go on the air, I was most inspired by the article. . . . Please rush 100 reprints.—Wayne E. Smith, General Manager, KAPP (FM) Redondo Beach, Calif.

[Copies of “A dramatic spurt in fm” perspective ’61, Feb. 30, are still available at $15 each up to 500 and 50 cents each for more than 500.]

Needed: a campaign

EDITOR: . . . There has been an increasing number of (phonograph) records that establish an atmosphere of contempt for our fighting men of the past—some not too distant—and often an undercurrent of fear and futility about some of our military actions, particularly those in which the U.S. has been defeated. Some of our victories are treated lightly and made to look comic.

This is a studied effort to nullify the mind of U.S. citizenship toward U.S. achievement and objectives. What is needed is a continuing campaign of alerting broadcasters and music writers and publishers to the damage that they can and are doing to the survival of this nation.—Frank B. Best, General Manager, WDXJ Orangeburg, S.C.
Checking in at NAB? Be sure to

**Nielsen Station Index (NSI)** has been expanded to include *all* tv stations in the nation...over 560 of them. Here, for the first time, is a comprehensive source of station audience facts showing: tv use seasonally, market by market, station by station...with time period totals, ratings, audience composition, and other significant performance data...all validated.

Similar information is available for radio in 32 major market areas which account for the bulk of U.S. radio listening.

Get the whole story:
Visit Suite A100 in the Sheraton-Park Hotel, in Washington, D.C., May 7 to 11. A complimentary copy of the new NSI Directory of TV Stations and Cities is waiting for you.

Nielsen Station Index
providing actionable facts on radio & tv station audiences
...for marketing decisions
a service of A. C. Nielsen Company
2101 Howard Street • Chicago 45, Illinois

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*BROADCASTING*, May 1, 1961
check out the facts of NSI and NCS!

Nielsen Coverage Service (NCS '61) gives both buyers and sellers of time current information (projected to 1960 U.S. Census) on which to base sales and marketing strategy. Here, for each station, (radio and tv) are reliable figures showing:

... the number of homes reached
... county by county
... day, night; daily, weekly

If you are a buyer of time, NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.

If you are a seller of time, NCS '61 spells out your station's strong points in covering the area it serves.

For authoritative answers to:
how many? ... where? ... how often?
visit Suite A100 in the Sheraton-Park Hotel in Washington, D.C., May 7 to 11, or write to the address below.

Nielsen Coverage Service
providing actionable facts on radio & tv circulation
... for marketing decisions
a service of A. C. Nielsen Company
2101 Howard Street • Chicago 45, Illinois 113
GET 'EM WITH BOTH BARRELS ON W-I-T-H

BIGGEST AUDIENCE  W-I-T-H hammers home your sales message to more people than any other radio station in Metropolitan Baltimore. That's a flat fact and the proof is in the chart below (Hooper, January through March, 1961, total rated time periods).

MOST MERCHANDISING In-store promotion with a healthy kick: CCA plus feature displays and bargain bars in chain stores, drug stores, hardware stores. Buy W-I-T-H, the station that knows what a commercial is for!

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<th>W-I-T-H</th>
<th>Station A</th>
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RADIO

PERSONALITY Baltimore

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

- Sophisticated viewers demanding more, Campbell-Ewald finds
- Commercials and programming judged by the same standards
- Differing social classes find differing values in medium

The honeymoon is over between that onetime maiden of the media, television, and her once ardent possessor, the viewer. Where once he was content to be served up plain, uninspiring, indifferent or left-over fare when accompanied by a provocative look, a wriggle of the hips, or even tears, he is now more demanding, more fickle, more sophisticated in his tastes. He is even eyeing, speculatively, some old flames—other media and entertainment, other activities.

How the viewer is becoming undazzled after these dozen years and what television will have to do to keep him are the subjects of a highly-original and penetrating study just completed for Campbell-Ewald Co. of Detroit, whose $28 million in annual television billing and its rank among the top 15 tv advertising agencies give it ample cause to be concerned with the future of the television home. A detailed report on the Campbell-Ewald study is published in the May issue of Television magazine.

If one agrees with the importunate cries of broadcast industry luncheon speakers over the past few years for a thoroughgoing qualitative analysis of the U.S. television audience, then the Campbell-Ewald undertaking is down his street. The study not only tells how and why the viewer's attitudes toward television and his viewing habits have been and are changing, it also explains what television and its advertisers must do in the next few years if they expect to keep the viewer at his tv set, or more appropriately, one of his two or three tv sets.

More Than One • Two or three sets because multiple ownership of sets in the home is one of the effects, and in turn, causes, that are combining to portend the decline of television togetherness in the home—of the several members of the family seated in mutual appreciation before a favorite program on a solitary tv set.

These intra-family trends toward selective viewing and individual viewing have gained more ground than was generally believed, even by the experts who made the study. That the changes have gained more than a foothold is patent in the belief of Philip L. McHugh, Campbell-Ewald vice-president and radio-tv director, who conceived the study, that in a very few years practically no program will have the family or group audience units that have been common up to now.

The implications for the advertiser or the programmer could be nightmarish, when one considers the obvious: that the fewer people there are watching a given program on a single set, the higher the program's cost-per-thousand. The only thing that would offset this reduction in audience would be a corresponding reduction in production or time costs or both, a possibility that the broadcaster would find too melancholy to contemplate.

And if that weren't enough, the study leans to the conclusion that the saturation point has arrived in terms of total television audience; that from now on, there'll be little increase or decrease, though individual programs may gain or lose audience from the split-up of the family viewing unit and individualized viewing.

Novelty Is Gone • To these sobering thoughts, the study adds a conclusion one might by now be beginning to expect: the little magic box which came upon the scene a little more than a decade ago and cut movies, radio, magazines and other leisure-time activities down to its own size or less has gone as far as it can as a novelty. From now on it must skillfully use its own merits and considerable programming ingenuity besides to hold its own against these other competitors for the public's time. In short, television will have to adapt its offerings to a viewer grown more discriminating, selective, demanding; will have to fit into his changing tastes; can no longer expect the viewer to adapt his own habits to television as of yore.

All this may mean a radical departure in the way audiences are measured. The ratings services, if they expect to take meaningful measurements as individualized viewing increases, may have to think and measure in terms of viewers rather than "viewing homes."

But things may not be as bad as they
now: x ray of the tv audience

continued

sound. the study also found what may be a significant asset in the new viewing habits. at the same time the viewer is becoming more selective in his watching habits he also is viewing more intensely. his identification with and participation in what he is viewing are increasing as he learns more about a given program and its stars. thus, he may be a better prospect for the sponsors of those programs he does watch. advertisers and programmers, the study concludes, may deliberately seek such smaller but more appropriate audiences as the viewer becomes more and more selective.

viewer's reactions • the 301-page study plumbs the viewer's tv attitudes and habits, television's importance in his life, the reason he has for using it and how he uses it, how it affects him and how an advertiser or programmer may use it to meet the changing moods with which the viewer approaches it.

the research study was carried out for campbell-ewald by social research inc., a chicago firm known for its research into advertising attitudes. sri has conducted similar studies for campbell-ewald, but they have been limited to specific tv programs. the study results from interviews of 255 persons in nine u.s. markets: chicago, philadelphia, san francisco, cincinnati, oklahoma city, louisville, worcester, mass., and mason city, iowa.

although a sampling of 255 might be considered somewhat small for an undertaking of such importance, the depth of the interviews is one of the most comprehensive in advertising research. during the months of march, april and may 1960 the researchers used 11 questionnaires, each on a separate undertaking of the project, in interviewing the representative group.

the detroit agency feels the study's importance may not be so much in its actual findings as in its pioneering probe into the qualitative aspects of the television audience, what viewers think about tv and how they react to it, the kind of study campbell-ewald feels have been done too few in the past.

reaction to commercial • the television commercial—how the viewer reacts to it and the extent to which it influences or impresses him—formed a substantial part of the study. the researchers made three major, interrelated findings:

the first, perhaps most surprising, is that the viewer does not automatically think of programs as "good" and commercials as "bad." he thinks of both in the same way, does not think them related. he thinks of them as producing separate and apart from other communications on television. he uses the same descriptive phrases and modes of evaluation for both.

the second is that the context in which a commercial appears has a strong influence on how it affects the viewer, what he gets out of it, the feelings he has about the product advertised. thus, if a viewer likes the program or its stars he is far more likely to respond favorably to the commercial which appears in the program. by the same token, the viewer's response to a commercial may extend not only to a program he likes, but to all television, so that if he has a high regard for television he is more likely to be favorably disposed toward any given tv commercial. carrying the context extension further, a viewer is less likely to be critical of a commercial which describes a product he already regards favorably. he will also show less resistance to commercials which advertise "big, substantial, costly and well-known products and brands."

reactions vary • the third is that a viewer's reactions to a commercial may vary according to his own individual personality, his social status and his attitudes toward the program and star context in which the commercial appears. like a single program, a single commercial means something different to each person. they may like it equally well, but for different reasons.

commercials are most irritating, the study found, in their repetitiveness, length and "misplacement" in programs. but although a viewer might express dislike for a commercial on some grounds, he expresses praise for the same one on others: another strong reason for dislike of some commercials is their "intrusion" on personal privacy or their provocation of unpleasant emotional feelings.

the list of dislikes: take time away from program; overdone or over dramatized; often exaggerated, distorted or untruthful; repetitive, monotonous, similar to others; advertise one product or brand too much; too compelling, exciting or stimulating; glorify unimportant virtues (and wifs); ignore accepted moral standards, or influence and corrupt; arouse personal anxiety about the viewer, his social relations or his values; are too numerous.

the general social class in which a viewer belongs was found to be of significance in his attitudes toward both commercials and programming. sri divides social classes into these general groups:

class divisions • upper class—consisting of the upper-upper class (those with the most money) and the upper class (the top business and professional people who attained positions of wealth and influence through their own achievements rather than inheritances);—about 2% of the population. upper-middle class—consisting of those in managerial positions, middle and lower level executive positions and typically successful professional people—about 10%-12% of the population. lower-middle class—consists largely of white collar workers, small business men, a few semi-professional people and the top level of skilled workers, who share a common desire for a "respectable" way of living—about 30%-35% of the population. lower-upper class—is made up of the semi-skilled blue collar workers, who, while striving for a "respectable" life, give emphasis to attaining the more limited pleasures available to them—about 35%-40% of the population. (sri classifies the lower-lower class as an unstable group at the bottom of the social scale, about 20% of the population, which is not treated as a separate group in the study but considered with the upper-lower class.)

the report necessarily generalizes about these sizeable social groups in terms of what they think about commercials and how they are influenced by them.

the upper-middle-class viewer feels that tv commercials should be strictly informational, should tell him what's available, should show the product's features and do it in a rational and understandable way. its member-viewers do not like to feel that they have been influenced, attracted, excited or induced by the advertising message.

the lower-middle-class viewer talks about the function of commercials to inform, but there is no doubt he is fascinated by what's available, and, in fact, he insists on being fascinated. he is likely to be more receptive to the dramatic presentation of a product on his tv screen.

the upper-lower-class viewer is still more receptive, less discriminating toward both tv and its commercials. like the other two, he'll repeat that commercials should inform, he'll say he doesn't watch commercials and he'll claim that they should not and do not influence him. but he's less critical of what's on the screen, he becomes more involved in what he sees and his lack of criticism permits him to accept what is shown him, and "often to take the 'hint' and try the product."

admit influence • these upper-lower-class viewers are more ready to admit that they watch tv commercials and are influenced by them. they "are less inclined to see conspiracy behind the screen, or sponsors trying to manipulate the audience to do things against its will."

the study supports a conclusion many have already made—that televi-
How 10 types of television programs differ in their appeal

The often agonizing appraisal by which an advertiser decides on the television program he thinks will attract the kind of audience he seeks becomes even more acute when the different social classes among the audience are considered.

The television study made for Campbell-Ewald by Social Research Inc. shows just how complicated such evaluations can be. A program that contains vigorous action to appeal to men might add feminine viewers if it contains the proper mixture of interpersonal relationships. And if, beyond this, it presents complexity of thought or elaboration of subjectivity, it becomes attractive to people of higher social status.

Here is the way SRI analyzes the ten main television program types in terms of their appeal to different social classes:

1. Westerns • Their appeal may be historical, psychological, sociological, moral or religious and they are not necessarily bound by social class. Upper-middle class people may like them as well as lower-class people, though upper-middle class viewers, who watch less and are more selective, are likely to fasten on a few favorites, particularly those with greater individuality—such as, for example, Maverick. Upper-middle class people may view westerns with mixed feelings, since they feel such programs are mass entertainment with low levels of quality. They also may object to what they feel is excess violence or other undesirable features. But they do like them and one upper-middle class man expressed his mixed reactions this way: "Why don't they get away from these damn cowboy pictures? . . . I hate to tell you this, but if I watched tv more than I do, I'd probably look for those western programs."

2. Comedy • Viewers like the distraction, the insight into everyday problems. They have a wide appeal, but more so to women. They are "presumed" to appeal most to "solid, middle-class, family, at-home kinds of absorption." They aren't quite as popular with teenagers, unmarried young adults and men of high and low social status.

3. Variety • Most nearly fulfills television's destiny in the belief of most people. These programs offer relaxation, a low level of commitment from the audience and the "glamor and 'starness' in show business." They are felt to be suitable for everyone, offensive to none, and generally women and young people are more responsive to them. They appeal to middle- and lower-class levels but have a slightly higher-level connotation than comedy.

4. Suspense-Mystery • Feature more intense motives and greater excitement, appeal to curiosity and are intellectually challenging. Viewers are curious about what can happen when "deep, basic forces in the human personality are unleashed." Such stories "reasure people that they did not do it, even though they felt like it . . . " Men are the "focal audience," from all class levels, but especially higher-status people.

5. Drama • Viewers feel plays are high-class entertainment, to be admired, respected and, hopefully, enjoyed. There is more tolerance of violence or sexual content in drama, which treats of the human soul and its frailties instead of merely exciting base impulses. Dramas demand attention and viewers expect to "get involved, to work at understanding, grasping points, to read things into it and get things out of it." Drama's appeal is to all levels, but middle-class adults (especially upper-middle) and women are the best audiences. Viewers who prefer plays feel superior to those who like more ordinary or less stimulating programs.

6. Quiz and Audience Participation • There are three basic types. The "typical" prize show appeals to working class housewives. The prize show featuring show-business people appeals more broadly, but still predominantly to women. The "more sophisticated conversation" programs appeal to viewer curiosity about the well-known people appearing. Interest varies according to the star, and the appeal is to all classes, but they are usually more acceptable to higher-status people. The researchers found, somewhat surprisingly, that many people realize the show-business nature of quiz shows and wish they were back, rigged or not. Their reality does not have to be "real," these viewers feel.

7. Adventure • Has a wide appeal, men preferring those that are basically action and women liking those with human interest aspects and "a love line." Documentary qualities increase upper-middle class viewing, but otherwise it's for the "middle-majority, moderate-status" viewer.

8. Educational • Widely regarded as television's best, whether watched or not, but researchers found that people gave "lip service to learning and its superiority while seeking excitement and gratification of less admired and easier goals." Those presented in an exciting way are more attractive. Educational programs are often thought of as for old people and children. Their audiences are among "people with intellectual or intellectualized points of view, rather serious middle-class men, women who want to keep up with their husband's broader perspectives, parents who are over-solicitous about their children's education and upper-middle class people."

9. Current Events and News • The average viewer, the researchers found, can talk about television at length without mentioning news programs. People who watch these programs are those who otherwise pay little attention to world news or men who feel it's a part of their "responsible manliness to be knowing about significant events." Upper-middle class individuals feel one of tv's prime purposes is to bring the outside world to the mass of people. Sports have a broad appeal.

10. Soap Opera • The woman's "private domain," though men sometimes get interested. They are "absorbing" to "relatively mature middle-majority women," less so to upper-middle-class women.
they don't like, a substantial number of viewers have similar motives. Most of these viewers don't ignore the commercials, but they don't really pay attention. If the message is good enough to catch their attention they'll watch it, but otherwise they'll follow it in a vague, inattentive way till it's over.

Viewers know, or sense, that television commercials have a recognized uniqueness because of tv's own qualities and meanings. They know, in short, that a tv commercial is a story, a dramatic presentation. They respond to a commercial as to other tv stories, by retaining an overall image about what they have seen and heard, but details are lost, "collapsed into a summary evaluation of what they perceive to be the main ideas."

Receptive to Commercials - SR.I thinks it of more than passing significance that viewers are receptive to most commercial themes, the exceptions being those concerning sex or violence, which, nevertheless may be acceptable if they are not too blatant or are softened or disguised. Viewers aren't choosy about themes. They are much more receptive to a commercial's mood and technique than to its plot. They are aware of and appreciative of the several techniques tv has at hand. They like the movement tv adds to advertising.

Tv commercials basically influence more than inform and viewers respond emotionally rather than intellectually. The fantasy-producing power of television is effective in motivating viewers, in arousing fears and anxieties.

Since viewers think of television as being expensive, they feel commercials should be done with corresponding imagination and creativity, that they should reflect the same quality as programs. Viewers know very well that television probably is the best way to get rapid, wide exposure for a product. They want commercials to say something new and different, whether the product is new or old. Repeated commercials lose this "immediacy," and annoyance sets in. By tv's very nature, it can "over-familiarize" viewers with the product in a short time and the resulting irritation is directed at the commercials.

Television's quality of creating direct communication between performer and viewer in programs extends to commercials and, to communicate, commercials need to be personalized. There is little tolerance for commercials overly generalized, overly abstract, too much for "all" people, or those that are simple and direct.

Rules for Commercials - Viewers feel the commercial should stay within the bounds of propriety; that it should not exceed certain limits (which are ill-defined and shifting). Nor should they stimulate—or "more pointedly, influence—too much." Viewers expect, in fact, demand, that commercials explain, prove, demonstrate, entice, motivate and entertain. They want commercials, like programs, to give them a worthwhile experience, to prove their point, use interesting techniques, tell an engaging story, say something new and different and significant, give special attention to individual members of the audience.

"In many ways," the researchers conclude, "it is like an enjoyable game that people play with television: Catch me before I turn away, and if you're good enough to do this then I'll pay attention, be influenced, perhaps buy what is being advertised." In turn viewers feel they are under a sort of obligation to watch and listen, to be influenced and possibly to buy. If for some reason they do not fulfill their end of the "bargain," they often give an excuse or defensively explain why they don't do so.

The study looks at the several types of commercials, their appeals, their styles and the products associated with each.

The product type—or sales pitch—is the most stereotyped and creates the most annoyance. People feel pressured and pushed by them ("product dominates," "tone is aggressive," "it's repetitive"). But commercials of that type are successful, since the viewer can't avoid them and can't forget them and there is a tendency to give in. Viewers associate small-item, impulse-purchase products with that type of commercial, or products that are risky to buy, such as used cars. Viewers think of soap, inexpensive household furnishings, personal products, in connection with the sales pitch.

Most Criticized - The demonstration commercial has a wide appeal, but this will vary according to the product and how it's presented. The how-to-use type is not as criticized as the how-it-works commercial, which, if poorly done, is often accused of exaggerating. But this criticism is not often made if the commercial is otherwise interesting or is on a program the viewer likes or trusts. Especially criticized are how-it-works health-care commercials, but their message "does get across."

Commercials using performers or announcers are appealing in proportion to the popularity of the announcer or viewers' confidence in him. The personality also tends to lend symbolic qualities of his own to the product. Thus, a western star reminds people of ruggedness, manliness, impulsiveness, gratification or aggression, and viewers feel products such as cigarettes, beer, coffee, automobiles and outdoor and sports equipment are appropriate for these performers to advertise. Musical comedy stars suggest more refined luxuries—foods, home appliances and similar household items, more expensive grooming products and those associated with hobbies.

Not all performers, however, are thought of as good commercial announcers. The study mentions comedians as an example in concluding that viewers often wonder whether the comedian is joking or serious, insincere or sincere, though some comedians (such as Hope, Skelton, Benny) have appeared in successful commercials. Viewers have a feeling most comedians

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**Characteristics of Sample**

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YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion... which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York

Call your WLW Stations' Representative... you'll be glad you did!

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis
should not be identified too well with a product, but to be good comedians should be free and independent.

Viewers generally feel that performers should not become too much associated with a product or appear too often in commercials, but they are much more ready to tolerate it if the appearance is not directly sales-oriented. Easier to accept are such connections as Dinah Shore with Chevy, Ernie Ford with Ford, Perry Como with Kraft or Red Skelton with Pet Milk.

Animation Well Received • The animated commercial, with its unreal and make-believe elements, is often effective because it does not seem like a commercial. Mothers love to have their children watch them because of their liveliness and because they are "not really 'real' commercials." Men accept them, even for big expensive products. Upper-middle-class viewers like their imagination; lower-middle viewers like them for their children, but also for themselves. Lower-class viewers don't necessarily differentiate between children and adults except where the product is concerned and lower-class men "can be especially appreciative of the cartoon approach." Older people feel uncomfortable with them and say they are for children, not adults.

The mood commercial with its soft sell arouses little criticism, but it's not necessarily enjoyed as well as animated commercials. Though audience reaction depends on the product, mood commercials are successful in creating a brand image. Social class and age seem to make little difference, but people who like straightforward advertising, those suspicious of advertisers' motives, or those who seek assertive information and immediate solutions, are most likely to be dissatisfied with the mood commercial. Many viewers express a preference for the mood commercial and often say it should be the only type on television.

The viewer thinks some products and commercials go better with some program types than with others. The study concludes that current events programs, for example, should have commercials that tend to be factual, minimize the personality, advertise large, expensive items or those which require long-range planning and which are bought usually by men. Sports programs go well with commercials that are lively, enjoyable, not very serious, impulsive and spontaneous, which feature known announcers, animated figures or commercial endorsements (preferably with "a sexual tone"), and which sell such pleasure-dominated products as beer, cigarettes, gasoline and other products such as cars or household items "if not given in a forceful manner."

Type of Product • Suspense-mystery shows should have products that don't seem frivolous, but are not demanding or interfering; products "masculine in meaning" or that are "personal seeming" (perhaps those for tension release) seem to fit this category.

Adventure shows leave room for a wide variety of commercial types which can be both factual and emotional and sell many kinds of products, but not some feminine items. Westerns are good for almost all commercial approaches, especially for products that offer gratification, are easily bought and are directed at men. Straight comedy shows must be more selective: commercials may provide relief from the comedy or may use the comic as a salesman; and products should be those which stand spoofing or the light approach.

Drama calls for diverting, soft-sell, modified mood-type commercials or those with a known announcer who talks gently and carefully about the product. Most product type commercials are considered particularly offensive in drama programs. Variety programs are good for quality-oriented commercials for quality products.

Situation comedy is a good vehicle for emotionally-appealing commercials or those which emphasize imagery. They can sell products to all members of the family if they are "nice" products, pleasant to buy and useful in every home. Quiz and participation programs are suitable for commercials by name personalities who promote products bought on advice, trial or to solve fairly apparent and not-too-complex problems. Soap operas can take almost all commercials except animated types, but the products must be feminine ones or related to the woman's world.

Unsuitable Products • Some products are generally unsuitable for some program types—beer on children's programs, investment purchases on sports. But the researchers emphasize that most programs can "tolerate" many products and several kinds of commercials. There are only preferred combinations and for a given program and commercial, "it all depends."

Thus, the agency, the advertiser, the network or the station is left to determine for itself which type of commercial, which product and which program go together. But SRI, in concluding the commercials phase of its study, passes out one bit of advice applicable to all:

"Commercial effectiveness is not only a matter of getting people to buy. Commercials also develop certain expectations about what a product will do, how it will function, what gratifications it is to provide. While these might well be motivating factors to buy, they also influence how a person will respond to the product after he has purchased it. Effectiveness, in other words, also includes the idea of setting up standards for the product among both present owners and prospective purchasers."

The overall attitudes of the viewer toward television and its programming is something Campbell-Ewald think ought to be causing great concern, not only to advertisers and agencies, but to those in whose hands programming or the medium chiefly rests—the network and program producers. As Mr. McHugh puts it:

"We hope that those who are seriously engaged in television programming—the networks and the large producers—may be inspired by this study to want to find out all they can about audience attitudes toward this medium. At the moment, we know of no other major effort to get at all the things that this study uncovers."

"Current rating services project national audiences, indicating how many are watching tv, but they do not answer how they are watching or why they are watching. Rating services measure action, but since the formation of feelings and attitudes usually precede action, we feel that we must have some measure of these feelings and attitudes in order to evaluate what action will take place at all."

Viewer's Viewpoint • Thomas Adams, president of Campbell-Ewald, calls the SRI study "the first one we have ever seen that starts on the viewers' side of the television set and considers what the medium means to him. He feels other advertisers outside his agency's client list will be interested in it and "we hope to get their reaction to it."

Campbell-Ewald is quick to add that it does not consider the SRI study the last word, and, indeed, thinks there should be a second study done during the 1961-62 program season. Meanwhile, here are some of the things known about the television viewer right now:

The viewer up to now has organized his life around tv, but tv will use all the ingenuity at its command to hold him from now on. He has definite ideas about what he should g

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Number of Television Sets Owned by Families in Campbell-Ewald Survey

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</thead>
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| Four Sets | 1   | 0.4%
| Total | 255 | 100% |

36 (BROADCAST ADVERTISING)
The latest ARB* shows that Channel 10 delivers more adults than any other Philadelphia station. And more women! If you've got big sales ideas, reach the big spenders. Call CBS Television Spot Sales or CBS Owned WCAU-TV.
from TV, but doesn't always get it. His tastes are forever changing and TV doesn't always keep up with them. He would skip some of the programs (and commercials) he now watches if he could find something he likes better. He's getting more and more choosy, but he looks at TV more than he thinks he does. He is more receptive to TV on Sundays, Mondays, Tuesdays and sometimes Thursdays, but other times he is occupied with other things and at these times may be even more critical of what TV has to offer.

Point of No Return  The viewer has a saturation-saturation point beyond which he will not go in watching endless copying of successful program formulas. If a new show gets a big audience, a few like it may also succeed, but there is a point at which viewers begin to demand variations—different kinds of westerns, comedy shows, situation comedies, quiz programs and new expressions of a basic program format. And all programs must come up to the current taste patterns, which are shifting and blurred, but in some way reflect the society's basic themes and values.

The study is the basis for predicting the rise and fall of given program types in the next few years. Westerns, generally, are seen as slipping and suspense-mystery shows are coming up. Variety shows have dropped some and there's no promise of changes. Daytime soap operas are taking hold among women and may become even more popular in the years ahead. The quiz show is seen as being ready for a comeback. Viewers seem to be expecting a new comedy format and a new group of comedians, but none are in sight. Dramatic programs and situation comedies are on the way, but the middle classes are more receptive to the formats of the SRI study. They want to see more and more repetition and limited in creating new interest, though his programming is by no means dead yet. Red Skelton and Art Carney are on the rise. There seem to be no new faces except possibly Carol Burnett and Shari Lewis. Jackie Gleason seems due for a revival (he has tried again since the study was made, but failure of the new program was blamed in the format rather than on his own appeal). Loretta Young seems stable, but older. Art Linkletter seems to have a good audience and is well entrenched with daytime viewers.

One of the most important contributions of the SRI study was the examination of viewers' attitudes according to social class, an aspect the researchers were unable to measure. They found that social class is significant not only in the amount of time spent watching television, but also in the varying attitudes toward it. Viewers were found predictable to a high degree for a social class as a whole, with considerable overlapping between the lower elements of one class and the higher elements of the next. Here are some of the findings:

Class Attitudes  Upper-middle class—its members watch a half-hour to three hours on weekdays, two to six hours on weekends, and they prefer news, information programs, sports and spectacles. Lower-middle class—members watch one to four hours weekdays, four to twelve hours on weekends, and prefer TV, westerns, variety, comedy, movies. Lower-class—viewers watch two to six hours weekdays, four to twelve hours or more on weekends, and prefer westerns, sports, variety, comedy, detectives, adventures, movies.

The upper middle use TV in less central ways than the lower middle; to them it's one of several resources and they're less appreciative of it; the upper-middle, especially the intellectual, may want to elevate TV tastes, but he's also very curious about it. It uses it to measure the prevailing culture, likes his role as social critic and feels his importance in complaining that it's not good enough for his own tastes. He watches somewhat less than those in lower classes, but, importantly, his approach is 'more active and stimulated.' He selects, discriminates and plans his watching and is strong in criticism and opinions of TV. He singles out particular types of programs and feels the range of programs to be limited and thus, has feelings of being "over-exposed and tired."

The "mobile" middle-class people (those striving consciously or unconsciously to elevate themselves) appreciate that watching programs, stars and TV shows on TV keeps them up to date and knowledgeable. They look for documentaries, current events, drama and programs dealing with cultural pursuits and the great issues of the day.

The "mobile" middle-class viewer feels they use the same TV criteria as the upper middle. They want to exercise restraint in viewing, but be active and constructive in what they see. They want to see what they see to broaden themselves and to help them in the strivings for self-improvement and better way of life. They criticize when they feel to be too much entertainer instead of educateur, on TV; they feel it too stimulating, frenzied, provocative. They are afraid of losing control of their TV viewing.

The greater middle "majority" groups have learned to be somewhat critical of TV, but they also feel that TV is "wonderful, that it provides such excellent opportunities for entertainment that they now would know what to do without it. They consider the programs plentiful, fit for some of them to be the "best," if everyone has a long list of favorites.

Pay TV Infringement  The mild "majority" groups, especially of the working class, consider pay TV to be an infringement, and feel that they are in a better way of life; feel that the middle-class individuals would thus deprive them of what is now theirs. The possibility to them, SRI researchers commented, "looms like a threat."

On the other hand many upper middle classes and "mobile" lower middle classes pay TV may possibly improve TV's quality.

The lower-class viewers are selective in TV viewing, but their selections cover a broader range. What they select (westerns, for instance) is usually not available. They don't feel the need
SESAC

inc.

greets
the AWRT
on its tenth anniversary

We cordially invite you to visit the SESAC Exhibit, Booths 36 and 37 at the AWRT Convention to learn how to increase your station’s profit potential with:

SESAC RECORDINGS*

An LP music service featuring a repertory of distinction. Top-flight artists and arrangements available in a host of musical categories for round-the-clock programming entertainment.

“DRUMMERS”*

Production aids, station promotions, sales starters.

“JUST A MINUTE!”

60-second fully orchestrated show stoppers for hard to fill spots.

and introducing . . .

“MUSICAL SALES EFFECTS”

A completely new dimension in sound!

all from Sesac Inc. — Celebrating 30 years of service to the entertainment industry.
WGAL-TV Religious Programs

Religious programming on Channel 8 will soon enter its THIRTEENTH YEAR. During this period, WGAL-TV has cooperated with all religious groups throughout its coverage area. Religious telecasts are just one phase of this station's many activities in the course of public service.
NOW: X RAY OF THE TV AUDIENCE

stop and think why they chose a particular program or what there is about it they like. They, too, value self-control in tv viewing, but they are not so confident about exercising it as the higher classes. They have fewer alternatives for doing other things.

In one respect tv has been instrumental in diminishing the differences between upper and lower classes. Thus, the lower classes and people in rural areas, who once watched the movies, now have urban, middle class American entertainment available on tv in large quantities, in convenient form and access, and to some extent television has raised their level of understanding.

All the classes are concerned to some extent about watching tv and will be as long as what tv offers is "too broad and somewhat suspect." It offers entertainment, information, escape, stimulation, balms, pastime—all right in the home in the easiest, laziest way—which accents passivity and dependency rather than activity and autonomy.

It's easier to criticize tv than to turn the set on at all: "Its place is too prominent, not only because it is in the home and the temptation sits there staring one in the face constantly, but also because when tv has to offer in terms of learning about the world it has grown to be accepted as a vital part of every individual's life."

Most Like Tv • There are, the researchers feel, few people who could say—and mean—"I could live without it forever." There are few who don't really like tv and few who don't watch it a lot.

Although everyone watches tv, they do it for different reasons, the study finds, and puts these motivations into four main categories: (1) to relax, (2) to become stimulated, (3) to learn and (4) to escape. They also watch in different ways. SRI counts 10: intent, idle, reading-snoozing, sharing, visiting, monitoring (watching a program selected by another person), selective, exclusive (watching only one type of program), unintentional, listening-no-watching.

Neither Campbell-Ewald nor SRI is predicting that the changes seen or suggested in the report are at hand, nor do they think of them as so revolutionary as to turn television completely off the scene. But they certainly are not minimizing the possibility that some of the changes will be far-reaching. Some of the trends seen will "continue at a very rapid pace" with "very drastic implications for changes in programming and advertising plans."

The SRI researchers see the likelihood of an approach toward an era of "unimagined opulence" in television if world chaos doesn't intervene.

The people at Campbell-Ewald make it plain that the findings in the study are meant for long-range planning rather than for immediate, specific cases. The tv findings will be used for guideposts rather than for putting together the perfect tv program or commercial. Specific problems, such as the selection of a show, will be handled as in the past by studies of a given program. And the television study is only one part of an overall study Campbell-Ewald has in mind. Radio and magazines are high on the list of other media the agency feels should be examined in the same comprehensive way.

Can Predict Future • Campbell-Ewald thinks studies like this can help to predict the collapse or decline of programs before the normal symptoms appear (drop-offs in ratings). They can do this, for example, by turning up evidence whenever big chunks of a program's audience consist of "default viewers" (those who are watching only because the competing programs are even less attractive); or when a program's "core audience"—those who can be counted on to watch the program every week, regardless—is beginning to lose interest; or when viewers generally begin to show "fatigue" with the program (a restlessness or feeling that the program is beginning to have too much "sameness")

As an example, Mr. McHugh cites Program X, a network tv show sponsored through Campbell-Ewald a few years ago but not otherwise identified. The show was reaching more than 10 million homes each week. But in a study SRI found that a great many viewers were really "default viewers" watching only (1) because they thought they ought to watch and ought to like it, or (2) because they considered competing programs unsuited to family viewing.

"The study showed that if either of the other networks changed the program, opposite us, then Program X would be in trouble," Mr. McHugh recalled. "But we were still relatively new at this sort of study and Program X's ratings had showed no signs of dropping, and we stayed with the program. But one of the other networks did in fact put a new show in against Program X that fall—and Program X's ratings caved in. Its average audience dropped 50%.

It must be presumed that Campbell-Ewald will not allow such viewer attitudes to go unheeded again.

NIELSEN

TOTAL AUDIENCE (1)

<table>
<thead>
<tr>
<th>Rank</th>
<th>% U.S. TV homes</th>
<th>No. homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24 Hours in a Woman's Life</td>
<td>18,901</td>
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<tr>
<td>2</td>
<td>Wagon Train</td>
<td>18,760</td>
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<tr>
<td>3</td>
<td>Gunsmoke</td>
<td>18,713</td>
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<td>4</td>
<td>The Real West</td>
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<td>Rawhide</td>
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<td>Marlinsend Circles</td>
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<td>7</td>
<td>Purex Specials</td>
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<tr>
<td>8</td>
<td>Danny Thomas Show</td>
<td>15,102</td>
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<td>9</td>
<td>Andy Griffith Show</td>
<td>15,655</td>
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<td>The Untouchables</td>
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AVERAGE AUDIENCE (2)

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<tbody>
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<td>3</td>
<td>Danny Thomas Show</td>
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<td>4</td>
<td>Andy Griffith Show</td>
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<tr>
<td>5</td>
<td>Have Gun, Will Travel</td>
<td>13,742</td>
</tr>
<tr>
<td>6</td>
<td>24 Hours in a Woman's Life</td>
<td>13,695</td>
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<tr>
<td>7</td>
<td>Candid Camera</td>
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<td>8</td>
<td>Rawhide</td>
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<td>9</td>
<td>Purex Specials</td>
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<tr>
<td>10</td>
<td>Real McKeys</td>
<td>12,944</td>
</tr>
</tbody>
</table>

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

Copyright 1961 by A. C. Nielsen Co.

Background: The following programs in alphabetical order, appear in this week's

BROADCASTING, May 1, 1961

BROADCASTING (BROADCAST ADVERTISING) 41
P&G's $101 MILLION IN TV

No one else comes even close to 1960 pace of television's top client, says Tvb

Procter & Gamble, the nation's No. 1 tv advertiser, billed $101,491,119 for gross time purchases (network and spot) in 1960. P&G's spending rate places the advertiser in a class by itself. More than $55 million was in spot and over $46.4 million in network.

The totaling of P&G's gross time billing was made possible last week with release by Television Bureau of Advertising of national-regional-spot tv billing. Advertisers placed a total gross billing of $616,701,000 in spot (national-regional) and $682,371,069 in network.

Food and grocery product advertisers, with more than $165.1 million, led in classified billings in spot tv gross time billings in 1960. A full recount of the fifth annual spot report listing compiled for Tvb by N. C. Rorabaugh Co. showing leading spot advertisers follows. Note: A Tvb report on top advertisers and brands in spot tv covering the past five years was released earlier this spring (BROADCASTING, April 3).

TOP 100 SPOT ADVERTISERS

1. Procter & Gamble $55,084,440
2. General Foods 18,540,740
3. Lever Brothers 18,535,560
4. Colgate-Palmolive 11,416,230
5. Bristol-Myers 10,169,560
6. Lestoil Products 9,961,120
7. American Home Prods. 9,412,110
8. P. Lorillard 8,431,630
9. Miles Labs. 8,312,990
10. William Wrigley, Jr., Co. 7,810,220
12. Standard Brands 7,477,080
13. Hunt Foods & Industries, Inc. 6,530,580
14. Warner-Lambert 6,302,780
15. American Tobacco 6,056,610
16. Continental Baking 5,879,280
17. Kellogg 5,795,390
18. Nestle Co. 5,739,460
19. International Latex 5,561,010
20. Ford Motor Dealers 5,275,570
21. J. A. Folger 4,387,220
22. General Motors Corp. Dealers 4,350,470
23. Coca-Cola Co./Bottlers 4,187,470
24. R. J. Reynolds Tobacco 4,173,570
25. Philip Morris 4,149,550
26. Gillette 4,011,050
27. Avco Products 4,000,240
28. Pillsbury 3,847,110
29. Corn Products 3,737,550
30. Arm & Hammer 3,715,300
31. Food Mfg., Inc. 3,653,080
32. Minute Maid Corp. 3,623,440
33. Standard Oil Co. (N. J) 3,175,400
34. Quaker-Oats Co./Bottlers 3,119,040
35. Canadian Breweries, Ltd. 3,033,050
36. C. S. Johnson & Son 2,813,160
37. United Merchants & Mfrs. 2,745,640
38. H. D. Bell Brewing 2,707,550
39. Shell Oil 2,630,660
40. Norwich Pharmacal 2,619,030
41. General Mills 2,569,810
42. Simms Co. 2,531,200
43. U. S. Borax & Chemical 2,468,580
44. Welch Grape Juice Co. 2,455,520
45. American Chicle 2,448,910

46. Falstaff Brewing $2,043,400
47. Andrew P. Moran 2,402,070
48. Quaker Oats 2,362,270
49. Theo. Hamm Brewing 2,360,690
50. Revlon Inc. 2,359,080
51. Consolidated Cigar Corp. 2,304,900
52. Sowmy-Mobil 2,297,670
53. Richardson-Merrell 2,213,520
54. Sterling Drug 2,189,900
55. Atlantic & West Corp. 2,155,600
56. Maybelline 2,115,950
57. Menken 2,085,180
58. Creation 2,056,530
59. E. & J. Gallo Winery 2,032,550
60. General Electric 1,966,070
61. Max Factor 1,952,450
62. Carter Products 1,938,580
63. Swift & Co. 1,928,990
64. Atlantic Refining 1,897,080
65. Wander Co. 1,890,180
66. Joe. Schlitz Brewing 1,834,170
67. Sun Oil Co. 1,849,770
68. Associated Prods. 1,834,890
69. Hertz Corp. 1,811,910
70. Standard Oil Co. (Ind.) 1,755,030
71. Vic Tanny Enterprise 1,750,000
72. Iills Bros. Coffee 1,706,010
73. Parker Pen 1,705,620
74. Pacific Tel. & Tel. 1,697,620
75. Drug Research Corp. 1,678,690
76. Piel Bros 1,677,690
77. General Motors 1,646,620
78. Great Atlantic & Pacific Tea Co 1,631,390
79. Phillips Petroleum Co. 1,619,830
80. Texize Chemicals 1,615,270
81. Phrame-Craft Co. 1,597,570
82. Libby & Myers 1,562,850
83. Lanooll Plus 1,524,800
84. Plough 1,516,010
85. Scott Paper 1,503,190
86. Helena Rubinstein 1,475,610
87. American Motors Corp. Dealers 1,484,870
88. Safeway Stores 1,454,360
89. Chesapeake-Ponds 1,446,150
90. Burgermeister Brewing 1,441,850
91. Chrysler Corp. Dealers 1,404,150
92. R. C. Remedy 1,387,480
93. United Vintners 1,380,700
94. Aerosol Corp. of America 1,377,720
95. American Motors 1,361,320
96. P. Ballantine & Sons 1,350,480
97. Minnesota Mining & Mfg. 1,350,480
98. Miller Brewing 1,350,100
99. Ex-Lax 1,342,060
100. Standard Oil of Calif. 1,332,990

Shell remains content without tv advertising

A glowing progress report on Shell Oil Co.'s virtually exclusive investment in newspaper advertising was presented by the Bureau of Advertising of the American Newspaper Publishers Assn. during ANPA's annual convention in New York last week.

Shell Oil, which startled the television industry earlier this year, announced that through its new agency, Ogilvy, Benson & Mather, virtually all of its expenditures would be placed in newspapers, a total of about $13.5 million, according to the bureau's report. The bureau told the ANPA audience the results of recent studies which indicate that Shell's newspaper campaign over the past four months has been effective and cited these main points:

- A total of 6,129 Shell dealers were asked to compare the 1961 campaign with those of previous years, and 50% liked the present campaign "better"; 17% felt it was "as good" as the previous one; 8% reported it was not "as good" and the remainder had "no opinion" or had "no comment."

- Another study of men motorists in three cities shows that Shell is "getting across" its sales story effectively in newspapers.

- Shell's management is "pleased with the results of the campaign" to date.

Shell placed almost $3 million in tv in 1960, according to the Television Bureau of Advertising, and retains a "very modest sum" for corporate advertising on tv.

K&E loses $3 million in Lever ad accounts

Lever Bros. took an estimated $3 million in billings, almost half in radio and tv, away from Kenyon & Eckhardt last week and reasigned them to J. Walter Thompson and to Reach, McClinton. The products were Handy Andy, a household cleaner, and Spry, a vegetable shortening, assigned to J. Walter Thompson, and Praise toilet soap to Reach, McClinton.

Kenyon & Eckhardt handled the products more than four years and according to Samuel Thurm, Lever Bros.' advertising vice president, the "transfers were made by mutual consent." There were reports, however, that the agency and Lever had "insoluble differences" on creative and marketing programs which were reflected in the soap and food product's steep 1960 sales--down some $21 million from $409.6 million in 1959 to $388.6 million last year.

The Lever account realignment was the latest in a series that started at the beginning of the year when the company said it would consolidate its agencies so that billings would not be spread thin. First to go was Needham, Louis & Brorby which lost an estimated $5 million in billings to Sullivan, Stautter, Colwell & Bayles and to BBDO. S&C&B received the All line of products in the shift to add to Lever's Lifebuoy and Silver Dust accounts, already in the agency, and BBDO added Swan Liquid to its stable of Lever accounts which also includes Surf, Wisk and Nifty.

Later in the year the Dinner-Redy account was transferred from K&E, to Thompson, and Thompson got the Air Wick account from Foote, Cone & Belding (which retained Lever's Imperial margarine and Pepsodent products).
METRO-GOLDWYN-MAYER TELEVISION
Announces
An Event of Major Significance for Television:

"THE BEST OF THE FIFTIES!"

Thirty Superlative M.G.M Motion Pictures...
Unforgettable Box-Office Successes of the 1950's
Featuring World-Famous Stars and Stories

Now Available for
Premiere Feature Film Programming

We Respectfully Invite Your Inquiry

R.S.V.P.  M-G-M TV

Everything that’s necessary to bring a fresh, new and exciting change to television feature film programming. Let’s get together soon.

METRO-GOLDWYN-MAYE TELEVISION
1540 BROADWAY, NEW YORK 36, N.Y. / JUDSON 2-20
Ogilvy, Benson & Mather also handles a few Lever food brands.

Last week's moves ended Kenyon & Eckhardt's association with Lever. It also marked Reach McLintock's first Lever appointment, not without surprise because of Lever's announced intent to cut down on the number of agencies.

Record attendance expected by WSAAA

"The Sound of Advertising in the West" is the theme of the 11th annual advertising conference of the Western States Advertising Agencies Assn., to be held Thursday-Saturday (May 4-6) at the Shelter Island Inn, San Diego, with a pre-conference golf tournament on Wednesday. WSAAA officials predict an attendance exceeding last year's record registration of 200 members, wives and guests.

The conference will open with a luncheon Thursday, followed by afternoon workshop sessions on media and new business. Ted Neale Jr., Neale Advertising Assoc., Los Angeles, will preside over the media session; Gordon Gelfon, David Olan Adv., Los Angeles, will moderate the new business discussion.

Workshops Friday: on agency operations, Doug Anderson, Anderson-McConnell Adv. Agency, Los Angeles; on making advertising a better citizen, Rod Mays, Mays & Co., Los Angeles, in charge; how to build an agency image, Ray Gage, Guerin, Johnston & Gage, moderator.

The day's agenda includes a session on agency costs and operations, with Norm Tolle, Tolle Co., San Diego, in the chair.


James Wadsworth, who succeeded Henry Cabot Lodge as U.S. ambassador to the UN last year when Mr. Lodge resigned to campaign for the vice presidency, will be the banquet speaker on Friday. WSAAA President Carl Falkenhainer, Carl Falkenhainer Adv., Los Angeles, will preside at the banquet. Macy Baum, Paul & Baum Adv., Los Angeles, will be toastmaster. "The Story of the Los Angeles Angels" will be told at the Friday luncheon by George Bryson, executive of the ball club, and Johnny Grant, personality of KMPC Los Angeles. The past presidents' luncheon on Saturday, with Bob Colbert, Colbertson & Backrach Adv., Los Angeles, presiding, will conclude the program.

Gordon Best agency now Post & Morr

Gordon Best Co., 55-year-old Chicago agency which places nearly 60% of its $12 million annual billings in the broadcast media, opens its doors today (May 1) at a new address under new ownership and with a new name: Post & Morr Inc.

Carl M. Post, for the past year president of Best, and Frank F. Morr, for many years vice president, have acquired all the stock in the Best agency from Board Chairman Gordon Best, culminating an ownership transfer plan that has been in evolution about three years.

Mr. Post continues as president and Mr. Morr becomes executive vice president.

Post & Morr has taken the entire 13th floor of the Palmolive Building at 919 N. Michigan Ave. New phone number is 544-4300.
ber is Whitehall 3-2880. The entire Best staff moves to the new agency, including the former Best offices in Los Angeles and New York, headed respectively by Vice Presidents Roy M. Kirtland and John Pinto.

Post & Morr will continue to serve all the Gordon Best clients, including Jos. Schlitz Brewing Co., Dow Chemical's Campana Division, Maybelline Eye Cosmetics, General Finance Co., Florsheim Shoes and Dumas Milner Corp.

Donald S. Manchester, formerly executive vice president of Foote Cone and Belding and Dancer-Fitzgerald-Sample, has been named vice president, director and plans board chairman of the new agency. Richard B. Best, secretary of Gordon Best Co., becomes a P&M vice president, and Thomas F. Whitehead, formerly copy chief and acting creative director of Best, becomes P&M vice president and director of client services.

Messrs. Post and Morr introduced a number of other key executives added to Best in recent months but in many cases not previously announced. Dr. Ho Sheng Sun, director of media research, formerly with Toni.; Anthony J. Hebel, vice president and director of internal services, formerly with Mc-

Cann-Erickson and Grant Adv.; Howard Medici, director of merchandising, formerly with Rival Packing Co.; John Clark, manager of radio-tv department, formerly with NBC and D.P. Brother & Co. in New York; and Mitchell Stecker, director of marketing services previously with Leo Burnett Co. and McCann-Erickson.

Agency appointments...

- Dormeyer Inc., Chicago, manufacturer of electric housewares, power tools and garden tools, has appointed North Adv., Chicago to handle its advertising.
- Norwich Pharmacal Co., Norwich, N. Y., has appointed Cohen & Allen, N. Y., as its agency for two new products.
- Congoleum-Nairn Inc., Kearny, N.J., appoints Walter Thompson, N. Y., for its line of floor and wall coverings, effective May 29. Budget is approximately $1.3 million in various media. Keyes, Madden & Jones, Chicago, currently handles the Congoleum-Nairn Inc. advertising account.
- Fulham Bros., Boston, processors of Four Fishermen brand seafood products, has appointed Hicks, Greist & O'Brien, Boston, as its advertising agency.
- Kinney System Rent-A-Car, N. Y., appoints Moss Assoc., that city, as its advertising agency. The current campaign for Kinney includes radio and television.
- Roche Labs, division of Hoffman-La Roche Inc., Nudley, N. J., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., to handle advertising for several of the division's new proprietary drug products. Radio and television spots are expected to be a major part of the campaign.
- The Waldorf-Astoria Hotel, N. Y., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency, effective May 1.

WRGB (TV) moves to Katz

WRGB (TV) Schenectady, N. Y., has appointed The Katz Agency Inc. as its national sales representative, effective July 1. WRGB is the third NBC affiliate represented by NBC Spot Sales, to appoint Katz in the past month. Previously KSD-AM-TV St. Louis and WAVE-AM-TV Louisville had appointed...
Katz (BROADCASTING, April 17, 3). The appointments resulted from FCC's order prohibiting network spot sales organizations from representing their affiliates.

KLAC names Adam Young

KLAC Los Angeles, after a two-year separation, has reappointed Adam Young Inc., New York, as station representative for two years. An unusual aspect to the appointment is that Westinghouse Broadcasting Co., which has its own radio and tv rep firms, has signed a contract to purchase KLAC from Hall Broadcasting Co., subject to FCC approval. Westinghouse radio stations are represented by AM Radio Sales, New York.

Business briefly...

Ford Div., Ford Motor Co., Detroit, has ordered sponsorship of Hazel, a new comedy series based on Ted Key's famous cartoon character, on NBC-TV next season (Thur. 9:30-10 p.m.). The Screen Gems production will star Shirley Booth. Agency: J. Walter Thomson, N. Y.

Best Foods Div., Corn Products Co. (Niagara Instant Laundry Starch), N. Y., is using six CBS-TV daytime programs and tv spot schedules in major markets as part of a new national promotion and advertising drive based on the theme, "Now you can starch right in your washing machine." Agency: Lennen & Newell, N. Y.

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has purchased sponsorship in three additional programs on NBC-TV next season: Tales of Wells Fargo (Sat. 7:30-8:30 p.m.), Captain of Detectives (Fri. 8:30-9:30 p.m.) and 87th Precinct (Mon. 9-10 p.m.). Warner-Lambert previously ordered sponsorship in NBC-TV's Whispering Smith, which will start May 12, and in next season's new Dr. Kildaire series. Agency: Lambert & Feasley, N. Y.

The Seven-Up Co., St. Louis, has ordered sponsorship in the tentatively
Y&R HOLLERS 'COPPER'
Brings Minow and Collins into fight against ABC-TV's proposed 40-second station breaks

Young & Rubicam, New York, called upon the FCC and the NAB last Thursday (April 27) for cooperation in "prevailing" upon ABC-TV and its affiliated stations to cancel a proposed increase of local station break commercial time (Broadcasting, April 24, 17).

The advertising agency wired FCC Chairman Newton N. Minow and NAB President LeRoy Collins urging them to consider this "most critical situation" at their "earliest" convenience. The wire added: "Certainly no change should be made in existing 30-second availabilities for local advertising until NAB's announced study of its TV Code has had an opportunity to clarify code inconsistencies and to set standards which will be in the best interest of the public, broadcasters and advertisers."

ABC-TV's announced intention to expand 30-second breaks to 40 seconds in prime time next fall was followed by a memorandum to agencies by CBS-TV two weeks ago that it would adopt a similar policy if a competitive network were to implement such a plan. The expanded station break movement has been under fire by many agencies in recent weeks, with Y&R particularly outspoken in its opposition.

It also led to a wrangle last week between ABC-TV and CBS-TV. James T. Aubrey, CBS-TV president, issued a statement clarifying the network's position, stating that the network is "strongly opposed" to the adoption of a 40-second break because "We believe that this practice would be shortsighted." He noted, however, that "It might be necessary for us to follow suit if a competitive network were to extend its allowance for nighttime chain announcements." Mr. Aubrey's statement prompted a tart comment from Jules Barnathan, ABC vice president for affiliated stations.

"We note Mr. Aubrey does not say he
AAA OPPoses EXTENDED BREAKS MOVE

Agency group declares 'concern' over ABC-TV announcement

The powerful voice of the American Assn. of Advertising Agencies last week joined the chorus of "concern" over the television network movement toward 40-second station breaks.

In a post-convention meeting April 22 the AAAA board adopted a resolution viewing "with concern" the project-
ed expansion of break-time and inviting AAAA members individually to voice their own opinions.

Many already had done so—in terms much stronger than mere "concern." Even before the board acted, many agencies had officially or unofficially condemned the trend (BROADCASTING, April 17).

This "trend" actually was still more imminent than actual last week. ABC-TV, the only network that had said flatly it would expand nighttime station breaks from 30 seconds to 40, reported it still intends to, despite agency and advertiser opposition. CBS-TV appeared to be sticking to its notice that it might extend nighttime breaks from 30 to 42 seconds after half-hour programs and from 60 to 70 seconds after hour-long participation shows, but only if the move "becomes necessary competitively." NBC-TV has taken no position but generally is expected to "meet the competition." Network affiliates strongly favor the longer-break plan because it gives them more prime time to sell to local and national spot advertisers.

Agency and advertiser objections—the Assn. of National Advertisers went on record two weeks ago with a strong objection—are based primarily on two points: (1) their programs would be clipped to accommodate the extra station-break time and (2) they feel the extra commercial time would amount to "over-commercialization" and thus increase public criticism while weakening the effect of the advertising messages.

ABC meanwhile moved last week to head off a related objection: A fear by many advertisers and agencies that stations would use the extra break time to triple-spot. Stephen C. Riddleberger, vice president in charge of ABC's owned stations, announced that on the five ABC owned stations "no more than two announcements of a commercial, promotional or public service nature" would be scheduled in each 40-second break. If two announcements occupy only 30 seconds, he added, the other 10 seconds will be used for news and weather.

AAAAs public relations program in behalf of advertising (BROADCASTING, April 24) has met some criticism and considerable apathy (CLOSED CIRCUIT, April 24) and newsmen have interpret-
ed a statement issued April 22 to mean the program has been watered down. But officials insisted the clarifying statement is "in substantial agreement" with the earlier plans.

The statement said the first activity would be to try to find why opinion-leaders are critical of advertising; that the results of this survey would determine "the precise content" of the public relations program, and that AAAA would step up its efforts to "reduce or eliminate" the things which lead to such criticisms.

Edwin Cox of Kenyon & Eckhardt, newly elected AAAA chairman, and other officials emphasized they are not renouncing any of the elements of the nine-point program, although some might be changed.

The three-month survey will be con-
ducted by Hill & Knowlton, public relations firm retained by AAAA.

Golnick forms own firm

Leon S. Golnick, president of Apple-
stein, Levinstein & Golnick Adv., Baltimore, has announced his resignation to form his own agency in that city. Staff of the new firm, to be known as Leon S. Golnick Adv., will include Lee E. Blom, creative director; Irving Yaniger, art director; and Joseph Gian-
naccini, media director. Permanent offices at 701 Cathedral St. are expected to be ready by May 20. Temporary headquarters are at 111 North Charles St. Telephone: Vernon 7-2722.
Now...

New "standard"

★ Assured Quality—for high signal-to-noise ratio

★ Assured Quality—for uniformity of signal output and background

★ Assured Quality—for high sensitivity

★ Assured Quality—for high resolution capability
This is the tube you asked for—an Image Orthicon with QUALITY-ASSURANCE on every major characteristic by which camera pictures are measured. Performance uniformity is high from tube to tube, and is consistent—in camera after camera.

RCA-5820-A can be used in all camera chains currently "tubed up" with Type 5820. And, as in all RCA Image Orthicons, RCA-5820-A incorporates the RCA developed Super Dynode and Micromesh designs.

For more facts about QUALITY-ASSURED RCA-5820-A's, visit the RCA Exhibit at the NAB. For prompt delivery of RCA-5820-A's, call your local RCA Industrial Tube Distributor.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA
Kennedy proposes overhaul of FCC

PLAN TO STRENGTHEN CHAIRMAN DISMAYS COMMISSION OFFICIALS

"A political document," "An abomination." These are two of the more printable observations made by several FCC officials after digesting the details of President Kennedy's far-reaching plans to reorganize some of the functions and procedures of the FCC.

The President's message (Reorganization Plan No. 2) was sent to Congress April 27. It will go into effect within 60 days of that date unless either house of Congress votes to veto the plan. Reorganization Plan 1 concerned the Securities & Exchange Commission.

At the same time the President notified Congress of his ideas on a code of ethics for government employees.

There was no immediate congressional reaction to the FCC reorganization plan. There is speculation that the White House cleared the plan with both Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairmen of the Senate and House Commerce Committees, and anticipates no objections.

The main attack on the plan was leveled at the provision which empowers the chairman of the FCC to assign commissioners or staff to various duties. At present the full commission must agree to such orders.

President Kennedy's plan for the FCC makes the following changes in the FCC's organization and procedures:

- Authorizes the chairman to assign all personnel, including commissioners, to duties.
- Orders the commission to delegate virtually all activities to "divisions" of the commission, to individual commissioners, hearing examiners, employees or employee boards.
- Gives the FCC "discretionary" rights to review actions of panels or individuals on its own motion or on petition by parties or intervenors in cases. Permits review to be granted on the vote of three of the seven commissioners.
- Abolishes the practice of filing exceptions to examiners' initial decisions and the right of parties to oral argument before the commission en banc.
- Abolishes the review staff and its functions. This is the unit which writes commission decisions on instructions from the commissioners as a whole. This means that individual commissioners will have to write their own decisions.

The President's message said that the changes would relieve the commissioners of the necessity of dealing with many matters of lesser importance "and thus conserve their time for the consideration of major matters of policy and planning." It would provide greater efficiency and dispatch of business of the FCC, he said.

Because the revised set up for transacting the commission's business requires continuous and flexible handling, the President stated, the function of assigning personnel must be given to the chairman.

He also expressed the belief that the reorganization plans would save the government money.

Revises Tenets

Objectors point out that the essence of the revision is to water down the power of individual commissioners. They express the belief that this is contrary to the intent of Congress when it established the FCC in 1934—that all seven commissioners were to be equal.

A central premise when the Communications Act was passed, critics note, was that there would be no administrator over radio; that the guardianship over communications in the United States was too critical to be entrusted to one man.

A majority of the commission is known to view the proposals with dismay. They feel that it delivers the major functions of the FCC to the chairman, that some provisions disregard "due process" rights of applicants and parties, and that in other details it places an onerous burden on commissioners.

It was observed by some that the final order deleted several provisions which had been included in the draft submitted to the FCC for review several weeks ago (CLOSED CIRCUIT, April 24). One of these would have given the chairman power to establish the appropriation level and its use within the commission.

There is also some doubt as to whether the authority of the President under the Reorganization Act extends to the independent, regulatory agencies.

Carroll Bill

Just prior to the President's message, Sen. John A. Carroll (D-Colo.) introduced legislation designed to speed up the proceedings of the FCC and other regulatory agencies by upgrading the role of hearing examiners. Under the bill (S-1734), examiners' decisions would be final unless reviewed by the full agency or commission on narrowly defined grounds.

The measure implements one of the recommendations in the report submitted last month by the Senate Subcommittee on Administrative Practice & Procedure, which Sen. Carroll heads (BROADCASTING, April 10).

In a move this week, the FCC itself further delegated more authority to the chief hearing examiner, giving him the power to order the holding of initial pre-hearing conferences and to rule on petitions to add (but not to strike) issues in hearing proceedings.

Higher Standards

The President on the same day told Congress that it should require every administrative agency to promulgate, within 120 days, a set of standards regarding ex parte contacts and how they should be applied to the specific work and procedures of the agency.

He recommended that these codes contain an absolute prohibition against any type of off-the-record communications involving a proceeding between private parties in which the agency is required to make a decision solely on the record of a formal hearing. These codes, he said, should have the force of law and contain appropriate sanctions.

In his report on ethics in government, President Kennedy said he planned to appoint an honor czar in the White House. He set out proposed standards for executive department employees which, among other things, prohibits the receipt of gifts designed to influence public officials, bans use of information gained in government services for private gain, and bars outside employment for public officials if it is incompatible with their government work.
The silence was stony at antitrust remarks

Is newspaper ownership of radio-tv an antitrust violation?

This thought was suggested by the Department of Justice public information chief, Edwin O. Guthman, in a talk at the Women's National Press Club in Washington during a meeting with the American Society of Newspaper Editors.

Mr. Guthman, who was a political reporter for the Seattle Times before his appointment to the Justice Dept. post in January, referred to major cities where there is no newspaper competition. "If concentration of ownership is bad in the manufacture of diesel locomotives and in burglar alarms, or in banks," Mr. Guthman asked, "why isn't it bad in the newspaper business?"

He continued: "Perhaps the antitrust laws could be applied to prevent chain ownership of newspapers, but [sic] I think they should be applied to prevent newspapers from owning radio and tv stations, and vice versa." It is extremely important, Mr. Guthman added, that the means of communication do not become centered in a few hands.

Mr. Guthman emphasized these views are his own, not necessarily those of the Justice Dept.

Newspaper editors greeted his remarks in stony silence.

Grant wins his reimbursement

The Laurel, Md., am drop-out case, the first in which the FCC chief hearing examiner refused to accept reimbursement of the withdrawing applicant's expenses on grounds they were not proved "legitimate and prudent," lost that status last week. Chief Hearing Examiner James D. Cunningham, on remand of the case from the commission, heard fuller explanation of the way some $10,000 was spent by Milton Grant, Washington disc jockey, and approved the agreement whereby the remaining applicant, Interurban Broadcasting Corp., reimbursed him. The examiner dismissed Mr. Grant's application with prejudice and retained remaining applications in hearing status to be the subject of an initial decision.

Timken takes advertising tax case to court

The Timken Roller Bearing Co., Canton, Ohio, has gone to court to recapture over $1 million it claims was overpaid to the federal government for the years 1951-54 because certain types of advertising were disallowed by the Internal Revenue Service.

The company filed suit in the U.S. District Court in Cleveland last month, asking for recovery of $1,282,960 it charges was overpaid because IRS refused to allow certain advertising costs on the ground they were not "ordinary and necessary."

The advertisements, including the purchase of radio time on WHBC and WCMW Canton, WHIZ Zanesville and WBNS Columbus, all Ohio, dealt mostly with inflation, communism, taxes, and labor relations.

WLYH-TV gets dual ID

WLYH-TV (ch. 15) Lebanon, Pa., a Triangle station, was given FCC permission last week to identify itself also with Lancaster. WGAL-TV Lancaster had protested the Triangle request on grounds it would violate commission duopoly rules since Lancaster receives signals from WFIL-TV Philadelphia and WFBG-TV Altoona, Pa., also Triangle stations. Commissioner Robert T. Bartley dissented.
FCC HAS MANY QUESTIONS
And it wants answers before approving many-faceted station transfers involving NBC, RKO, C-C, et al

The bases for the FCC’s planned hearing in the RKO General—NBC station transfers and related ingredients were announced by the agency last week. The notice and order spared none of the parties involved and pointed up questions that must be resolved relating to each.

Among the hearing issues are promise vs. performance, character qualifications, antitrust matters, “vulgar” programs, duopoly, trafficking, “payoff,” payola and the power of a network to grant or withhold affiliation. Over 20 applications and pleadings before the FCC in the inter-related cases were divided into the following five groups:

1. Application of NBC for renewal of licenses of WRCV-AM-TV Philadelphia and transfer of those stations to RKO General (in exchange for WNAC-AM-TV and WRLK-FM-Boston; application of Philco Broadcasting Co. for ch. 3 Philadelphia (WRCV-TV).

2. License renewal application of RKO for WNAC and transfer of the am-fm-tv outlets to NBC (above).

3. NBC’s application for renewal of WRLK-AM-AM-TV Washington and sale of those stations to RKO for $11.5 million; KRON-TV San Francisco application for a new tv station on ch. 4 Washington (WRCV-TV).

4. RKO’s request for approval of its proposed sale of WGMIS-AM-FM Washington to Crowell-Collier Broadcasting Co. for $1.5 million.

5. NBC’s application to purchase KTVU (TV) San Francisco-Oakland for $7.5 million from San Francisco-Oakland TV Inc. and KTVU’s request for an original license.

In all five groups, the character qualifications of NBC and/or RCA will be one of the hearing issues. On the basis of petitions filed by KRON-TV (present NBC San Francisco affiliate) and Westinghouse Broadcasting Co. (whose WBZ-TV Boston is NBC-affiliated), the FCC said it will “inquire into the conduct and activities” of NBC in acquiring KTVU and WNAC-TV. The commission also wants to know if RKO participated in NBC’s negotiations to purchase KTVU (RKO formerly had an option to purchase an interest in the station and its principal owners are former RKO executives).

Antitrust, Payola • The commission stated, it also will inquire into antitrust actions, which led to a consent decree ordering NBC to dispose of WRCV-TV, “to the extent that they may raise questions as to pertinent to NBC’s qualifications.”

In an 81-page staff document summarizing all the various facets of the case for the commissioners, it was pointed out that at least three NBC radio stations (WRCV, WAMQ Pittsburgh and WMAQ Chicago) are involved in payola questions. A full-scale field investigation of all NBC stations was ordered May 11, 1960, and still is not completed. WNAC was investigated and cleared of payola charges, the staff document stated.

Also questioned was RKO’s ownership of CKLW-TV Windsor, Canada, which provides a Grade A signal to over 3 million U. S. citizens. The commission questioned whether, in the event the pending applications are approved giving RKO five U. S. vhf stations, ownership of the Windsor station would be contrary to commission rules.

Concerning Philco’s application for ch. 3 Philadelphia, the commission said it wants more information on financial qualifications and officers and directors of the company.

Crowell-Collier Has Troubles • C-C, which owns KDWB St. Paul, KEWB Oakland, and KFWB Los Angeles, was singled out by the commission to determine if its stations have engaged in “a pattern of operation inconsistent with the public interest.” The staff document, upon which this action was based, said that the Complaints & Compliance Div. has prepared a complaint record with respect to the three C-C stations which contains the following:

- Information that a recurrence of payola may exist, based on a January 1961 statement by a KFWB employee that a record distributor had asked if the employee wanted to be placed on the distributor’s payroll for helping to select particular musical selections to be aired on KFWB.
- The Dept. of Justice has informed the FCC that KEWB and KTVU are involved in a full-scale investigation by the FBI. This, the staff stated, involves a possible violation of Sec. 605 of the Communications Act in that one Kenneth Fuller of Broadcast News Service has been furnishing KEWB and KTVU information for broadcast taken from radio transmissions of local police, fire and other city departments. The Dept. of Justice has stated that there are no “present plans” to prosecute the stations, but that it is possible that evidence implicating the licensees may be introduced at Fuller’s trial,” the staff document stated. “The department has requested that the commission take no administrative action in the matter until the criminal case is closed.”

- Several complaints, through January 1961, against C-C stations for announcements or material alleged to be in “bad taste,” “vulgar language,” “obscene jokes” and “filthy” phonograph records. Also, KFWB is the subject of complaints to the FCC for “publicly siding with and giving inordinate publicity to a 12-year-old girl who had been expelled from school.”
- *Complaints from law enforcement officers concerning “alarming announcements on two occasions which incited fear and caused traffic jams.”
- “Strong criticism” of the FCC for approving the transfer of KEWB (then KLX) to C-C, which allegedly resulted “in change of a good music, public service station into one of ‘appalling’ bad program quality or one which was a “gypsy radio” operation.
- *Complaints about editorials on a California legislative proposition which “allegedly were offensive to members of the Catholic faith, etc.”

The staff also cited the $10,000 fine the commission has stated KDWB is liable for (see story, page 60) as fitting into the overall “pattern of operation” under question.

KTVU “Payoff” Problem • Action on KTVU’s application for an original license has been held in abeyance by the FCC since February 1958 because of investigation of an alleged “payoff” made to a competing applicant, Channel Two Inc., by SF-O TV Inc. Ch. 2

Refreshment in Fresno?

A promotional scheme to change the call letters of KMAK Fresno to KOAK (pronounced coke) in exchange for some $90,000 worth of Coca-Cola advertising was protested by KYNO Fresno last week. Petitioning the FCC to deny the sale of KMAK to Radio One (KXOA Sacramento and KLIV San Jose), KYNO charged the buyer already represents itself as owning KMAK to local agencies and is promoting such transactions as that with Coca-Cola. (The beverage company reportedly turned down the offer, saying that for a few dollars more it could buy the station itself).

KYNO also charged that Radio One’s programming plans for KMAK virtually duplicated formats of some of the company’s outlets. The disparity among the three California markets indicates the intended buyer is not interested in Fresno’s particular needs, KYNO said.
THAT WCKY SURE
stirs up

EXCITEMENT IN CINCINNATI

Whoever it is who said that Radio can’t be a talk-of-the-town any more hasn’t been to Cincinnati lately. At least not since WCKY took the wraps off a bundle of new program ideas that have whipped up more excitement than Cincinnati has heard in many a moon! You talk about talk! WCKY’s triple-play of “Compass,” “Background” and “Documentaries,” backed up by a depth-in-news, good music and promotion fireworks, is the talk of the market. All this—plus a Nielsen audience in seven figures makes that WCKY some buy! Now is the time to talk to AM Radio Sales.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI
claimed expenses of $302,082.40 in
prosecuting its application, of which
SF-O TV Inc. repaid $162,250. The
staff has questioned the amount claimed
by Ch. 2 Inc., particularly since the suc-
cessful applicant was able to obtain a
grant and construct KTVU "for only
$106,937."

This raises the question as to whether
"the transaction was in fact a payoff," the
FCC staff document stated. Latest
information to be received by the com-
mision on the subject was dated
March 2, 1961. It contains a letter
from Stoddard P. Johnston, president of
Ch. 2 Inc. and presently 4.945% owner
of KTVU, which stated that many of the
firm's records have been destroyed
but accounted for $183,993.62 in
expenditures. The difference between that
figure and the total represents expendi-
tures of Kenco Enterprises Inc., a
stockholder in Ch. 2 Inc, it was stated.

The supporting data furnished by
Stoddard P. Johnston still leaves serious
questions unresolved," the staff docu-
ment stated. "Further, certain material
in the expenditures submitted is clearly
not chargeable to Ch. 2 Inc."

An additional issue relates to KTVU's
actual programming as compared with its
original proposals.

No Merit • In ordering the hearing,
the commission said that RKO's request
(supported by NBC) that the sales be
approved before action is taken on the
NBC renewal applications "is untenable
and wholly without merit. . . . Insofar
as these stations are concerned, NBC
has nothing to assign unless and until
the commission renews its licenses for
those stations." Since Philco and
KRON-TV have filed applications for
Philadelphia ch. 3 and Washington ch.
4, respectively, a renewal cannot be
granted to either WRCV or WRC-TV
without a comparative hearing, the
FCC said.

Any comparative hearings, addition-
ally, must include issues on the past
operations of NBC and proposals of
RKO for the future, the commission
continued. Also, the FCC stated,
Philco's request that the agency proceed
separately with a comparative hearing
on the Philadelphia renewal and permit
applications "is neither warranted, feas-
able nor conducive to the prompt dis-
patch of the commission's business. In
one matter or another, all of the above
(five groups) applications are either
interrelated or interdependent."

The commission will, however, pro-
ceed with the group one (Philadelphia)
applications first, including the proposed
transfer, and has ordered an initial de-
cision on this phase of the case during a
recess of the proceeding. A hearing
examiner has not yet been assigned to
the case nor has a beginning date been
set.

Responses to the commission's order,
which was issued under provisions of the
Communications Act prior to the
1960 amendment of Sec. 309 (b), are
due in 30 days. NBC's contract to pur-
chase KTVU expires August 24 and the
network-RKO Philadelphia-Boston con-
tract expires Dec. 18.

FCC's program jurisdiction disputed

19 STATIONS EXPRESS FEAR OF CENSORSHIP

An indictment of the FCC's claim
of jurisdiction in programming was
filed by the Washington law firm of
Pierson, Ball & Dowd last week on
behalf of 19 stations in comments on
the proposal to revise program re-
porting forms (BROADCASTING, April 24).
The extensive program information
required indicates the FCC may want
to supervise programs and prescribe
standards to the point of censorship, the
lawyers said, adding that the data is
practically worthless in determining if
public needs are being met.

The lawyers questioned the consti-
tutionality of the FCC proposal "far
more fundamental questions than
whether the proposed changes offer
any significant improvement." Prohibi-
tions against censorship and the ques-
tion of whether there are any reason-
able criteria upon which the FCC can
 prescribe program balance of service
 make any action by the commission in
this area "arbitrary and capricious and
in violation of due process require-
ments . . . " the lawyers stated.

Will Licensees Be Coerced? • Pierson,
Ball & Dowd questioned whether the
information is being requested or used
as a "basis for coercing or disapproving
program schedules." The law firm
said such procedures "must inevitably
lead to censorship in its simplest form."

"The commission did not deny that
its proposal constitutes an attempt by
government . . . to influence the con-
tent of communications. Whether the
hand it lays upon broadcast program-
ing is heavy or light, the clear pur-
pose of the commission is to use its
licensing power to prevent some broad-
cast communications and to elicit
others."

Anyone is ignoring reality who be-
lieves that an applicant for a license
"would ignore, or could with impunity
ignore, the predilections and predis-
positions of the commission and its
members with respect to program fare,"
the lawyers pointed out. "By making

WEED HAS
WEST COAST
OFFICES!

This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only
direct face-to-face salesmanship and constant servicing
 can produce maximum results on the West Coast.
the most of man's natural tendency to please those who dispense a privilege, the commission accomplishes indirectly what it avoids doing directly.

"In short, it coerces the promise it wants and then demands performance of the promise it has coerced. To say that this is not a prior restraint upon broadcast communications is to exalt form over substance and fancy over reality."

A principal "time-honored excuse" used by the FCC is the contention that while it would be unconstitutional to censor a particular program or its content, it is constitutional for the commission to censor the total program service, the comment pointed out. "How censorship of a part is invalid but censorship of the whole is valid places a considerable strain upon understanding," Messrs. Pierson and Kohlhass stated.

Hitting the "meddling in programs" by the FCC, the lawyers said the best way the agency can promote diversity in programming is through the adoption of allocation and related policies which will permit and promote multiple and competitive services. "It is quite evident that Congress intended to rely upon the forces of competition to generate a diversity of programming and viewpoint rather than upon government censorship of what individual broadcasters should or should not broadcast. "Freedom of speech considerations aside, the commission has no authority to prescribe program norms and guidelines in a virtual vacuum, which is the inevitable result of commission actions in this field."

Arbitrary and Capricious - Attempts by the FCC to control programming, in the absence of any reasonable criteria to establish guidelines, are "arbitrary and capricious," according to Pierson, Ball & Dowd. "If the commission is to usurp the function of station licensees in determining the programming needs of any particular community, the task by sheer magnitude is hopeless unless uniform and, therefore, arbitrary standards are adopted."

The Pierson comment further took the position that the regulatory concept of balanced programming is a "myth and an illusion.... The first time the commission reprimands or denies an applicant... who had less than one hour of public affairs programming per week, it can be certain that every station thereafter will have, upon advice of counsel, at least one hour of public affairs...."

"The inevitable result will be that, by ad hoc precedent, diversity will be stifled and commission-established conformity will dominate the program formats of the nation's broadcast stations."

In addition, the comment continued, program information obtained by the
WXYZ IS ON THE MOVE...

Both NSI and ARB reflect WXYZ-TV dominance in Detroit.

Ratings for March show WXYZ-TV with 34% share of total audience compared to 28% for our closest competitor.

In the first quarter of 1961 an advertiser spending $2.100 weekly on WXYZ-TV scheduled 24 one-minutes delivering 149,1 rating points—1,925,700 homes, for a $1.11 CPM. 75% of these sales messages, incidentally, are concentrated on nighttime buying audiences for maximum effectiveness.

Efficiency, Reach, Sales Message Effectiveness are some of the ingredients that make Channel 7 the first in Detroit. Tap your Blair Man now for the top station...

*March NSI, 6:00 PM-Midnight, Sunday-Saturday
**January-February ARB

FCC asked to reconsider KORD renewal hearing

KORD Pasco, Wash., asked the FCC to reconsider an order setting the station's license renewal for hearing and said it would accept a short-term renewal so the FCC can review programming in the near future. The FCC charges KORD's programs did not match its promises and charges over-commercialization.

KORD requested oral argument, saying this is its first renewal period. FCC said there have been unforeseen difficulties.

Rockefeller vetoes access

New York broadcasters have lost what had seemed a certain victory for access to state legislative committee hearings (BROADCASTING, April 10) Gov. Nelson Rockefeller last Monday (April 24) vetoed a bill that would allow radio and tv newsmen to cover legislative and commission hearings. Radio-Newsreel-Television Working Pres Assn., New York, which expressed "shock" at the governor's action in telegram to him on Tuesday, said i will continue its four-year fight for the legislation.

Elman sworn in

Philip Elman, 43, a political independent, has been sworn in as a member of the Federal Trade Commission. He was named to fill the unexpired term, ending Sept. 25, 1963, of Edward T. Tait, who retired to practice law.

Comr. Elman served in 1940-41 as an attorney with the FCC and from 1946 until his appointment to the FTC he had been an assistant to the solicitor general. In that capacity, he had principal staff responsibility for handling antitrust and trade regulation cases in the Supreme Court.
Now available for local TV purchase

Inside the Congo

A HALF HOUR DOCUMENTARY FILMED ON-THE-SPOT

Narrated by LEE McNEW

The Explosive Congo Explored on Film

- WHAT ARE THE CONGOLESE REALLY LIKE?
- HOW DO THEY REACT TO THE FIGHT FOR FREEDOM?
- Contact Pete Strand, WXYZ-TV, 20777 West Ten Mile Road, Detroit or call KEnwood 4-7000 today

WXYZ-TV

Detroit

Owned and operated by: American Broadcasting Paramount Theatres
KDWB DENIES WILLFUL VIOLATIONS

Station's consulting engineer asks rule clarification

KDWB St. Paul denied last week that it "willfully or repeatedly" violated FCC rules in operating with its authorized daytime power and antenna from midnight. KDWB's consulting engineer also asked the commission for its interpretation of its own rules.

The station's reply was in answer to a commission charge that KDWB's licensee, Crowell-Collier Broadcasting Co., is liable for a $10,000 fine (BROADCASTING, March 27). It's the first fine the FCC has attempted to levy following Congress' statutory enactment of such authority last summer.

"The basic fact that KDWB was operated with its daytime facilities between midnight and 4 a.m. prior to receipt of the commission's notice of violation is not controverted," the station said. "However, we do disagree with the legal conclusion and consequences which are indicated by the commission. . . ." Facts in the case clearly sustain that the mode of operation involved an interpretation of commission rules conducted in good faith and reliance upon competent engineering advice, Crowell-Collier President Robert Purcell stated.

"The particular rules involved are sufficiently complex and ambiguous to reasonably permit differing interpretations thereof and, consequently, clarification of the rules at least to the extent of notification that the commission regards such operations as unauthorized should appropriately precede any forfeiture or substantial sanction," Mr. Purcell continued. "It is our view that interpretation of the facts that, at most, a mistake in judgment was involved . . . and that such conduct was not willful or repeated within the meaning of Sec. 503 (b) of the Communications Act."

Mr. Purcell repeated that KDWB (then WISK) began using the question of nighttime power in February 1959, shortly after the station first went on the air and before it was purchased (in August 1959) by Crowell-Collier. "Sometimes" after the purchase the midnight-4 a.m. daytime operation was discussed by the licensee's technical staff and continued upon the advice of a consulting engineer, John H. Mullaney, Mr. Purcell said.

Propriety Not Questioned = The method of operation of KDWB between midnight and 4 a.m. did not come to my attention, or that of any other officer or director of Crowell-Collier, until after receipt of the notice of violation [Jan. 27] and, consequently, the question of propriety of the operation had never arisen," he said. "The fact that this method of operation did not become the subject of review by Crowell-Collier at a higher level than the conference between supervisory technical personnel is understandable and not indicative of inadequate supervision."

Mr. Purcell stressed that "the mode of operation complained of" was discontinued upon the commission's notice of violation. All switchovers to night and day power and directional pattern have been properly logged, with operating constants accurately reflected, he said.

Mr. Mullaney said that he does not recall specifically discussing the questioned power operation with KDWB personnel. "However, I have talked to numerous clients concerning early morning signals and it has been my advice to them that . . . they can sign on early with their daytime operation, providing a protest is not filed by any dominant station on the channel," he said.

"If I had been asked if it were possible for a station to operate with its daytime operation between midnight and 4 a.m., my interpretation of the rules would be that it would be permissible," Mr. Mullaney cited, among other things, the FCC definition of nighttime (Sec. 3.72 of rules) as "that period of time between local sunset and 12 midnight . . ." and the broadcast day (Sec. 3.9) as "the period of time between local sunrise and 12 midnight . . ." as the basis for his interpretation of the rules. He also cited Sec. 3.10, which states:

"The term 'experimental period' means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus."

"It is evident to me as an engineer interpreting your technical rules that they do not specifically prohibit operation of a station with its daytime power between the hours of midnight and 4 a.m.," Mr. Mullaney told the FCC. "In view of the commission's citation to KDWB, it would appear that my personal interpretation of the commission's rules . . . is incorrect. Consequently, I respectfully ask the commission to define to me exactly what the meaning of their rule is so that, if the occasion arises where I am advising clients concerning such an operation, I will not inadvertently pass on erroneous information or interpretations."

KDWB is 630 kc with 5 kw day and 500 w night, directional antenna under both powers.

Ribicoff considering revised etv fund bill

Health, Education & Welfare's opposition to the Senate aid-to-educational-television bill (BROADCASTING, March 27) should be considered HEW's final word. Secretary Abraham A. Ribicoff is said to feel a suitable measure can still be worked out in the House, where the Commerce subcommittee is considering half a dozen etv bills.

HEW is known to be critical of the basis of financing proposed in the Senate bill—$1 million to each state, regardless of size. The department also felt government should have some assurance states could support etv stations. For this reason, HEW is interested in replies being received from 30 state governors, who have been queried as to how they would use etv funds.

The show must go on—as scheduled

FCC hearing examiners are allowing no delays in getting license renewal and revocation hearings underway. WDKD Kingstree, S. C., which faces hearing on license renewal for alleged off-color remarks in its programming, last week asked for a continuance of the May 9 hearing date until the FCC acted on its requests for information (BROADCASTING, April 17), Hearing Examiner Thomas H. Donahue refused the request.

Hearing Examiner Forrest L. McClennen, who in January had refused to set a hearing date for license revocation proceedings against KWK St. Louis until the commission had acted on its request for a bill of particulars, last week set a hearing date of June 7 in St. Louis despite objections by KWK's attorney. Alleged fraudulent contests triggered the KWK proceeding (BROADCASTING, Nov. 28, 1960 et seq.).

Hearing Examiner Charles J. Frederick, in the same vein last week, set a hearing on the revocation of construction permit for WMMP Chicago Heights, Ill., for July 6, saying it "will absolutely be held on that date in Chicago, and parties should accordingly come to prehearing conference prepared to discuss their cases with that fact in mind." Mr. Frederick will then go on to hear the KBOO Bismarck, N. D., revocation proceeding July 17.
FLICKER TAPE RUNS
TWO HOURS LATE
IN HEAVY FEATURE
FILM BUYING

Off to bearish start, sudden
recognition of true value by
smart money in TV management
spurs brisk buying to bull
market proportions

Investment for profit in feature
films for TV broke with tradi-
tion when Seven Arts offering of
top quality, top priced post-50
Warner's found bold buyers
among station executives with a
keen eye for audience-pulling
power regardless of price. Invest-
ment quality of the Warner films
apparently fits the growth pat-
tern of stations committed to a
policy of providing TV advertis-
ers with the best film program-
ning money can buy.

SUPPLY OF FEATURE FILMS
OUTSTOCKS NUMBERS
ON NEW YORK EXCHANGE

Availability of some 11,000
motion pictures makes
selective buying a prerequisite
to TV station profits

A resounding tribute to the
perspicacity of station executives,
especially in smaller on-channel
markets, is found in their selec-
tion of Seven Arts' "Films of the
50's." Outstanding performance
wherever telecast bears out their
good judgment as analysts of
feature film quality.

Reasons for choosing the Warner
package are variously stated by
station executives. Says A. J.
Bauer, General Manager, WINK-TV,
Fort Myers, Florida:

"Every year we scour the
market for better and better feature
films for our sponsored Thurs-
day night 'Variety Theatre'.
With literally hundreds of films
to choose from, we decided the
Seven Arts package is in a class
by itself.

"The sponsor is convinced his
show is now giving the Fort
Myers audience the best feature
film entertainment that money
can buy."

Says Joan Hendrix, Assistant
to the General Manager, WSB-TV,
Atlanta, Georgia:

"WSB-TV has always been
strong in feature film program-
manship. We acquired the Warner
pictures to make it still stronger.

"The first thing we will do is use
the 26 color films in a Friday
night slot we call 'Warner Bros.
Premiere.' Also, the high cali-
bier of this Seven Arts release
gives us pictures we're run as spec-
sials in 'A' time. Actually all of
these films have the high-quality
we require for our spot carriers.
All in all I'd say these 'Films of the
50's' will strengthen our leadership
in feature film audience here in Atlanta."

Says Robert J. Heiss, Manager
of Radio & Television, WTMJ-
TV, Milwaukee:

"Unlike some of the assortments
we've bought in the past, we can
say of these Warner features, all
quality, no rubbish."

QUALITY FILM CONCEPT
FINDS SEVEN ARTS SALES
UNSCATHED BY RECESSION

"We believe the fact that our
sales have run counter to the
economic climate," declares
Eliot Hyman, Seven Arts Presi-
dent, "stems from our great
emphasis on quality product."

In its first six months on the
market with the "Vol. I" pack-
age of Warner's "Films of the
50's" Seven Arts has sold 74
TV markets at prices that set
all-time highs in the industry.

ASHVILLE, N. C.-WLOS-TV
Atlanta, Ga.-W9BTV
Baton Rouge, La.-WBRZ-TV
Bay City, Mich.-W4BC-TV
Beaumont, Texas.-KBMT-TV
Billings, Mont.-KGLV-TV
Bristol, Virginia.-WCBY-TV
Buffalo.-WKBY-TV
Charlotte, N. C.-W5OC-TV
Chicago.-W7TV
Colorado Springs, Colo.-K8GO-TV
Columbia, Ohio-W9BMS-TV
Dayton.-W2CCTV
Decatur.-W9CTV
Des Moines.-W5CC-TV
Dodge City.-K9TV
Ft. Worth.-W5AATV
Fresno.-W3KTV
Greensboro, N. C.-W9TMY-TV
Green Bay, Wis.-W9B9Y-TV
Greensboro, N. C.-W9TMY-TV
Hobbs, N. Mex.-K9HOB-TV
Honolulu, Hawaii.-KB9TV
Houston, Tex.-K9BC-TV
Indianapolis, Ind.-W9VTV
Jackson, Mich.-W9ATV
Jacksonville, Fla.-W8ATV
Kalamazoo, Mich.-W9VTV
Kansas City, Mo.-W9ATV
Latavette, La.-W8TV
Little Rock, Ark.-W5ATV
Los Angeles.-W9FO-TV
Las Vegas, Nev.-W9GTV
Madison, Wis.-W9DS-TV
Miami.-W8TV
Milwaukee.-W5CDTV
Minneapolis.-W9OCR-TV
Montrose, La.-K9NOS-TV
New Orleans, La.-W8NN-TV
New York.-W9TV
Norfolk, Va.-W9ATV
Oklahoma City, Okla.-KOCO-TV
Peoria.-W9TV
Philadelphia.-W3ATV
Phoenix, Ariz.-W8TV
Portland, Ore.-W9AVY-TV
Portland, Ore.-W9AVY-TV
Pittsburgh.-W9MMTV
Pomona, Calif.-W8MMTV
Presidio, B. I.-W9WB-TV
Providence, R. I.-W9MMTV
Raleigh, N. C.-W9MMTV
Reno, Nev.-W9CCTV
Roanoke, Va.-W9GTV
Rochester, Minn.-W9CC-TV
Rochester, Minn.-W9CCTV
Rockford, Ill.-W9PCTV
Salt Lake City.-KSL-TV
San Antonio.-K9ATV
San Diego, Calif.-K9SCTV
San Francisco.-W9TV
Scranton, Pa.-W8ATV
Shreveport, La.-W8ATV
South Bend, Ind.-W9CTV
Spokane, Wash.-K9WTV
Springfield, Mass.-W9MMTV
St. Louis.-W9MMTV
Syracuse, N. Y.-W9MMTV
Tallahassee, Fla.-W9TV
Tampa.-W9MMTV
Tucson, Ariz.-W9PCTV
Washington, D. C.-W9MMTV
Waterloo Cedar Rapids, Iowa.-W9MMTV
Watertown, N. Y.-W9MMTV
Wichita Falls, Texas.-W9TV

NEW ISSUE

41 feature films for TV
SEVEN ARTS ASSOCIATED CORP.
offers
Warner's "Films of the 50's"
VOLUME 2

a most uncommon stock

Direct placement of these feature films will be
negotiated at Suite C240, Sheraton Park Hotel,
Washington, D.C. May 7-8-10 by

Robert Rich  Jack Heim  George Mitchell
Donald Klauber  Robert Hoffman  Lester Tobias
Lloyd Krause  Ben Elrod  Kirk Torney
David Hunt

CHARTISTS SEE
FEATURE FILM MARKET
HIGHLY SELECTIVE

The record-keeping analyst
draws conclusions from profit-
able performance that accords
to stations willing to invest in
top quality product. Typical
chart (below) shows correla-
tions of film quality to audi-
ence appeal as reflected in
ratings, a primary base for out-
standing station profits.

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience 1</th>
<th>Audience 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville, Ky.</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>San Francisco, Ca.</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>San Diego, Calif.</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Phoenix, Ariz.</td>
<td>23.5%</td>
<td>76.5%</td>
</tr>
<tr>
<td>New York, N.Y.</td>
<td>16.7%</td>
<td>83.3%</td>
</tr>
</tbody>
</table>
AFM LASHES AT WWL-TV

FCC action asked on alleged failure of station to fulfill promises on use of live music

In what it terms "the first step in an all-out effort" to make TV stations match performance against promise in the field of live local programming, the American Federation of Musicians asked the FCC to deny renewal of license or set for hearing WWL-TV New Orleans.

Herman Kenin, president, said WWL emphasized its past employment of staff musicians in radio as positive proof it would be so in television. He said the TV outlet's use of live musicians has steadily declined.

The union cited programming material proposed in the application of WWL-AM-TV in which it said it would use local live musical talent on at least 13 shows. AFM supported WWL in the comparative hearing for its channel on these grounds and the hearing examiner made reference to local live music in recommending the applicant. In granting a construction permit, the FCC said: "WWL has also, as contended, utilized very extensively local musical talent in station programming."

Now, according to the head of the New Orleans AFM local, WWL-AM-TV employs no staff musicians. WWL-TV never employed a staff orchestra, combo unit or string group, he charged.

Robert Marmet, attorney for WWL-TV, said the station had presented more live music than any other station in the area but had found very little public acceptance of it.

The FCC last week...

- Granted construction permits to Alfred E. Anscombe for new TV stations on ch. 66 in Erie, Pa., with 195 kw and on ch. 56 in Binghamton, N.Y., with 214 kw. Mr. Anscombe also owns 5% of WKBW-TV Buffalo. In earlier actions the FCC granted a construction permit to Harrison M. Fuerst for ch. 3 in Alamosa, Colo., with 141 kw power. Mr. Fuerst has minority interests in KVOR Colorado Springs, Colo.; KPAS Banning and KTUR Turlock, both California.

- Was asked by Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., not to enlarge issues to include a question of his making misrepresentations to the commission (as the FCC Broadcast Bureau had asked) (Broadcasting, April 17). The bureau contended Mr. Theriot had lied in saying he hired a fulltime engineer and had attempted to deceive the FCC. Mr. Theriot said the bureau plea should not be accepted since it was not filed within 15 days of the time his license-revocation proceeding was announced. He further claimed that since he "is not a lawyer," he had understood his arrangement with an engineer to post his license at the station would cover the pertaining FCC requirements.

- Warned KBLT Big Lake, Tex., which has been off the air since Feb. 9, that unless someone takes responsibility for the station or requests a hearing within 30 days, it will cancel its license, delete its call letters and open the frequency to new applicants. The FCC on Jan. 11 had approved the sale of KBLT from Don Renault to Morris Brown. Mr. Brown died Feb. 9 and there is apparently a dispute between his heirs and the former owner as to whether the sale had been consummated. Neither party would accept responsibility for the station, which for the time being has been abandoned.

Co-op ad tax exemption may get expansion

The excise-tax exemption Congress granted manufacturers of radio and television sets and other items last year would be expanded under legislation now before the House Ways & Means Committee.

Present law permits these manufacturers, in determining their excise-tax payments, to exclude from their sales price the expenses they incur in reimbursing distributors for advertising on radio, television or in the press. The exclusion is limited to 5% of the sales price.

The new legislation, introduced by Rep. A. Sidney Herlong Jr. (D-Fla.), would extend the exemption to reimbursements for advertising via "other recognized media." It is understood that the bill is intended primarily to cover outdoor and direct-mail advertising. Representatives of those media are pressing hard for the bill's enactment.

Quiz-payola prosecutor falls ill during trial

Joseph Stone, who helped investigate and prosecute broadcast fraud in New York and who figured prominently in the TV quiz scandals and alleged payola-misleading advertising incidents in the fall of 1959, became ill in court last week while prosecuting a payola case.

Mr. Stone, assistant district attorney (New York County), was hospitalized and given electro-cardiogram tests. The trial of former WMGM New York disc jockey Peter Tripp, on charges of accepting payola from various record companies, was to resume with two of Mr. Stone's associates handling the prosecution.

Earlier in the trial Mr. Stone moved to drop 4 of 39 counts of commercial bribery lodged against Mr. Tripp on the basis of insufficient evidence. Mr. Tripp is accused of accepting $36,000 from eight record manufacturers or distributors in 1958 and 1959. Mr. Tripp's defense holds he accepted money as an "independent contractor, a freelance announcer and the star of a show."

SEC charges am license with 'gross misconduct'

Townsend Corp. of America, licensee of three am stations, was hard hit by the Securities & Exchange Commission last week, which charged "gross misconduct and gross abuse of trust" on the part of the investments company's officers. The SEC asked U. S. District Court, Newark, N. J., to enjoin the Townsend companies from further violations of regulations for B.B.C.

The charges specifically name Morris M. Townsend, president; Clinton Davidson, board chairman of the related Townsend Management Corp., and Raymond E. Harty, president of the

BBC-TV visitor

Kenneth Adam, director-designate of BBC-TV, was a visitor at FCC headquarters Friday (April 21). Mr. Adam and Dennis Scuse, U. S. representative for BBC, met informally with the commissioners during a social luncheon. Mr. Adam currently is controller of programs for BBC-TV and takes over as director (president) in June.

The British official has definite ideas about programming. TV, he insists, is a medium which must cater to the majority of the people, while the interests of minorities must not be overlooked. Mr. Adam said that most westerns on BBC-TV are suitable for children. "Of course there is violence in them, but I don't believe that this sort of violence corrupts or harms the normal child," he said.

62 (GOVERNMENT)
PULSE OFFERS 16 RESEARCH SERVICES FOR INFORMED BUYING AND SELLING DECISIONS

**Broadcast**
- Pulse TV Audience Profiles—a Marketing Study of Network TV Programs
- Audience measurement—Program rating
- Cumulative Pulse audience measurements
- Foreign Language studies (Italian, Spanish, German, Polish, Jewish)
- Negro studies
- FM surveys
- Housewife market
- Sponsor identification and commercial remembrance

**General**
- Semantic differential studies and copy tests
- Thematic apperception tests
- International public opinion
- Teenage market preferences
- Making advertising more believable
- Audience reaction tests for the TV program on trial
- Indications of success and failure of advertising campaign
- Special marketing research projects for advertisers, agencies, media, etc.

*Pulse data is obtained by the Personal Interview method*

accounts for all family members
measures listening and viewing in any part of the house
accounts for all listening and viewing in multi-set homes
covers out-of-home listening and viewing
reaches different families each survey
preserves the process of natural program selection—all data is obtained only after selection has been made

*For full details on any phase of Pulse Research Operations, contact*

**THE PULSE, INC.**
730 Fifth Avenue, New York 19, New York
Judson 6-3316
latter company, as having run the corporations "for their personal benefit and in derogation" of stockholders' interests. Townsend owns KITE Terrell Hills-San Antonio, KNOK Fort Worth and WKDA Nashville. Among the complaints that the companies had been extending the SEC debt limitations was their negotiations for a station in Ta
coma, Wash., for about $1.5 million. The three officers cited have interests in the radio stations.

The SEC, in a strong indictment, charged the investment funds with "il
ternal transactions" that attempted to evade commission registration require
ments. It also stated that Townsend stockholder reports were "materially" false and misleading. The SEC order asked the court to appoint receivers to prevent further violations of its rules and to protect stockholders' invest
ments.

Bill introduced allowing
duty-free foreign music

A bill reportedly aimed at enabling a non-profit organization in Wisconsin to feed classical music recordings to a Fond du Lac radio station could open up a can of worms as far as American musicians are concerned.

The bill (HR 5856) would permit the duty-free importation of magnetic tape and other sound recordings of music. Rep. William K. Van Pelt (R-Wis.) introduced it at the request of a constituent who had formed an organization to promote classical mu
sic for radio.

The constituent, he said, has ar
ranged to obtain the recordings, at no charge, from groups abroad, and then to feed them to KFIZ Fond du Lac as a public service. However, the con
stituent feels he shouldn't have to pay duty on the incoming foreign tapes and records.

The view that the bill represented a threat to American musicians was ex
pressed by a competent observer who said it might touch off an exodus by record makers. If they didn't have to worry about tariff costs, he said, the records makers would be tempted to cut records abroad, where talent costs less, and flood the American market with them.

Senate minimum wage bill extends exemptions

The minimum wage bill which swept through the Senate April 20 contained some sweetening for station owners in sparsely settled areas.

As originally proposed the bill ex
empted from the overtime-coverage prov
ision announcers, news editors and

Watch that plug, film producers told

FCC ACTS TO IMPLEMENT ANTI-PLUGOLA LAW

The FCC moved last week to amend its rules on hidden plugs and payola. The proposed rulemaking would implement the revised Sec. 317 and the new Sec. 508 of the Communications Act by plugging any possible loopholes in the present rules.

Under the proposed rule, producers of tv film and those who hope their product may be shown on tv would have to spell out any payment they receive from manufacturers whose products they show and identify the sponsor.

A conference of the FCC, the Motion Picture Assn. of America and the Alliance of Television Film Producers was held last September to work out this issue (Broadcasting, Sept. 26, 1960).

A "grandfather" clause covers film produced before Sept. 13, 1960, the effective date of the new section covering plugola. But the FCC warns that

chief engineers employed by stations in non-metropolitan areas of less than 50,000 population.

The sweeter, in the form of an amendment accepted without debate Wednesday, extended the exemption to stations in metropolitan areas provided the communities involved have populations of less than 25,000 and are 40 miles from their area's principal city.

The amendment was offered by Sen. Eugene McCarthy (D-Minn.), who was primarily concerned with four small Minnesota towns—Ely, Hibbing, Vir
ginia, and Eveleth. All are in what is technically a metropolitan area but none has a population of more than 18,000 and all are at least 66 miles from the area's principal city, Duluth.

A group of broadcasters from the towns, headed by Carl Bloomquist, own
er of WEVE Eveleth, asked Sen. McCarthy to sponsor the amendment.

The House minimum-wage bill, passed last month, only exempts sta
tions in non-metropolitan area commu
nities of fewer than 50,000 population.

Though out of FCC

King continues crusade

In his first public appearance since leaving the FCC, former Commissioner Charles H. King spoke before a seminar of the Annenberg School of Communications, U. of Pennsylvania, April 20. Under the title, "Broadcasting and the FCC," Mr. King again set forth his views that the commission is getting in
volved in programming, a field it should eschew (Broadcasting, March 6).

Mr. King also discussed the clear

channel case, tv allocations, the current commission interest in character qualifi
cations, criteria in comparative cases and economic impact of new stations in small markets.

The Detroit Law College dean said that "sooner or later the commission is going to have to start considering economic impact. If the present policy is continued, many stations no longer will be able to perform in the public serv
ice." This policy, which requires a sta tion protesting a new station coming into its area to put its license on the line against the new applicant with the FCC choosing which is best, is unfair and will result in nothing but harm to the public, he stated.

Mr. King said that most criteria used in comparative cases are meaningless and inconsistent. He pointed out that many of the best stations are operated by absentee owners, newspaper owners or multiple owners, yet each classification can result in a comparative demerit.

The former commissioner, who left the FCC March 2 when Newton N. Minow was sworn in, is on leave as dean of the Detroit College of Law. He will return to that post July 1.

Government briefs...

New translator forms • New applica
tion forms have been made available by the FCC for use in applying for vhf translator licenses. The revised applica
tions, Form 347, should be used in all future filings and the commission asked that old forms be destroyed. Applicants for uhf translator licenses will continue to use Form 344.
“Where there is no publicity, there is no justice. Publicity is the very soul of justice”* - JEREMY BENTHAM

*As quoted by the court in Jerusalem after its observation of the Capital Cities equipment in operation.

Capital Cities Broadcasting Corporation salutes


who have joined with us to make possible the videotape record exactly as it occurs—in the courtroom in Jerusalem—of the historic trial of Adolf Eichmann.

for CAPITAL CITIES BROADCASTING CORPORATION
Milton A. Fruchtman PRODUCER
Leo Hurwitz DIRECTOR
**A COMPLETED FORWARD PASS**

National Football League and CBS-TV sign $9.3 million two-year package contract

The National Football League and CBS-TV combined their talents to produce pro football's greatest scoring play —a $9.3 million two-year "package" contract for the television rights of the league's 98-game regular season schedule. It follows the precedent established last year by the rival American Football League and ABC-TV, calling for more money. Last year's figures, negotiated by the individual teams, ranged from a mere $75,000 received by the Western Div. champion Green Bay Packers to the $225,000 deal of the Pittsburgh Steelers.

Financially, the NFL package means $4,650,000 per season or slightly more than $332,000 to each of the 14 teams. Last year's figures, negotiated by the individual teams, ranged from a mere $75,000 received by the Western Div. champion Green Bay Packers to the $225,000 deal of the Pittsburgh Steelers.

The center endeavors to receive a commitment from a commercial station that the etv program will be scheduled in a satisfactory (rather than "fringe") time period. For example, WOR-TV New York has been carrying The Ragtime Era on Saturdays, 8:30-9 p.m.

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Center officials point out that up to 15 stations are carrying their programs at a given time. The availability of prints is one factor in limiting the number, and the popularity of a given program is another. Programs usually are of half-hour length.

Full details of the service to commercial tv stations are available from Donald Sandberg, director of distribution, Extended Services Plan, National Educational Television & Radio Center, Ann Arbor, Mich.
bidding market for our product."

Regional Schedules • Voicing the NFL viewpoint, Commissioner Rozelle said, "From a business standpoint, we found our previous television policy of individual club negotiations to be unworkable. A majority of our teams faced the imminent prospect that television coverage of their road games would be discontinued." CBS-TV will televise seven games each weekend on a regional basis. In addition, there will be national telecasts on Thanksgiving Day and the second and third Saturdays in December after the close of the college football season. All televised games will come to cities where the home team is on the road.

The commissioner added that a game-of-the-day plan, "which would generate substantially more television income for the teams," was considered—and turned down because it was not in the public interest.

Championship game and runner-up game rights were not a part of the NFL-CBS deal. That plumb, earlier this year, went to NBC-TV for $1.23 million, also a two year pact. The AFL package includes its championship game.

2,122 AP subscribers in 1960 set record

A record high of 2,122 domestic radio and tv stations subscribed to the Associated Press news service last year, 80 over the total of 2,042 in 1959, AP members were told at their annual meeting held in New York last week. The national radio networks of ten countries also became AP subscribers. Other claims:

• AP world service is serving more broadcasters, newspapers, broadcasters and other outlets than any single organization ever did.
• Foreign photo distribution increased faster than ever.
• A magnetic tape recorder to receive, store and retransmit photographs without loss of photographic qualities is being tested.
• A number of devices are in development which promise improved transmission and member reception of news reports.

It was noted AP 1960 revenues were approximately $15 million greater than in 1950, over 60% growth. Other financial items mentioned: 1960 operations resulted in a small excess of revenue over expenses, and purchases of capital assets during the year totaled $306,223.19, all paid from AP cash funds.

Members re-elected Benjamin M. McKelway of the Washington Star (WMAL - AM - FM - TV Washington, D. C., and WSVA-AM-FM-TV Harrisonburg, Va.) president; Bernard H. Ridder Jr. of the St. Paul Dispatch and Pioneer Press (Midwest Radio Television Inc.) was elected first vice president; and Harold A. Fitzgerald of the Pontiac (Mich.) Press second vice president; Harry T. Montgomery, secretary (succeeding Lloyd Stratton, retiring), and Robert R. Booth re-elected treasurer.

Four AP members were elected to the board and two re-elected. Elected were Harry F. Byrd Jr., Winchester (Va.) Evening Star; Wright Bryan, Cleveland Plain Dealer; William Dwight, Holyoke (Mass.) Transcript-Telegram (WHYN-AM-FM-TV Springfield-Holyoke, Mass.); and Eugene C. Pulliam, Phoenix (Ariz.) Gazette-KOOL-AM-FM-TV Phoenix. Re-elected were Mr. McKelway and Henry D. Bradley, St. Joseph (Mo.) Gazette and Sunday News-Press.

UPI executives hear about year's gains

The 2,016 radio stations and 232 tv stations subscribing to the United Press International broadcast news service were benefited by six major steps taken in the past year, UPI executives were told at their annual meeting in New York last week.

These were: inauguration of spot news audio reports direct from the scene of fast-breaking major news events; more newsfeatures, prepared well in advance to allow subscribers to tape and plan programming; advance notice of special or seasonal material giving subscribers ample time to program, promote and sell these newsfeatures; increased emphasis on in-depth and special coverage; the addition of three new program features, Log Book, The Month Ahead and Top Action Albums in answer to subscriber station requests, and utilization of new wire transmission techniques to save wire time and space.

It was also disclosed that UPI now uses almost 300 hours daily of "radio transmitter time" from 13 cities and that there is nowhere in the world that radio signals carrying UPI news cannot be heard.

The wire service's United Press Motion picture division reported that during 1960 it initiated a general program of documentary material which was used by various tv stations throughout the world. It was estimated that the division's production on the UN General Assembly was seen in 25 countries. Another production, The Kennedy Story, was sold in 40 U.S. tv markets and also overseas.

Other UPI development of the last year included: continued growth of UPI to a point where it now serves directly a record total of 6,409 subscribers around the world, a net gain of 201 over last year; and an increase in the number of bureaus to 248, of which 144 are in this country; establishment of a commercial film division in conjunction with the 20th Century-Fox Corp., and introduction of UPI services to almost every new independent country created during the year, which expanded the wire service's news and pictorial reports to a record 103 countries and territories.

SAG warns against hiring non-members

The Screen Actors Guild last week notified producers of tv commercials and the advertising agencies they are headed for trouble if they fail to abide by a provision of their contract which requires every performer used in commercials to be an SAG member in good standing or, if he is not already a member, to join the guild within 30 days of his first employment.

In a letter sent Tuesday to the full list of signatories of the SAG's 1960 commercials contract and the advertising agencies who signed letters of adherence, SAG warned that "certain agencies" have "consistently failed" to check the SAG standing of performers they are considering employing and said that the contract calls for monetary damages for breach of contract. After May 1, SAG said, it "will file claims for damages against the employer in all cases of employment by any player in violation" of the contract. "Custom and practice of the industry over many years," the guild wrote, "has established the amount of such damages to be the guild initiation fee and six months' dues."

SAG said it keeps a file of all players who have worked as non-members and who may not be employed again unless they become SAG members and of the current standing of all members. The majority of producers and agencies check on the status of prospective employees with the SAG before employing them and so avoid breach of contract claims, SAG said, but "certain agencies, through neglect or lack of knowledge, have consistently failed to do so."

More Warner Bros. post-'50s

Seven Arts Associated Corp. announced last week that 41 additional Warner Bros. features produced during or after 1950 will be released exclusively to tv. Details on this second Seven Arts' package, called "Films of the 50's Volume II," will be disclosed during the NAB convention in Washington next week. A group of 40 post-'50 Warner features have been in release since last October and have been sold in 74 markets.
NTA, Desilu settle their differences

NTA BUYS SERIES AND PILOTS VALUED AT $8 MILLION

The joint tv production agreement of Desilu Productions and National Telefilm Assoc. has been terminated and NTA has purchased the Desilu rights to six-half hour series and nine pilot films valued at $8 million. The price paid Desilu by NTA was not disclosed. It was also announced that all disputes between the companies have been resolved. Desilu had filed suits against NTA for each of the six series, charging that NTA had failed to make residual payments agreed to, seeking money damages and an injunction to stop NTA from selling the series to additional stations (BROADCASTING, March 6).

The six half-hour series to which NTA now assumes full ownership are: U. S. Marshall (78 episodes); Sheriff of Cochise (78); Grand Jury, (39);

This is Alice (39); Walter Winchell File (39 and Official Detective (39).

The pilot films are: You're Only Young Twice, The Last Marshall, The Wildcats, Tonight in Havana, Rikki of the Island, The Silver Frame, Country Doctor, Just Off Broadway and Dallas. With the series acquired from Desilu, NTA's film library now includes more than 40 program series. NTA also distributes feature films to tv from a library of over 700 motion pictures produced by 20th Century-Fox, Stanley Kramer, Sir Alexander Korda and J. Arthur Rank, plus other features and short subjects.

Public affairs rewards are many, says WIP-FM

WIP-FM Philadelphia believes public affairs programming can be done satisfactorily on a wide scale—and has the goods to prove it.

To date, WIP-FM has broadcast every session of the U.N. General Assembly and Security Council since September 1960, a total of 1,100 hours. The fm station estimates it currently devotes 50 hours a week to on-the-spot coverage of important national and international news events.

WIP-FM also carries all President Kennedy's news conferences and recently arranged for daily coverage of the Eichmann trial.

General Manager Harvey Glascock says that coverage of these events is costly, but chalks off some of the price to WIP-AM which also uses the on-the-spot news. Moreover, the friends WIP-FM is winning, the good will it's creating and opportunities it offers people to hear events before making more money than offsets the cost, the station says. And it plans more programming along this line.

Program production firm for 'top 40' stations

A new program service for 'top 40' radio stations, Formatic Radio, has been announced by Peter Frank, president, Peter Frank Organization. Formatic is being produced by Stars International and distributed by Richard H. Ullman Inc.

Formatic program and production aids include 192 arrangements of a special theme; station ID and program jingles; punctuation, bridges, separators, stings, pows and cues; musical beds for newscasts, weathercasts and sportscasts; news bulletin introductions, comedy wild tracks and new hi-fi sound effects. Many of these features will be customization for each station subscriber, Mr. Frank said. The service also includes a merchandising plan, "Operation Maximum Gain," which enables stations to get merchandise for prizes and premiums at wholesale prices. Will Scott, executive vice president of Stars International, is executive producer of Formatic Radio; Royce Johnson is producer.

Film sales...

Big Time Wrestling (Barnett-Doyle): Sold to WBAY-TV Green Bay, Wis., and WJBF-TV Augusta, Ga.

Mantovani (NTA): Sold to WMXW-TV Poland Spring, Me.; WLBZ-TV Bangor, Me.; KOLD-TV Tucson; KTHV (TV) Little Rock; KCTV (TV) Los Angeles; KOA-TV Denver; WFLA-TV Tampa; KTVH (TV) Wichita; WJED-TV New Orleans; KROC-TV Rochester, Minn.; WLBT (TV) Jackson, Miss.; WOTK-TV Meridian, Miss.; WDAF-TV Kansas City; KGHL-TV Billings; WNTA-TV New York; WHIO-TV Dayton, Ohio; KVVO-TV Tulsa; KOIN-TV Portland, Ore.; KTSN-TV El Paso, and KCTV (TV) San Angelo, Tex. Now in 21 markets.

King of Diamonds (Ziv-UA): Sold to Kroger Co. for WDAF-TV Kansas City, WHIO-TV Dayton, Ohio, and WCP-TV Cincinnati; and to Max Factor Inc. for KONA (TV) Honolulu. Also sold to these stations: WHDH-TV Boston; KABC-TV Los Angeles; WBTK-TV Detroit; KTKV (TV) Phoenix; KBOI-TV Boise, Idaho; KOA-TV Denver; KERO-TV Bakersfield, Calif.; KLAS-TV Las Vegas; KVAL-TV Eugene, Ore.; WGR-TV Buffalo; WFGA-TV Jacksonville; WTVH (TV) Peoria; WTVP (TV) Decatur; WALB-TV Albany, Ga.; WJHP-TV Panama City, Fla.; WAVY-TV Norfolk, and WCHS-TV Portland, Me.; WFLA-TV Tampa; WCN-TV Chicago; KCIX-TV Salt Lake City; WBTW (TV) Charlotte, N. C.; WBRE-TV Scranton-Wilkes Barre, Pa.; WTVY (TV) Dothan, Ala.; WFMJ-TV Youngstown, Ohio; WCCO-TV Minneapolis-St. Paul; WALC-TV Nashville; KCRA-TV Sacramento; KRDQ-TV Colorado Springs, Colo.; WTVM (TV) Columbus, Ga.; KHQ-TV Spokane, and KOGO-TV San Diego. Now in 83 markets.

Films of the '50's (Seven Arts): Sold to WRAL-TV Raleigh, N. C.; KOLD-TV Tucson; KRDQ-TV Colorado Springs, Colo., and WWL-TV New Orleans. Now in 74 markets.

Consult Dr. Brothers (ABC Films): Sold to WBKB (TV) Chicago; WJW-TV Detroit; KSD-TV St. Louis; WENTS (TV) Cleveland; KPRC-TV Houston; WTIV (TV) Miami; WINS-TV Milwaukee; WDSU-TV New Orleans;
Power met power when WBEN-TV -- the most powerful selling medium in sight and sound on the Niagara Frontier -- focused its cameras on the Niagara Power project dedication, the most powerful hydroelectric complex in the Western World.

Since 1948 more than two million Western New Yorkers have depended on WBEN-TV for continuing public-service coverage. This up-to-the-minute, on-the-spot reporting has built tremendous loyalty and confidence.

There’s power in this trust -- power that moves merchandise, sells services and products. It compares with the power that this $720,000,000 project -- equal to the output of all the TVA hydroelectric dams -- will generate for area industry.

Niagara Power is bringing new growth, expansion, jobs -- new families, new thousands into the market place. WBEN-TV power brings your message to them with vigor and impact -- another powerful reason why your TV dollars count for more -- on Channel Four.

National Representatives: Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CBS in Buffalo
WBAP-TV Dallas-Fort Worth; WGR-TV Buffalo; KOMO-TV Seattle; KSTP-TV Minneapolis; KGNC-TV Amarillo, Tex.; WTAR-TV Norfolk; WAFB-TV Baton Rouge, and KRNT-TV Des Moines.

Tape, film firms join creative, sales work

Videotape Productions of New York Inc., and Robert Lawrence Productions Inc., New York, will try a "mixed marriage" of their respective tape and film services. In a joint announcement last week, the companies said they will cooperate to complement each's activities in tape and film.

Creative and sales executives of the two companies already are meeting at each other's production centers for indoctrination in the two methods of production. Clients of both companies now are offered a tape and film service based on "one-stop shopping." Instead of making separate negotiations for a taped commercial that requires a filmed insert, the client can arrange for both services through a single creative group and sales force.

John B. Lanigan, vice president and general manager of Videotape Productions of New York, explained the cooperative venture is not a merger, but an agreement in "good faith." Mr. Lanigan called the move a "business-getting device" which will provide an economical way for a client to receive broader service. The association of the two creative staffs is expected to help develop new production techniques for tv commercials. Mr. Lanigan said executives of the companies were "highly enthusiastic" at their first joint meeting, where many new production ideas were proposed. The arrangement will function at the executive level only with no interchange of union personnel.

Program notes...

Lasker awards • CBS-TV and KCRA-TV Sacramento are recipients of the 1961 Albert Lasker Medical Journalism Awards for tv. Presentation will be made at a May 4 luncheon in New York. CBS-TV was cited for "Biography of a Cancer" on CBS Reports KCRA-TV, an NBC-TV affiliate, won for its Face of Despair program on care of the mentally ill, broadcast last October.

MWA awards • Mystery Writers of America Inc., N. Y., presented "Edgar" awards for outstanding mystery writing for television at the group's 16th annual Edgar Allan Poe awards dinner in New York April 21. Tv winners were: (best hour television) "The Case of the Burning Court," by Kelley Roos, on NBC-TV's Dow Hour of Great Mysteries, and (best half-hour television) "The Day of the Bullet," by Bill Ballinger, on CBS-TV's Alfred Hitchcock Presents.

MCA earnings up • MCA Inc. reported that unaudited net income after taxes for the first quarter of 1961 amounted to $3,455,000, as compared with $2,019,553 for the corresponding period last year. Net income was 50 cents per share, for the 1961 quarter, and 41 cents a share for the 1960 period.

Foreign press show • Viewers are familiar with how the U. S. press covers the news, but what about the foreign press? To fill this communication gap, WGBK (TV) Chicago begins a new public affairs series May 7 in the Sunday 4:43 p.m. period titled Press Internationale. Bob Lewandowski and Richard Applegate will present foreign journalists in panel discussions.

Old films, new films • Rights to all United Artists film footage for use on the new Play It For Laughs panel program have been acquired by the producer, Scherson Productions. Four to six three-minute sequences of old, new and unreleased United Artists film will be screened silently during each half-hour program with panel members being called upon to "caption" each film segment. The panel will consist of such personalities as Orson Bean, Milt Kamen, John Zacherly, Sandy Becker, Howard Morris and Carol Burnett. It is a probable summer entry on CBS-TV, according to the producer.

Exchange • KOGO San Diego and JORF, Radio Kanto, Yokohama, Japan, have devised an international news exchange. Each week JORF will send KOGO's news department a five-minute tape (in English) concerning the most significant news from Yokohama, Japan and the Far East. KOGO will reciprocate with a similar round-up. The unusual exchange plan actually had its origin back in 1957 when San Diego and Yokohama became "sister cities" under President Eisenhower's "People to People" program. It became reality early this year when Kotaro Wakamiya, managing director of Radio Kanto, visited the U. S. on a State Dept. cultural exchange and worked out the agreement with William E. Goetz, KOGO's general manager.

New NEA series • The National Education Assn. has prepared a series of 15 half-hour films, Parents Ask About School, for distribution among local tv stations. The programs consists of seven question-and-answer shows and eight dealing with current school problems such as discipline and the talented child.

Alcoa and Astaire • Alcoa Co., Pittsburgh, has announced it has signed Fred Astaire as host and sometimes star of its new Alcoa Premiere series which debuts on ABC-TV Tue., Oct. 10, 10 p.m. (NYT). The series, being produced by Revue Studios, Hollywood, will have no set format and will be composed of an equal number of half-hour and hour long programs.

A series grows in Brooklyn • A new half-hour adventure series spotlighting the history of the borough of Brooklyn is being prepared by Industrials Illustrated Inc., New York, a producer of industrial motion pictures and tv film commercials and documentaries. Bern Robertson, director and producer for Industrials Illustrated, is using the files of the late Brooklyn Eagle to document stories for the film series, including episodes on the building of the Brooklyn Bridge, the exploits of Murder Inc. and the departure of the Dodgers. An initial 13-episode series is planned. Background footage for the series currently is being shot.

Disney shows profit again

A net profit of $669,982 after taxes for the six months ended April 1, 1961, was earned by Walt Disney Productions, according to Roy O. Disney, president. For the same period of 1960, the company showed a loss of $90,485. Per share earnings for the first half of fiscal 1961 are $0.41, compared to a loss of $0.06 per share for the first half of 1960. Gross income was up from $20,909,602 for 26 weeks ended April 2, 1960 to $23,065,753 for the half-year ended April 1, 1961, due chiefly to a $2.4 million increase in income from film rentals. Tv income was off slightly (from $2,894,843 to $2,810,133).
KETV soars to New Heights in Rich Omaha Market!

**BREAKS RECORD**
for Nighttime Homes Delivered!

ARB reports KETV wins the largest average number of homes ever reached by an Omaha station in prime evening time.

<table>
<thead>
<tr>
<th>STATION</th>
<th>NEBRASKA-IOWA HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>KETV</td>
<td>50,100</td>
</tr>
<tr>
<td>Station Y</td>
<td>39,700</td>
</tr>
<tr>
<td>Station Z</td>
<td>45,400</td>
</tr>
</tbody>
</table>

No other Omaha station ever attained such a big lead over a runner-up: more than 10% ahead of Station Z... more than 26% in front of Station Y!

Omaha's Best Movie Station!

For 18 consecutive surveys, dating from the beginning of four-week surveys by ARB, KETV has been preferred overwhelmingly by Omaha's nighttime movie audience. ARB credits the 10:15 p.m. "Movie Masterpiece" series with a weekly average of 30,411 homes. Nielsen's latest shows even more homes — 31,797!

Largest Share of Audience Both DAY and NIGHT 9:00 a.m. to Midnight

KETV 34.8
Station Y 32.3
Station Z 33.5

Omaha's Adult Station

Now advertisers can reach the biggest share of Omaha's women viewers in the 4:00 to 5:45 p.m. weekday time period at economical daytime prices on KETV's "Early Show," featuring movies selected from Omaha's largest and finest collection! These great films deliver 3 1/2 times as many women as Station Y in the same time segment and over 2 and one-third as many as Station Z, says ARB.

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Sources:
ARB and Nielsen, March, 1961

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

Put your minutes and 20s on the station Omahans prefer!

**KETV**
Channel 7
OMAHA WORLD-HERALD STATION
ABC TELEVISION NETWORK
Study shows 41% of fm stations plan stereo
ANOTHER 45% HAVEN'T MADE UP THEIR MINDS YET

Two out of every five fm stations (41.8%) plan to program multiplex stereo while 45.7% haven't decided, according to a survey conducted by National Assn. of Fm Broadcasters, headed by Fred Rabell, KITT (FM) San Diego.

The first results of a five-page questionnaire covering many phases of fm broadcasting are being tabulated by John B. Knight Co., which conducted the study for NAFMB. Final results, based on returns from 212 fm stations, will be published in booklet form for distribution at NAFMB's May 6-7 convention in conjunction with the NAB Washington convention.

The NAFMB study shows that only one out of eight (12.5%) of fm broadcasters was not planning multiplex stereo service at the time of the survey, conducted just prior to the FCC's approval of a General Electric-Zenith fm stereo multiplex system.

On profits, 27.3% of the stations reported they earned a profit on air time sales alone. Of those operating background music or storecasting services, 73.5% reported this type of multiplex fm broadcasting is producing a profit.

Of the 212 reporting stations, 32.6% report they are engaging in multiplex sub-channel activities.

Seven out of ten (69.7%) of responding fm stations said they needed less than two years to get into the black and 40.9% of those in the black lost less than $20,000 before getting out of red ink.

Results showed that 43% of respondingfm outlets have a national sales representative; 45.9% report they received less than 10% of their business through advertising agencies; 67.7% said over 90% of their business comes from local advertisers; 91.7% limit spots to four to eight per hour.

Briefing in color tv

A new dimension will be used for briefing sessions at U. S. Air Force headquarters at the Pentagon in Washington.

A closed circuit color tv system is being installed by Foto-Video Electronics Inc., Cedar Grove, N.J. The $286,400 contract is for a four-channel system, including videotape recording, motion picture, slide presentation and intercommunication facilities between viewing and briefing sets and between viewing sets. It covers five monitors in five locations. The system will be made safe from security leaks by an interlocking audio and video direct current circuit which prevents unauthorized monitor operation.

Electronics groups plan over-all advisory unit

An effort to find areas of agreement and cooperation among all the segments of the electronics manufacturing, distributing and servicing fields will be made at a meeting in Chicago May 18.

The hope is for formation of an over-all advisory group to consult on common problems such as intra-industry relations and legislation. The proposed advisory group would function apart from Electronic Industries Assn., Washington, but would include representation from EIA members.

The Chicago meeting was called by Mauro E. Schifino, president of the National Electronic Distributors Assn., and Frank J. Moch, executive director of the National Alliance of Television-Electronics Service Assns. The temporary chairman for the conference is S. I. Neiman, executive director of the Electronics Information Bureau, Chicago.

Invitations have been sent to some two dozen persons prominent in their fields of electronics. The categories include servicing, parts distribution, set manufacture, factory service, representation set distribution, retailing, parts supply technical publishing, sales management and specialized fields. Messrs. Schifino and Moch said the meeting will be the first among all segments of the industry from manufacturer to the consumer.

Technical topics...

Pocket check list • Tower Construction Co., Sioux City, Iowa, is offering free a pocket-size check list for tower inspection and maintenance. The booklet explains what to look for and steps necessary to correct defects from weathering, storms and normal aging. Writ Tower at 2700 Hawkeye Drive.

Sarnoff grants • RCA has awarded David Sarnoff Fellowships to 16 company employees. The grants include full tuition and fees plus a book allowance, a stipend of $2,500 to $4,000 depending upon marital status, and $1,000 as an unrestricted gift to the university attended by the Fellow. Appointments are for one academic year.
now editing's easier than ever...

on SCOTCH® BRAND Live-Action Video Tape

Fast-moving technological advances, and the growth of creative talent trained to "think tape" is fast making video tape editing a matter of routine!

These recent editing developments have made "SCOTCH" BRAND Video Tape a really versatile medium for your commercials: The use of multiple cameras for instantaneous, on-the-spot editing... New improved, time-saving direct-cutting and splicing methods... Gen-lock mixing of film and tape, live and tape, etc. ... and scene-by-scene, out-of-sequence shooting and editing such as the film producer has long wished for.

Other editing techniques permit one camera to shoot the whole commercial, scene by scene, in any order. Perfection of each scene is achieved, including the product "beauty shots" that require critical lighting and camera work. The best takes of all scenes are electronically edited on "A" and "B" rolls. Rolls "SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

are then played back for mixing onto a final composite tape, with titles, wipes, and optical transitions interposed. This brings a new measure of control to the making of the commercial. Difficult product shots can be stored for later use. Scenes can be lifted to make different versions. Scenes can be shortened or lengthened, transposed or eliminated.

Today's advances in editing make even more attractive the other advantages of video tape. Playback is immediate, mistakes are remedied at once by retake. The picture is "live" in quality. Special effects are created electronically—no lab work or waiting. Next TV storyboard comes along, send it to your local tape house for an analysis and bid that will surprise you. Send for the new FREE brochure, "Techniques of Editing Video Tape," Minnesota Mining and Manufacturing Company, Box 3500, St. Paul 6, Minnesota.

MIMMO AND MANUFACTURING COMPANY... WHERE RESEARCH IS THE KEY TO TOMORROW

BROADCASTING, May 1, 1961
**INTERNATIONAL**

**Inter-American group meets May 1-4**

**140 DELEGATES ALSO WILL ATTEND NAB CONVENTION**

Broadcasters from both continents of the Western Hemisphere will meet in Washington May 5-7 at the convention of the Inter-American Assn. of Broadcasters. About 140 delegates are expected at IAAB meetings and the NAB convention May 7-10.

The IAAB directive council meets May 1-4 with the Ambassador Hotel as headquarters.

General assembly events open with a May 4 evening reception at the Pan-American Union with the Organization of American States as host. Dr. Josea Moral, OAS secretary-general, presides.

Assembly programming opens May 5 with an address by Dr. Raul Fontainha, Uruguay, IAAB president. Commissioner Rosel Hyde of the FCC will discuss hemispheric broadcast problems. All assembly sessions will be at the National Housing Center. General discussions are planned the afternoon of May 5, with a reception following at the State Dept.

Speakers May 6 include Donald W. Coyle, president of ABC International Television Inc., and Jinx Falkenberg (Mrs. Tex McCrary). Delegates join American broadcasters at a luncheon of the Assn. for Professional Broadcasting Education. The speaker will be Goar Mestre, whose CMQ radio-tv properties in Havana were seized by the Castro government.

The May 7 agenda includes discussion groups, winding up with a Cosmos Club banquet to be addressed by Robert W. Sarnoff, NBC board chairman.

Herbert E. Evans, president of Peoples Broadcasting Co., is NAB representative on IAAB and a member of the directive council.

**Famous Players' profits drop**

The annual report of Famous Players Canadian Corporation, Toronto, subsidiary of Paramount Pictures Inc., did not report on the earnings of its Trans-Canada Telemeter operation at Etobicoke, in suburban Toronto. The annual report showed that a decline in earnings was attributed to absorbing preliminary expenses and operating losses of the Telemeter system, which began operation in February 1960. It showed that operating results of CKCO-TV Kitchener, Ont., and CFCM-TV

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**VOA's role in Cuban crisis**

Some hours after anti-Castro rebels landed on the beaches of Cuba, on April 17, cots were moved into the Spanish-language Latin American section of the Voice of America, in Washington. With their broadcast day increased from two hours (one hour of original material, one hour repeat) to 19, the section’s 16 employees would have to catch their sleep between duties.

For five days the section broadcast news, commentary, features and music, and extensive coverage of the Cuban debate in the United Nations. It was VOA's most exhaustive effort in recent years to get the United States' message across to Latin America.

When the UN session ended Saturday, April 22, the special programming was cut back to 11 hours a day. This schedule was being maintained at week's end.

The news and commentaries stress official pronouncements. "Speculation," such as reports concerning the Central Intelligence Agency's role in the abortive invasion, is avoided, according to a VOA official.

The expansion of VOA Spanish-language broadcasts to Latin America has long been sought by some in Washington. Sen. Alexander Wiley (R-Wis.), ranking minority member of the Senate Foreign Relations Committee, has observed that the Soviet bloc broadcasts a total of 174 hours weekly to Latin America in both Spanish and Portuguese. The Voice still isn't broadcasting in Portuguese, Brazil's native tongue.

But in addition to its shortwave Spanish-language programs, the Voice normally broadcasts 8 hours and 45 minutes daily in English directly to Latin America. It also prepares short-wave language program tapes for distribution to 1,500 radio stations in Latin America. These activities are continuing.

There was no indication at week's end how long the VOA will maintain its present schedule of Spanish-language broadcasts to Latin America. A spokesman indicated that the expanded schedule is temporary and that the number of hours "will be dropping down" as developments permit.

VOA's role in Cuban crisis

CKMI-TV Quebec City, Que., were the best since the stations went on the air. Famous Players Canadian Corp. owns 50% in these three TV stations. The corporation also operates 298 theatres and 42 drive-in theatres in Canada out of 1,447 motion-picture theatres and 232 drive-in theatres in Canada. Net profit dropped about 17.7% to $1,857,251, equal to $1.07 per share.

**Britain to tax tv advertising**

The British government last week announced it was assessing a 10% tax on television advertising, a move that has led to widespread protest among British admen.

Effective today (Monday), the new tax reportedly will produce revenue of $19.6 million this year and $23 million in the full calendar year. The new duty will be applied before agency commissions are deducted.

According to R. A. Bevan, president of the Institute of Practitioners in Advertising, it is not known whether the tax will be passed onto advertisers or absorbed by the program companies which produce TV programs and sell time to advertisers.

Mr. Bevan said, "We believe that this tax should properly be borne by the program companies themselves and not be passed on to industry." The program companies take the view that the tax should be passed on to the advertisers.

Chancellor Selwyn Lloyd, who made the original announcement in his budget message last week, said in a television interview that he assumed the tax would be passed on to consumers.

**Bids for Wales tv area to be last in Britain**

Applications for the commercial TV contract for west and northwest Wales have been invited by Sir Robert Fraser, director-general of the Independent Television Authority, the official transmitter-owning body which answers only to the Postmaster-General.

This will be the 13th and last contract under the present ITV system in Britain and is for an area with less than a half-million population.

Closing date for applications is May 19 and transmissions are expected to begin early in 1962.

TWW, commercial TV contractors for South Wales is almost certain to be among the applicants. Last August, soon after the creation of the last area was announced, TWW's chairman, Lord Derby, said his company would sponsor an application when the contract was advertised.
*"...To Serve with Vigor
the Needs and Welfare of South Florida
and our Country..."
— from management creed announced when
WCKT took the air Sunday,
July 29, 1956

"Be it known that the George Foster Peabody
Broadcasting Award has been presented to
WCKT, Miami, Florida for superior locally
produced programming with this citation."
April 18, 1961:

"For Responsible Leadership and Public Service..."

Chairman of Peabody Board

Dean of Henry W. Grady
School of Journalism,
University of Georgia

Gratefully Acknowledged by

BISCAYNE TELEVISION CORPORATION
WCKT WCKR-AM-FM
"I'm a twenty-year man, myself..."

"I've been using the Payroll Savings Plan since we first put it in."

"Twenty years ago I had the best intentions and the worst performance on thrift you ever saw. I was always starting regular savings, next payday. Then I signed up for our company plan for buying U. S. Savings Bonds on systematic deductions and things really began to happen. For a man like me the savings allocation has to be taken out first, and our Plan does just that. Like so many of our people around here, I've stayed right with the Plan since the day we set it up."

If your company now has the Payroll Savings Plan in operation, you will find you can increase the percentage of employee participation by reminding every member of your staff that this well-proved method of automatic saving is available. If you do not now have the Plan, contact your State Savings Bonds Director and get his experienced cooperation in getting a Payroll Savings invitation to each employee.

NOW! U. S. SAVINGS BONDS EARN 3 3/4%
Advance report on people, places, events at NAB convention

NAB's 39th annual convention will be held May 7-10 in Washington, the control point for the new legislative and regulatory moves that are re-shaping American industry, particularly the broadcasting industry.

A series of important addresses by a group of speakers featuring President John F. Kennedy, FCC Chairman Newton N. Minow and the new NAB president, LeRoy Collins, will discuss what's wrong with broadcasting and what to do about it, with due attention to what's good in the industry.

The meetings will be divided around the Sheraton-Park and Shoreham Hotels. Exhibits are to be located in the lower level of the Shoreham, including garage space and a ballroom.

Satellite meetings and social events will get under way Friday, May 5 (see detailed schedule page 80). Two groups have scheduled Saturday meetings—National Assn. of Fm Broadcasters, a fast-growing association devoted to promotion of the fmm medium, and Assn. for Professional Broadcasting Education.

NAFMB, headed by Fred Rabell, KITT (FM) San Diego, Calif., will conclude its program Sunday morning and join in the afternoon with NAB to stage an NAB Fm Day Program. Last year's FM Day program filled a large auditorium to the overflow point.

The NAB agenda includes a special feature—"What Young & Rubicam Has Discovered About Fm," presented by Raymond E. Jones Jr., and Dr. Frank Mayans Jr., of the agency. This will include a report on the biggest fm account in history, a Chrysler Corp. campaign.

Exhibits • Equipment exhibits will open Sunday, May 7, at noon. The show will be the largest in NAB history. Tuesday afternoon has been left free for inspection of exhibits.

The separate Engineering Conference (see page 82) will open May 8, moving later in the morning into a general session with management-ownership delegates. This session is to be addressed by President John F. Kennedy.

Two major awards will be presented at the convention. The NAB Distinguished Service Award will be given Judge Justin Miller, who headed the association in the 1945-51 period. Raymond F. Guy, NBC, will receive the annual NAB Engineering Award.

Co-chairmen of the NAB convention are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La. Other members of the convention committee are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Odin S. Ramsland, KDAL Duluth, Minn.; W. D. Rogers, KDUB-TV Lubbock, Tex., and Jack S. Younts, WEEB Southern Pines, N.C.

Official, sidebar events
Where to find it' directory
Technical papers, agenda
Major displays at exhibits
Registration: who'll attend
ON TAP IN WASHINGTON

Official agenda and unofficial sessions. Engineering Conference agenda appears on page 82.

Management Conference Luncheon • Presiding: Merrill Lindsay, WSOY Decatur, Ill., convention co-chairman.
12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.


Address: LeRoy Collins, president, NAB.

Radio-Television Assembly • Presiding: Mr. Martin.
2:45-5 p.m. Sheraton Hall, Sheraton-Park Hotel.


From Our Town to Megatown: An examination of our changing communities by Miss Anne X. Alpern, attorney general of Pennsylvania; Dr. William Graham Cole, president, Lake Forest College; Dr. Frank Baxter, professor of English, U. of Southern California; Professor James A. (Dolf) Norton, professor of area development, Case Institute of Technology; Russell Lynes, managing editor, Harper's Magazine. Chairman: Frank Tooke, vice president, Westinghouse Broadcasting Co.

TUESDAY, May 9

Radio Assembly • Presiding: Mr. Meagher.
10 a.m.-12 noon Cotillion Room, Sheraton-Park Hotel.

Opening remarks: Thomas C. Bostic, KIMA Yakima, Wash.; chairman, NAB radio board of directors.


Presentation: Kevin B. Sweeney, president, Radio Advertising Bureau; Miles David, and Patrick Rheume.

Television Assembly • Presiding: Charles H. Tower, NAB television vice president.
9:30 a.m.-12 noon Terrace Banquet Room, Sheraton Hotel.

Continental Breakfast


The Tv Business Session: (Closed)


Music Licensing: Hamilton Shea, WSVA-TV Harrisonburg, Va.; chairman, all-industry television station music license committee.
Management Conference Luncheon • Presiding: Mr. Martin.
12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.

Invocation: Rabbi Henry Segal, B’Nai Israel Congregation, Washington.
Address: Newton N. Minow, chairman, FCC.
2 p.m. No scheduled sessions.
5:30 p.m. Sheraton Hall, Sheraton-Park Hotel.

NAB Government Reception

WEDNESDAY, May 10

Labor Clinic • (Closed session) Presiding: Ward L. Quaal, WGN Chicago; chairman, NAB Labor Advisory Committee. Participants: Frank O’Connell, Olin Mathieson Chemical Corp., New York; Richard Freund, ABC; Mr. Quaal; James H. Hulbert, NAB; David L. Dougherty, NAB.
9-10:15 a.m. Cotillion Room, Sheraton-Park Hotel.
General Assembly • (Management and Engineering conferences). Presiding: Mr. Martin.
10:30-11:45 a.m. Sheraton Hall, Sheraton-Park Hotel.

Management Conference Luncheon • Presiding: Mr. Lindsay. Invocation: Very Reverend Francis B. Sayre Jr., Dean, Washington Cathedral.
12:30-2 p.m. Sheraton Hall, Sheraton-Park Hotel.
Address: Abraham A. Ribicoff, Secretary, Health, Education and Welfare.
Annual NAB Business Session

Radio Assembly
2:30-5 p.m. Cotillion Room, Sheraton-Park Hotel.

Television Assembly • Presiding: Mr. Tower.
2:30-5 p.m. Terrace Banquet Room, Shoreham Hotel.
Satellites and International Television: Jean Felker, AT&T.
First International Assembly, ATAS: Ed Sullivan. Television Information Office Presentation: “The Public Interest, Convenience and Necessity”—Introduction: Willard E. Walbridge, KTRK-TV Houston, member, Television Information Committee; Louis Hausman, director, TIO; Roy Danish, assistant director, TIO.
Television Bureau of Advertising Presentation: “New Ways of Selling Television”—Norman E. Cash, president; William MacRae, director of station relations.

Annual Convention Banquet
7:30 p.m. Sheraton Hall, Sheraton-Park Hotel.

Other related meetings
Inter-American Assn. of Broadcasters. May 2-4, meeting of board of directors, District Room, Mayflower Hotel. May 5-8, assembly and convention, National Housing Center (1625 L St., N.W.). Starting with the official opening of the NAB convention on Monday, May 8, the delegates to the meetings of IAAB will attend NAB sessions.

FRIDAY, May 5
4-11 p.m. Assn. for Professional Broadcasting Education, board of directors meeting. North Room, Shoreham. 6-7:30 p.m. board of directors dinner. Tamerlane Room, Shoreham.

SATURDAY, May 6
9 a.m.-9:30 p.m. Assn. for Professional Broadcasting Education, membership meeting. North Room, Shoreham. 12 noon. Luncheon. 5:7 p.m. Reception.
9:30 a.m.-5 p.m. National Assn. of Fm Broadcasters, membership meeting. West Ballroom, Shoreham. 1 p.m. board of directors luncheon. Green Room, Shoreham.

SUNDAY, May 7
9:30 a.m.-12:30 p.m. Assn. of Maximum Service Telecasters, membership meeting. Palladian Room, Shoreham.
9:30 a.m.-1 p.m. National Assn. of Fm Broadcasters, membership meeting. West Ballroom, Shoreham.
10 a.m.-1 p.m. ABC Radio Affiliates, meeting. Burgundy Room, Sheraton-Park.
12 noon-2 p.m. NBC-TV Affiliates, meeting. Cotillion Room, Sheraton-Park.
2:30 p.m. NBC-AM Affiliates, presentation. Sheraton Hall, Sheraton-Park.
5:30 p.m. NAB Television Code Review Board, luncheon. South Room, Shoreham.
2:30 p.m. Broadcast Pioneers, membership meeting. West Burgundy Room, Sheraton-Park.
4-6 p.m. Clear Channel Broadcasting Service, membership meeting. Hamilton Room, Sheraton-Park.
4-6 p.m. Community Broadcasters Assn., meeting. Tamerlane Room, Shoreham.
5-9 p.m. Indiana Broadcasters Assn., dinner. Continental Room, Sheraton-Park.
5:30-7:30 p.m. ABC Reception. Sheraton Hall, Sheraton-Park.

MONDAY, May 8
8 a.m. NBC Radio Affiliates Executive Committee, breakfast. Assembly Room, Sheraton-Park.
8:15 a.m. TV Stations Inc., membership breakfast. Continental Room, Sheraton-Park.
8:30 a.m. Assn. of Maximum Service Telecasters, board of directors breakfast. Club Room, Shoreham.
8:30 a.m. Daytime Broadcasters Assn., membership breakfast. Tamerlane Room, Shoreham.

TUESDAY, May 9
8 a.m. Quality Radio Group, breakfast. Hamilton Room, Sheraton-Park.
8 a.m. Wisconsin Broadcasters Assn., breakfast. Club Room, Shoreham.
7:30 p.m. Broadcast Pioneers, banquet. Cotillion Room, Sheraton-Park.

WEDNESDAY, May 10
8 a.m. Society of Television Pioneers, breakfast. West Burgundy Room, Sheraton-Park.
WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobby Exhibition Hall at the Shoreham Hotel during the NAB Washington Convention. Exhibit space and or the hospitality suites assigned as of April 27 in the Shoreham, Sheraton-Park and other Washington hotels are shown.

Large directory boards in the Shoreham (SH) and Sheraton-Park (SP) lobbies will show associate members' suites.

NAB CONVENTION OFFICES

Convention Manager (SH) F-1010
Evelyn E. Revere, secretary-treasurer
Convention Program (SH) F-1012
Howard H. Bell, vice president for industry affairs
Engineering Conference (SH) F-1009
A. Prose Walker, manager
Convention Exhibits (SH) Exhibit Hall
George E. Gouy, exhibit manager
Edward L. Gouy, assist. exhibit manager
Registration Desk (SH) Lobby
William L. Walker, assist. treasurer
Convention News (SH) F-1014-1016
John M. Couric, manager of public relations

NAB STAFF OFFICES

Radio (SH) F-1020
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Radio Sales (SH) F-1020
Charles M. Stone, director
Television (SH) F-1019
Charles H. Tower, vice president
Television Code Affairs (SH) F-1019
Edward H. Bronson, director
Government Relations (SH) F-1018
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Broadcasting, Personnel and Economics (SH) F-1011
James H. Hulbert, manager
Legal (SH) F-1018
Douglas A. Anello, chief counsel
Research (SH) F-1011
Richard M. Allerton, manager
Station Relations (SH) Lobby
William Carlisle, manager
Inter-American Association of Broadcasters (SH) F-1021
Herbert Evans, Representative to IAB
Newslroom (SH) F-1013-1015
John M. Couric, manager of public relations;
Milton E. Magruder, assistant manager; Arthur D. Stamler, audio-visual assistant.

EQUIPMENT MANUFACTURERS

Adler Electronics (SH) Space 26
Albin Optical Co. (SH) Space 26
Altron, Inc. (SH) Unassigned
Alto Tropic Tape Co. (SH) Space 20
Ampek Professional Products Co. (SH) Space 28
Audionium Laboratories (SH) Space 37
Automatic Tape Control (SH) Space 6
Bauer Electronics (SH) Space 7-A
Bell & Howell (SH) Unassigned
Bogen-Presto Div., Siegler Corp. (SH) Space 31
Broadcast Electronics (SH) Space 28
Caterpillar Tractor Co. (SH) Unassigned
Callomot Equipment Corp. (SH) A-701
Century Lighting (SH) Space 28
Cheney Electronics Co. (SH) Space 10-A
Collins Radio Co. (SH) Space 300
Conrad Div., Gianni Controls (SH) Space 28-A
Continental Electronic Mfg. Co. (SH) Space 18
Creative Labs, Inc. (SH) C-200
Dage Div., Thompson Ramo Wooldridge Unassigned
Dresser-Ideo Co. (SH) B-700
Dyane Electronics (SH) Space 37-C
E/E Instruments, Inc. (SH) Unassigned
Eco-Fonic Inc. (SH) C-204
EMI/US Ltd. (SH) C-107
Electronic Applications (SH) Space 43
Fleetwood Instrument, Inc. (SH) C-200
Fisher Radio Corp. (SH) Space 34
Fotovideo Electronics (SH) Space 2
Gates Radio Co. (SH) E-100
General Electric Co. (SH) G-500

General Electronic Labs. (SH) D-404-6
Gotham Audio Corp. (SP) C-223-5
GPL Division, GNHO Industries, Inc. (SP) C-200
Graham Sales Co. (SH) Space 25-A
Hughes & Phillips (SH) E-209
Independent Television Corp. (Unassigned)
International Business Machines Corp. (SH) Space 37-A
ITIA Electronics Corp. (SH) E-399
Kahn Research Labs. (Space 44
Kiegl Bros., Universal Electric Stage Lighting Co. (SH) Space 19
Kline Iron & Steel Co. (SH) G-409
MacKenzie Electronics Inc. (SH) Space 25
M & H Engineering Co. (Unassigned)
Magne-Tronics (SH) E-709
Minnesota-Welshman Regulator (SH) Space 45
Minneapolis Whirlpool Motors, Inc. (SH) Space 22
Miratel Electronics (SH) Space 33
Mitchell Vinten Inc. (SH) Space 33
Moseley Assoc. (SH) Space 33
Oil Industries (SH) Unassigned
Radio Corp. of America (SH) G-100
Raytheon Co. (SH) B-500
Schafer Custom Engineering (SH) C-409
Shaler Associates, Inc. (SH) Unassigned
Sony Corp. of America (SH) Space 36
Stainless Inc. (SP) M-450-2
Standard Electronics Div., Reeves Instrument Corp. (SH) E-800
Sarkes Tarzian Inc. (SH) Space 802
Tektronix Inc. (SH) Space 26-8
Telechromie Mfg. Corp. (SH) Space 35
Telecontrol Corp. (Space 3
Teleprompter Corp. (Space 3
Teciphone Corp. (Space 3
Television Speciality Co. (SH) Space 39
Television Zomar Corp. (SH) Space 42
Tower Construction Co. (SH) Space 42
Transglobe Television Corp. (SH) C-304
Universal Television (SH) B-500
Visual Electronics Corp. (SH) E-609
Vitro Electronics Corp. (SH) C-253-D
Westrex Corp. (SH) Space 35-C, D

NETWORKS

ABC Radio (SP) C-220
ABC-TV (SP) B-720
CBS Radio (SP) C-500
CBS-TV (SP) C-500
Keystone Broadcasting System (SP) Space 42

MISCELLANEOUS

ABC Films (SP) B-620
M & A Alexander Productions (SH) D-702
Jim Aniche Productions (SH) D-702
AT&T (Unassigned)
Bonded TV Film Service (Unassigned)
California National Productions (SP)
CBS Films (SP) C-500
Commawanda Broadcasting (SP) C-600
Mayflower Futuristic Productions (Sp) C-500
Starrer Hilton
Harry S. Goodman Productions (SP) A-211-15
Jaymark Films Corp. (SP) C-400
King Television (Unassigned)
Lang-Worth Feature Programs (SP) G-509
Magna-Tronics Inc. (SP) E-709
Mars Broadcasting (Unassigned)
MCA-TV Ltd. (SP) E-220-22
MGM-TV (SP) C-540
Modern Broadcasting (Unassigned)
Modern Talking Picture Service (Starter Hilton
Official Films (SP) B-320
Pans Productions (SP) B-623-5
Profit Programming (SP) A-408-6
Programmatic Broadcasting Service (SP) B-423-5
RCA Recorded Program Service (SP) C-204-6
Record Source (SP) M-589-91
Screen Gems (SP) C-440
SABSC Inc. (SP) B-520-22
Seven Arts Assoc. Corp. (SP) C-103
Telepictures Television (SP) Unassigned
Teleprompter-CSP (Unassigned)
Television Personalities (SP) C-504
Richard H. Ulman, Inc. (SP) C-103
Television Productions (SP) C-200
Videopace Productions of N. Y. (Unassigned)
World Broadcasting System (SP) M-689-91
Ziv-United Artists (SP) C-340

RESEARCH ORGANIZATIONS

American Research Bureau (SH) A-702
The Pulse Inc. (SH) F-140-41
A. C. Nielsen Co. (SP) A-100

STATION REPRESENTATIVES

Am Radio Sales (Sh) Jefferson
Avery-Knodel (SP) E-425-8
Elizibeth M. Beckford (SH)
Charles Bernard, The Country Music
Network (SP) Mayflower
John Blair & Co. (SP) Blair-Tv
Blair Television, Hotel Washington 205-6-7
Boiling Co. (SP) A-500
Branham Co. (SP) Mayflower
Broadcasting Time Sales (SH) Willard
CBS Radio Spot Sales (Unassigned)
CBS Television Spot Sales (Starter
Henry I. Christal (SP) M-458-50
Robert E. Eastman (SP) Dupont Plaza
Everett-McKinney (SP)
Fiorio & Co., Forio-Jtv (Unassigned)
Gilli-Penna (SP) E-320-22
Hartung & Righter (Sp) E-700
George P. Hollingbery (SP) F-340-41
Hal Holman (SH) A-601
HR Representatives (SP)
Sheraton Carlton
The Itz Agency (SP) E-520-22
Robert Kerr Organization (SP) A-111-15
Jack Masla & Co. (SP) Statler-Hilton
Meeker Co. (SP) E-620-22
Art Moore & Assoc. (SP)
John E. Pearson Co., John E. Pearson
Television (SP)
Hay Adams
Peters, Wilson, Woodward (Polyflower
Edward Petry & Co. (SP) C-100
Radio TV Representatives (SP) D-600-2
Paul H. Rayner Co. (Sh) Sheraton Carlton
Sport Time Sales (SP)
Dupont Plaza
Television Adv. Reps. (Unassigned)
TV Stations Inc. (Sh) A-502
Venard, Rintoul & McConnell (M) M-489-91
Grabe Bob & Co. (SP) Unassigned
Weed & Co. (SP) Mayflower
Adam Young Inc. (SP) C-140
Young Television Corp. (SP) C-140

ADVERTISING AGE

Advertising News (SP) E-200-41
Associated Press (SP) Franklin Room
Billboard (Unassigned)
Broadcast Advertisers Reports (SP) M-658-60
Broadcast Engineers (SP) Unassigned
Broadcasters Promotion Assn. (SP) E-330-2
BROADCASTING Magazine (SP) Madison Room
International Electronics (Unassigned)
Unassigned
Magnasonic Printers' Ink (Unassigned)
Radio Advertising Bureau (SP)
Radio-Television Daily (SP) D-400
Spinnaker & U.S. Radio (SP) C-803
Standard Rate & Data Service (SP) E-120-22
Technology Magazine (Unassigned)
Television Age (SP) E-526-8
Television Bureau of Advertising (SP)
Television Information Office (SP) A-511-15
Television Magazine (SP) Madison Room
TV Guide-Digest (SP) C-706-8
U. S. Army (SP) B-300

BROADCASTING, May 1, 1961
PLAYING CONTINUOUSLY AT THE NAB CONVENTION, MAY 7-10 The sweetest sounds from Debussy to Dixieland, including the tinkle of profits in the till, come from stations using Schafer’s “Automated 5 + 1″. You can: 1. press the button that starts fast paced precision programming for a full 24 hour day at the Schafer display, SCHAFER MODEL 1200, BROADCAST AUTOMATION SYSTEM; or 2. dial a spot on the new SCHAFER SPOTTER S-200A; or 3. try the “Grand Prix” quality of the newly designed, precision machined SCHAFER CARTRIDGE RECORDER 3000; or 4. test tried and true SCHAFER REMOTE CONTROL SYSTEM 400-R; or 5. consider the exciting possibilities of Schafer’s 950-MG MULTI-CHANNEL MICROWAVE SYSTEM, with complete remote control system built-in; or 6. “PLUS 1″ see debut of the new MODEL 600, MINIMUM COST BROADCAST AUTOMATION SYSTEM, made possible by Schafer’s long experience in the station automation field. Broadcast automation has come of age to bring a new era of profitable station operation and the Schafer “Automated 5, plus 1″ is the hot combination, the one full line of equipment, to answer your special requirements. If you cannot see us at the convention, write today to Schafer Custom Engineering Division of Textron Electronics Inc., 235 South 3rd Street, Burbank, California. Dir. Dial: 213-TT-5356. FAX: RJL.
Engineering delegates to the NAB Washington convention May 7-10 will be given an insight into technical developments of the future as well as more immediate progress in the field. Several hundred technical executives will take part in the 15th annual NAB Broadcasting Engineering Conference.

Conference sessions will be held in the Shoreham Hotel. The technical delegates will join with ownership-management delegates at Monday and Wednesday morning general sessions. They will hear NAB’s new president, LeRoy Collins, at their opening meeting Monday, listen to a review of equipment exhibits and then take part in the formal opening of the main convention. Wednesday morning they will join in the annual FCC roundtable.

Virgil Duncan, WRAL-AM-FM-TV Raleigh, N. C., is chairman of the NAB Engineering Conference Committee in charge of technical sessions. Working with him are A. Prose Walker, who retires as NAB engineering manager after the convention to join Collins Radio Co., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill., NAB board liaison.

Other members of the committee are J. D. Bloom, WWL-AM-TV New Orleans; Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., who will give the Monday equipment review; William S. Duttera, NBC; Leslie S. Learned, MBS; Frank Marx, ABC; James D. Parker, CBS; Jack Petrik, KETV (TV) Omaha, Neb., and Benjamin E. Windle, WCLT-AM-FM Newark, Ohio.

VOA’s Henry Loomis, director of the Voice of America, will speak at the Monday engineering luncheon. The afternoon program includes a technical discussion of the VOA operation plus papers on semi-conductor, high-voltage power supplies for transmitters, interoffice communications, and transistorized studio equipment. A feature will be a discussion of FCC renewal inspections by George S. Turner, chief, field engineering-monitoring bureau, FCC. He will detail the method followed by FCC inspectors in checking up on technical operations.

Separate radio and TV sessions will be held Tuesday morning. FM problems will be given close attention on the radio program, reflecting the growing importance of this medium. The TV agenda goes into new color techniques and progress in automation, as well as the development of an 8mm magnetic sound camera and projector for television.

The Tuesday luncheon speaker will be Maj. Gen. J. B. Medaris (ret.), president of Lionel Corp. There will be no afternoon program, the period being left open for inspection of exhibits.

The Wednesday luncheon features presentation of the annual NAB Engineering Award to Raymond F. Guy, NBC. Speaker will be Dr. Edward Teller, Lawrence Radiation Lab., U. of California.

The final afternoon includes papers on program switching, fire-prevention tips, vhf translators, global satellite communications and experience in remote control operation of am plants.

**Monday, May 8**

9 a.m.—West Ballroom, Shoreham Hotel

Presiding: A. Prose Walker, manager of engineering, NAB.


Opening of Engineering Conference—LeRoy Collins, president, NAB.


The exhibit halls are the focal points for the showing of all the various types of technical equipment available to the broadcast industry. This paper will provide a capsule summary of the products on display, and was prepared as an aid in touring the exhibits.

2:30 p.m.—West Ballroom, Shoreham Hotel.

Presiding: George W. Bartlett, assistant manager of engineering, NAB.

Session Coordinator: Benjamin E. Windle, chief engineer, WCLT-AM-FM Newark, Ohio.


The Voice of America, the international broadcasting service of the U. S. Information Agency, speaks for America in more than 36 languages to a worldwide audience. This paper discusses development of this technical system and problems encountered since its wartime inception.

3:30 p.m. "Semi-Conductor High Voltage Power Supplies for Transmitters," by Robert Morris, engineering department, ABC.

Semi-conductor rectifiers used in the plate supplies of transmitters have demonstrated increased rectifier efficiency and reliability. Problems encountered in the design of semi-conductor plate supplies are discussed. These include rectifier selection, adequate surge protection, inverse voltage distribution and corona suppression.

3:30-3:55 p.m. "Communication of Engineering Information Between Days Off, shift rotations and vacations make it difficult for supervisory employees to communicate routine maintenance, new equipment modifications, and impor-
We've taken over the Ballroom at the NAB!

At the NAB this year we are setting up one of the most unusual displays RCA has ever assembled. And because we have so much to show you and want you to see it all in the greatest comfort, we have taken over the entire Main Ballroom of the Shoreham Hotel. Here you can inspect our line-up of new Broadcast and Television equipment and see first hand our latest business-slanted developments. We're hoping you'll have a ball—and what better place than the Ballroom to have it!

The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

See you in the Ballroom!
Take this diagram with you when you visit the RCA Exhibit. It will help you to make the best use of your time while at NAB.
and now there are two

EMI/US
Introduces Video Recording Tape at NAB Booth 35

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

Emitape
If you don't get to the NAB show, let us send our part of the show to you... complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

EMI/US Department A
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name
Title
Company
Address
City Zone State

NAB PREVIEW
TECHNICAL PAPERS CONTINUED

Important technical information to all technicians quickly and effectively. This paper describes how one station solved the problem in a simple manner by having the technicians perform the communication task.

4:425 p.m.
"FCC Broadcast Station Renewal Inspections" by George S. Turner, chief, Field Engineering & Monitoring Bureau, FCC.

The inspection of broadcast stations since its inception has been a principal means of regulating and insuring the proficiency of operation. This paper describes in considerable detail the commission's renewal-type inspection program by the Field Engineering & Monitoring Bureau. Examples are included of technical deficiencies being uncovered and areas where improvement is indicated.

4:30-5 p.m.
"The Effect of Transistorization on Broadcast Studio Equipment Design," by John Wentworth, manager, educational electronics, broadcast and television division, RCA.

This paper offers a systematic review of some of the major design trends in transistorized broadcast studio equipment. Modularized, plug-in construction is described as a logical means of exploiting the small size and reduced heat dissipation of transistors. Examples of both etched-wiring and terminal-board mounting techniques are discussed.

Tuesday, May 9
Technical Session — Radio
9:30 a.m.—West Ballroom, Shoreham Hotel.
Presiding: Leslie S. Learned, director of engineering, MBS.
Session Coordinator: Clure Owen, administrative assistant to vice president for engineering, ABC.
9:30-9:55 a.m.

"The Effect of SWR on Cross Modulation of Fm Multiplex Signals" by A. H. Bott, broadcast engineering section, RCA.

This paper describes some recent work to determine the effect of the standing-wave ratio on cross-talk between fm multiplexed channels. Included in the discussion will be a number of curves and numerical data which will corroborate the conclusions reached by the author.

10:10:25 a.m.

"Power Dividers For Directional Antenna Systems" by R. S. Bush, Engineering Department, Gates Radio Co.

One of the integral functions of the antenna phasing unit is the power dividing circuit. This paper will discuss such matters as pertinent requirements, range of input impedance and its effect on power division and standing waves. Adjustability, efficiency, bandwidth and economy also will be discussed. The matching network is considered in detail.

10:30-10:55 a.m.

"Problems Encountered in Mounting Fm Antennas on Various Types of Supporting Structures" by William A. Kennedy, antenna department, Collins Radio Co. and John B. Caraway, president, Electronics Research Inc. (To be presented by Mr. Kennedy).

This paper discusses the patterns and effects resulting from positioning various types of fm antennas on supporting structures which vary in size and structural design. The paper covers only the effects of the supporting structure on the pattern of the antenna as measured.

10:55-11:00 a.m.

"Problems Encountered in Mounting Fm Antennas on Various Types of Supporting Structures" by William A. Kennedy, antenna department, Collins Radio Co. and John B. Caraway, president, Electronics Research Inc. (To be presented by Mr. Kennedy).

11:30-12:00 p.m.

"Problems Encountered in Mounting Fm Antennas on Various Types of Supporting Structures" by William A. Kennedy, antenna department, Collins Radio Co. and John B. Caraway, president, Electronics Research Inc. (To be presented by Mr. Kennedy).

12:00-1:00 p.m.

"Problems Encountered in Mounting Fm Antennas on Various Types of Supporting Structures" by William A. Kennedy, antenna department, Collins Radio Co. and John B. Caraway, president, Electronics Research Inc. (To be presented by Mr. Kennedy).

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the **EMI/US** cameras at NAB and you'll see...

**the 201 Vidicon** for broadcast use operate without a cameraman!

**the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions!

**the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

See EMI/US at NAB Booth 35A...or write for complete details.

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- [ ] 203 4½" Image Orthicon Camera
- [ ] 204 Color Vidicon Camera
- [ ] Emitape for Video Recording

**Name**

**Title**

**Company**

**Address**

**City** Zone State
The increased emphasis on high-fidelity transmission has brought about a renewed interest in the design and construction of studio facilities. This paper will review the current knowledge and practice relating to acoustical treatment of studios, including practical examples of how to accomplish superior acoustical control.

11:30 a.m.-12 noon  
"Practical Fm Broadcast Engineering"  
by Bernard Wise, president, ITA Electronics Corp.

Many broadcasters are unfamiliar with the unique technical characteristics associated with fm. This paper will discuss effective radiation, antenna gain, antenna patterns, fm antenna installation, fm multiplex, transmission line problems, and finally, the evaluation of system performance on the regular program and subsidiary service channels.

Technical Session—Television  
9 a.m.—Park Room.  
Presiding: J. D. Bloom, chief engineer, WWL-AM-TV New Orleans.  
Session Coordinator: Jack Petrik, chief engineer, KETV (TV) Omaha, Neb.

9:30 a.m.  

A new compatible color television pickup system is discussed. The system would reduce the cost of live and film color cameras by allowing the

standard black and white studio and film facilities to be simply and inexpensively adapted for color pickup. The proposed method would permit the use of present switching equipment with slight changes.

9:30-9:55 a.m.  
"A Progress Report on Automation at NBC" by Richard H. Edmondson, administrator, automation program coordination, RCA.

Automation of the program assembly function is one of the most promising approaches to cost reduction in the operation of a tv station. Developments along this line have reached a practical stage and have been installed in existing stations. This paper will review the progress of the automation program at NBC.

10:10-11:25 a.m.  
"The 20 Millimicrosecond D.C. Pulser—the Transistorized Video Distribution Amplifier," (2 short papers) by Ben Wolfe, chief engineer, WITZ-TV, Baltimore.

The method of pulsing a transmission line is well-known. The 20 millimicrosecond pulser described in this paper is accurate to within a few feet, very inexpensive and simple to operate. The second portion of this two-part paper deals with the construction of a space-saving transistorized video distribution amplifier.

10:30-10:55 a.m.  
"Design and Installation of a Large Station Audio System," by A. C. Angus, studio & industrial tv engineering, General Electric Co., and D. E. Easterwood, audio facilities engineer, WFAA Dallas. (To be presented by Mr. Angus).

This paper covers the objectives and results obtained in the design and installation of the complete audio facilities for a new station. It includes studio equipment for three radio studios, two tv studios, and a combination tv and recording studio, in addition to the radio and tv master control systems.

11:15 a.m.  
"The Application of 8mm Magnetic Sound Equipment in Television," by Kenneth Lidonnici, engineering manager, industrial products division, Fairchild Camera & Instrument Corp.

The introduction of 8mm sound cameras and projectors in 1960 stimulated considerable interest throughout the photographic and television industry. The flexibility and economy offered by this new equipment militated for a quick solution of the problems associated with its use in television. This paper will describe the camera's adaptability to television.

11:30 a.m.-12 noon  
"Time Base Stability in Video Magnetic Recording," by L. W. Weiland, manager, engineering division, Ampex Corp.

Extensive engineering effort has gone into developing methods for minimizing time base instability. This paper analyses the modes of instability, their characteristics and effects on various recorded signals. It explains the provision for compensation and corrections which broaden significantly the application and usefulness of the video magnetic recorder.

Wednesday, May 10

2:30 p.m.—West Ballroom, Shoreham Hotel.

Presiding: William S. Duttera, manager, allocations engineering, NBC.  
Session Coordinator: George W. Bartlett, assistant manager of engineering, NAB.

2:30-2:55 p.m.  
"A Computer Control System for Program Switching," by Adrian B. Ettlinger, project engineer, CBS Television Network, and Bernard R. Newmann, TRW Computers Co., division of Thompson Ramo Wooldridge Inc. (To be presented by Mr. Ettlinger).

A special-purpose digital computer is used to control the sequential switching among the various program components at KNXT
YOU ARE CORDIALLY INVITED TO SEE
THE WORLD'S MOST SENSITIVE
FM TUNERS
INCLUDING FOR THE FIRST TIME
The Fabulous New
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highest known state of tuner art, and to meet the need for a broad-
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and reliability. Complete specifications will be available at our
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T. MITCHELL HASTINGS, Jr., President, Concert Network, writes us:
"We found the Fisher FM-200 superior in selectivity, sensitivity and
fidelity. Truly phenomenal suppression of noise and freedom from
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on our network with the Fisher FM-200 for direct off-the-air relay
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EXHIBIT SPACE 34
NATIONAL ASSOCIATION OF BROADCASTERS SHOW
MAY 7th – 10th

FISHER RADIO CORPORATION • 21-50 44th DRIVE • LONG ISLAND CITY 1, N.Y.

BROADCASTING, May 1, 1961
Collins creative engineer-design team is about to unveil three new Collins creations: an AM transmitter; FM transmitters; and a 3-channel remote amplifier. But the fact that these three broadcast units have so many outstanding features is the real news. It's also the reason the Collins creative team looks so proud in this picture.
The three new pieces of equipment were not only designed at Collins, but will also be Collins manufactured. This is to assure the quality controls that are responsible for Collins reputation. Obviously, these units haven’t been unveiled yet — they’re still in the crates, but here are the drawings and some initial information.

CEDAR RAPIDS - DALLAS - BURBANK

Collins AM TRANSMITTER: completely and conveniently accessible throughout because the RF and audio chassis swing out and the power supply lifts up so that all components are exposed. The new AM transmitter’s highly stable crystal—a concept pioneered by Collins—eliminates the necessity for the old-fashioned crystal oven. The transmitter also features direct forced air cooling, not just ventilating fans, as in many other AM transmitters. These are just some of the features of the new Collins 20V-3 1,000 watt AM Transmitter. Of course, one of its biggest advantages is that it’s quality manufactured and custom tested at Collins, where each component is a personal thing with Collins engineers.

Collins FM TRANSMITTER: based on the outstanding, time-proven Collins 730 series, the new Collins 250 watt 830B-1 FM Transmitter is shown here with an accompanying amplifier which boosts its power to 5000 watts (830E-1). This FM transmitter has been “humanized” to make operation exceedingly simple (its vertical panel construction is one of the reasons)—all components are quickly accessible and all adjustments can be made without taking the transmitter off the air. Each part has been carefully assembled, tested and integrated into the transmitter, at Collins. You’ll also be surprised at the Collins FM transmitter’s exceptional efficiency.

Collins REMOTE AMPLIFIER: a compact (about the size of two stacked mail order catalogs), 3-channel amplifier that is transistorized throughout. The 212H-1 has a built-in phono equalizer on two of its three channels to provide immediate cuts between phono and mikes. Eliminates equalizer and equalizer pre-amp. This new amplifier also includes a multiple tone generator: 100, 1000 and 5000 cps for immediate frequency response checks. Best of all, this remarkable new Collins remote amplifier is competitively priced.

This, and other new Collins broadcast equipment will be shown for the first time at the NAB Show, May 7-10. For descriptive literature and complete specifications write Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.
NAB PREVIEW

TECHNICAL PAPERS CONTINUED

(TV) Los Angeles. Automation of the switching functions during the “panic periods” allows the operator to devote full attention to quality. In addition to describing the installation, operational experience gained in this pioneer effort is reviewed.

3:30-3:55 p.m.
“Vhf Translators—A New Coverage Tool for Tv Broadcasters,” by Ber- nard Nadler, Project Engineer, Adler Electronics Inc.

Approval of vhf translator service by the FCC has given tv broadcasters an additional means of extending station coverage within and beyond present service areas. This paper covers the technical and economic considerations involved in the design, installation, operation and maintenance of vhf translators, as they affect the professional broadcaster.

Mr. Nadler Mr. Felker

4:30-5 p.m.
“Experience in Remote Control Operation of Am Plants,” by Ogden L. Prestholdt, CBS Television Network.

The background philosophy used as a guide in the design of remotely controlled transmitting plants. Consideration is given to the depth of protection, operational procedure, and safety requirements. Idealized design of such a plant is discussed and a description of a plant designed to meet these specifications is provided.

Mr. Prestholdt

CONVENTION EXHIBITS

The nation’s electronic equipment manufacturers and services will show their newest products in Exhibition Hall on the lower level of the Shoreham Hotel, during the NAB Washington, convention, May 7-10. All equipment exhibits are located in the hall except RCA’s, which is in the ballroom, and the U. S. Army’s lobby display. Program and film service groups will be located in the Shoreham and Sheraton Park hotels.

Following are summaries of the individual exhibits to be shown:

Equipment manufacturers

ADLER ELECTRONICS, INC.
Space 26

A 20 w uhf translator and a heterodyne repeater will be among the products on display. The uhf translator is already being used to rebroadcast the programs of over 100 stations to more than 3 million people. Features of the repeater include 10 w output, no de-modulation and crystal-controlled frequency stability.

Other products to be displayed include a 1 w vhf translator, 100 w uhf amplifier and compact, unitized uhf antenna for tv transmitters and originating stations.


ALFORD MFG. CO.
Space 17

Television broadcast antennas, diplexers, vestigial sideband filters and co-axial switches for high and low power transmitting installations will be shown.

Personnel: Andrew Alford, Harold H. Leach, Gerald Cohen.

THE ADVERTISING COUNCIL
Space 9

The exhibit will feature a public affairs clearing service operated cooperatively by advertisers, agencies and media.

AITKEN COMMUNICATIONS INC.
Space 25-A

Aitken will display the Auto Jockey, a complete audio automation system for am radio stations. The unit has a Seeburg recorder, two Ampex tape decks, two MacKenzie endless-loop players and an Alto Fonic continuous tape machine. Also featured will be a prototype unit of the new time machine
TASCON ENSURES STATION INCOME

Television Automatic Sequence CONtrol provides TV stations with an error-proof program switching system...ensures station income...saves sponsors...

BECAUSE TV PROGRAMMING IS GROWING MORE COMPLICATED

SWITCHING ERRORS ARE OCCURRING MORE FREQUENTLY —

ERRORS THAT REDUCE STATION INCOME AND PRESTIGE...

...BUT SWITCHING ERRORS ARE ELIMINATED

AND OPERATING EFFICIENCY IS INCREASED

WHEN SWITCHING IS CONTROLLED AUTOMATICALLY BY

TASCON prevents loss of advertising income and improves operating efficiency by accurately and tirelessly switching complex program sequences on the air. TASCON is superior to ordinary automatic sequencing equipment because TASCON is a digital computer. Switching instructions stored in the computer's memory are faithfully carried out with split-second precision. Yet changes in switching instructions can be made easily and accurately. Continuous error-proof program switching is assured by the reliability of the TASCON equipment: TASCON employs circuits and components of the RW-300—a digital computer that has proved its reliability in the continuous control of petroleum refineries and chemical plants.

Because of its precision, flexibility and high reliability, TASCON has been installed by a major television station. It is daily proving its value in on-the-air, automatic, program switching.

To find out more about TASCON, get in touch with any of the offices of TRW Computers Company:

220 North Canon Drive -- Beverly Hills, California
1510 Spenor Building -- Houston, Texas
200 South Michigan Avenue -- Chicago, Illinois
200 East 42nd Street -- New York 17, New York

TRW Computers Company

broadcasting, may 1, 1961
prior

In the Auto systems, a triggering device permits
the insertion of new material in a recorded tape without
interrupting the material's continuity or requiring mechanical
splicing.

The "340" Ferrite video head assembly
fully interchangeable with present
Ampex video heads, which features
greatly extended life capabilities and
substantially improved response.

The AFC modulator, which permits
the recorder's carrier frequency and
deviation to be set up for two standards
in less than a minute, without use
of external test equipment, and which
reduces the amount of resetting and
checking required to as little as once a
week.

A feature of the Ampex booth will
be the screening of "The Videotape
Station of the Year" contest tapes, with
prizes presented to the stations se-
lected as making "outstanding" use of
the Videotape recorder. The Ampex
hospitality suite will be in Room B100
at the Shoreham.

Personnel: Jack Miller, Phillip L.
Gundy, Robert Sackman, Leonard E.
Good, Charles Ginsburg, Charles A.
Black, Fred Ramback, Nairne Ward,
Robert Miner, Tom Merson, Bob Day,
Tony Severda, Frank Gonzalez, Jack
Flyn, Ken Herring, Hank Davis, Stan
Busby, Dick Sirinsky, Jack Harvey,
Don Creswell, Len Hase, Russ Williams,
Gene Sudduth, Frank Benson, Charles
Riley, Eldon Brown, Frank Thompson,
Cyril Teed, Al Sturm, Larry Weil,land,
Charles Anderson, Steve Devich, Peter
Jensen, Charles Coleman, Don Klett-
aman, A. R. Gale, Ralph Endersby, C. E.
Norton, Kurt Machein, Dave Thompson,
Phil Wood, Rein Narma, Don
Truax, Harold Sonnebend, Dick
O'Brine, Roy O'Sullivan, Bill Mitten-
burg, Warren Anderson, Bob Paulson,
Jim Detlor, Thomas Pressley, and John
Louis Major. Marconi personnel: Tom
Mayer and John Winn.

AUDIOMATION LABS
Space 37

AUTOMATIC TAPE CONTROL INC.
Space 6

New products to be exhibited include
two series of two-tone recording ampli-
ifiers and playback units, the PB-2
and AB-2. A 32,000-cycle auxiliary
control tone can be applied while the
tape is being recorded or played back,
while a 1,000-cycle stop tone performs
the function of stopping the tape. With
the two tones read out through a single
selective cueing amplifier, the equip-
ment can be used in automated systems
or provide for complete automation
with immediate cueing through the
auxiliary control tone. This avoids
silent periods between programs.

ATC will also display its ATC 55, a
multiple tape reproducing device de-
signed to load and unload a series of
tape cartridges automatically. Its heart
is an Automatic Tape Control playback
unit in position behind one of 55 tape
 cartridges inserted in the face of the
unit. Two or more ATC 55s connected
provide complete, fully automatic pro-
gram service. Combined with the two-
tone cueing system, there is no dead air.

Personnel: Vernon A. Nolte, Tim-
othy R. Ives, Robert S. Johnson, Ted
Bailey, Jack Jenkins and George
Stephenson.

BAUER ELECTRONICS CORP.
Space 7-A

Bauer will exhibit a line of om trans-
mitters and remote control equipment,
including 1000/250 w, 10,000/5,000 w
and 5,000/1,000 w om transmitters. It
will also display and demonstrate the
"Spot-O-Matic" cartridge tape system.

Personnel: Fritz Bauer, Paul Gregg,
Duncan Peckham, William Overhauser,
James Gabbert, Walter Rees, Chester
Paison, Jess Swicegood, Herbert Sam-
uels, Tom Ellis.

CELLOMATIC CORP.
Space 38

Introducing its new VideoPlex anima-
tion projector, Cellomatic will also
display traveler and studio models of
other animation projectors. Visitors to
this exhibit will be informed of Cello-
matic's animation service and its mo-
tion picture production service.

Personnel: Thomas B. Howell, Milt
Rogin, Ernest G. Vetter, Owen Zapel,
George Headon, William B. Walsh.

CENTURY LIGHTING INC.
Space 6-A

Mobilrail, a completely flexible sys-
GENERAL ELECTRIC 50 kw AM TRANSMITTER FROM CANADA TO MEXICO...

Here is a partial listing of stations from Canada to Mexico that are using or installing the General Electric Type BT-50-A 50 KW AM Transmitter:

WABC New York  KNX Los Angeles  WLS Chicago
KOA Denver  WSM Nashville  KXL Portland

LOW INSTALLATION COST — 1. Small size—13½ ft. x 4½ ft. 2. Lightweight tubes. 3. No under floor ducts. 4. External blower. 5. Ambient temperature is 0° to 120°F. 6. Accommodates RF load impedances from 50 to 230 ohms.


For complete technical information, write to Broadcast Equipment, Section 4861, General Electric Company, Lynchburg, Virginia. In Canada: Canadian General Electric, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric, 150 E. 42nd St., N. Y. 17, N. Y.
tem for overhead suspension of lighting equipment will be a feature of the Century exhibit. Also displayed will be C-Core, silicon controlled rectifier dimming equipment, and Theatron, a two-scene pre-set remote control console.


CHRONO-LOG CORP.
Space 10-A

Chrono-Log will display the STEP system, designed to help tv stations handle complex station and commercial breaks by automatically pulsing equipment on in accordance with a predetermined but readily variable sequence. A complete 16-step sequence is set up by inserting pins in a 3x15-inch pinboard. It takes only a few seconds to change pinboards and start a new sequence. As STEP runs through its sequence, it displays in words what the next step will be and how much time remains before the next event. The shortest time increment is one second.

STEP, which sells for $5,900, consists of a control panel (10½x19-inch) and a circuitry panel (19x25-inch) which can be operated by remote.


COLLINS RADIO CO.
Space 31

All types of am and fm broadcast equipment, from microphones to antennas, will be displayed by Collins. Spotlighted will be the manufacturer's automatic tape programming equipment, redesigned am and fm transmitters, and a new three-channel remote panel.

Collins' new 5 kw fm transmitter is modernistic in style and is completely self-contained. Adjustments can be made without taking the transmitter off the air. Its new 1 kw 20V-3 am transmitter features complete accessibility throughout. The RF and audio chassis swing out and the power supply swings up so all parts are easily accessible.

Two M-20 microphones will be given away on Monday, Tuesday and Wednesday of the convention, six such awards in all.


CONRAC DIVISION
GIANNINI CONTROLS CORP.
Space 28A

Conrac will present its new fully-regulated pulse cross monitor. The model was produced in response to industry demand for a professional quality unit which permits the accurate display of synchronizing signals as well as normal picture presentation. A three-position front-panel switch gives the operator immediate selection between normal picture, pulse cross and pulse cross expanded.

Another model to be displayed will be the new AV12E receiver which features plug-in front-end units, crystal-controlled for any single vhf channel. The Conrac display will include a new 23-inch stylized monitor especially designed for ceiling or wall mounting, in addition to a complete line of broadcast video monitors and "off-air" receivers for rebroadcast use.

Personnel: W. J. Moreland, J. Grayson Jones, Russell Alston, Parker Wickham, Kenneth Williams and Al Slater.

CONTINENTAL ELECTRONICS
MFG. CO.
Space 16

Products include am broadcaster transmitters and transmitter remote control.


CONTINENTAL MFG. INC.
Space 23

Products are fm multiplex receivers (tubed and/or transistorized), broadcast monitor-relay receivers, broadcast modulation and frequency monitors, fixed frequency receivers, custom-designed receivers and monitors, transistorized audio amplifiers, am-fm tuners, stereo amplifiers and radio intercom systems.


DYNAIR ELECTRONICS INC.
Space 37-C

A video line-driving amplifier sending an 8 mc tv picture signal through 5,000 feet of RG 11/U coaxial cable will be featured at the Dynair exhibit. Monitors will pick up the picture to show "no loss in resolution, streaks, smears or any other types of picture degradations." The San Diego firm also will show a Waveform Monitor Model WF-1A, which occupies only 3½ inches of vertical rack space. The monitor has such features as horizontal, vertical and vertical expand displays and six push-button-selected inputs.


ELECTRONIC APPLICATIONS INC.
Space 43

Electronic Applications will show a wide range of AKG (Vienna) microphones (both dynamic and condenser types), for monaural and stereo recording and some new products from EMI of West Germany. The highlight of its exhibit will be the new AKG C-60 microphone and accessories for high-quality recording in the field, to be used with the new Pilot-Tone model of the NAGRA portable tape recorder from Switzerland.

The C-60 is said to be compact and rugged with screw-in capsules for omni-directional and variable cardioid patterns, low distortion from 10 to 30,000 cps and a wide dynamic range. The B-60 power supply is light and compact and can be mounted on a mike stand.


EMI/US LTD.
Space 35

Exhibit will include complete tv broadcast and closed circuit equipment, television tape and audio tape recorders. Firm has branch offices in 28 cities.


FAIRCHILD CAMERA & INSTRUMENT CO.
Spaces 46-47

A feature of Fairchild's exhibit will be a Fairchild-DuMont closed-circuit tv system which will screen film processed on the spot of "traffic" in front of the company's display. Other products to be shown include an 8mm cinephonic camera, 8mm tv projector, 16mm cinephonic camera and the Fairchild 316A film processor.

Personnel: Kenneth Li Donneci, Herbert O'Shan, Jerry Morio, Charles Sass, Howard Lyne and Floyd Morgan.

FISHER RADIO CORP.
Space 34

Fisher will show two new products in its studio standard series of broadcast equipment: the FM-1000 fm tuner and the X-1000, designed as a broad-
Exclusively S-E! No other transmitter offers insurance of a built-in patchover whereby you stay on the air in the event of equipment failure. Don't stake your business, reputation and future growth on anything less than S-E transmitting and amplifying equipment for either TV or FM.

S-E offers a complete line of both TV and FM transmitters and amplifiers to cover all power requirements. With S-E, you can start small, grow big with minimum obsolescence of equipment, maximum performance all the way, minimum operational expense, and the exclusive insurance of S-E patchover design...

SEE S-E AT NAB CONVENTION AREA 18, OR WRITE FOR COMPLETE INFORMATION TODAY...

standard electronics
DIVISION OF REEVES INSTRUMENT CORP. - FARMINGDALE
SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA
Farmingdale, New Jersey
cast control and amplifier in a single unit.


FOTO-VIDEO ELECTRONICS INC.

Space 2

Foto-Video will exhibit a flexible yet automatic program switching system which permits unattended operation for hours with a sequence of commercials, films, IDs, slides and numerous spots. Last-minute changes can be easily incorporated. All-transistorized sync generators, distribution amplifiers, power supplies and other video equipment will be featured. Among the cameras to be displayed by Foto-Video are the V-515 VF transistorized live studio camera with viewfinder and the V-600 image orthicon unit (priced at less than $9,000 including viewfinder). The latter camera, with Zoomar lens and control unit, is said to be an instrument of the highest quality and sensitivity. The V-515 employs a Vidicon tube and has a motor-operated 3-lens turret and an 8-inch electronic viewfinder.


GATES RADIO CO.

Space 30

Gates will introduce a new line of fm transmitters, designed for powers of 20, 15, 10, 7.5 and 5 kw. Major developments include built-in remote control, longer tube life, lower tube cost and quieter operation. Also featured will be an automatic spot tape recorder, featuring a digital selector control that permits remote call-up of any one of the 100 tape tracks on the spot tape recorder by means of selection of a digital number from 0 through 99.

Transistorized plug-in system components will also be exhibited. This special display will include new pre-amplifiers, program amplifiers, monitor amplifiers and power supply. Primary features of the transistorized line are their compact size, low noise, reliability and heat reduction. A complete cartridge tape production center in one compact portable unit—the M-6086 Cartridge Tape Make-Up Console—will be introduced in addition to several other broadcast-electronic innovations.


GENERAL ELECTRIC CO.

Space 29

GE will unveil a new approach to optical multiplexing of tv film projectors in its exhibit, which also will serve for the introduction of one of the company's largest lines of new broadcast items in recent years. Other equipment to be featured includes three new cameras, a continuous motion tv film projector, a black-and-white calibration monitor, helical antennas, transistorized audio equipment, and a new 35 kw vhf high-channel tv amplifier.

The optical multiplexer—designed for GE by Eastman Kodak Co.—uses front-surface mirrors, a new method that projects the best possible image from film and slide projectors. The multiplexer, Type PF-11-A, is designed to work with all standard projectors.

The continuous motion system first was introduced at the 1960 convention. The 1961 version, using an Eastman projector, when used with the new multiplexer permits stations to install the projector while retaining existing optical multiplexing equipment.

GE will introduce a new image orthicon black-and-white camera channel as well as a new vidicon film camera channel. Another new item will be a remotely-controlled vidicon camera system for "off-hours" telecasting of live studio presentations.


GENERAL ELECTRONIC LABS

Space 12

Fm transmitters of 15 kw and 1 kw power will be featured by General Electronic. The transmitters incorporate multiplex exciters, including main channel exciters, subchannel generator and power supply mounted in cabinet as a complete, integrated system.


GENERAL PRECISION INC.

Space 14

GPL Div. will present its PA-550 High Resolution Vidicon Film Chain publicly for the first time. It is based on the high resolution system specifically designed by GPL for the military. The company claims that the film chain provides better definition, signal-to-noise ratio and geometry than ever before attainable. The PA-550 delivers 800 lines resolution center, 600 lines corner. An unusual automatic exposure with extremely fast response time makes the chain essentially automatic. Other items include vidicon camera chains, video recorders, sync generators, video switches, video and pulse distribution amplifiers and tv projection systems.


GOTHAM AUDIO CORP.

Space 34-A-B

Gotham will exhibit the new line of Neuman condenser microphones, Neuman disk cutting lathes, Beyer Dynamic ribbon microphones and headphones, Danner linear attenuators, microphone boom and stands and Gotham-Grampian disk cutting system.


GRAHAM SALES CO.

Space 25-A

HUGHEY & PHILLIPS INC.

Space 4

A display of new tower lighting isolation transformers highlights the H&P exhibit. Included will be a demonstration of its Remote Lamp Failure Indicator System providing a continuous and positive means of monitoring tower lamp conditions, tower light control and alarm units for unattended microwave relay stations. Other items shown will include combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.

Personnel: J. H. Ganzenhuber, vice president and general manager; H. J. Geist, R. L. Lang and F. J. Little Jr.

INTERNATIONAL BUSINESS MACHINES

Space 37-A

IBM's products on display will be data processing equipment, automatic program logging and billing, availability and analysis.


ITA ELECTRONICS CORP.

Space 24

ITA's line includes fm transmitters, fm multiplex equipment, am transmitters, consoles, remote control equipment and accessories.

Personnel: Bernard Wise, R. Paul
Completely NEW—

Exhibited to the Industry for the first time at the NAB Convention—

Fully

SOLID STATE

VERTICAL INTERVAL SWITCHER

Designed for the Broadcaster ... it is clean and simple in construction ... Modular mechanical construction provides means of making up custom system at no premium in cost to YOU ... Also provides way of economically expanding the system as future growth demands. Unit has exceptionally fine electrical specs.

Investigate the full advantages of this equipment. Call or write for complete information:

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

Here are some of the major performance

S P E C I F I C A T I O N S

1 DIFFERENTIAL PHASE ..................... .5° max @ 3.58 mc
2 DIFFERENTIAL GAIN ..................... .2% max
3 PHASE DELAY ......................... .02 microseconds @ 3.58 (Ref. to 200 kc)
4 SWITCHING TIME ...................... Less than .8 microseconds
5 ISOLATION (between any 2 channels) .. 60 db @ 3.58 mc
NAB PREVIEW
EXHIBITS CONTINUED


KAHN RESEARCH LABS.
Space 44

MITCHELL-VINTEN INC.
Space 10
For the professional TV industry, following details for TV cameras will be shown: Pedestals, dollies, cranes (crabbing, hydraulically operated and driven), tripods and heads.


MOSELEY ASSOC.
Space 35-B
Moseley Assoc. will have on display its model RRC-10 radio remote control system for FM broadcast transmitters and its model SCG-2 subcarrier generator for FM multiplexing. The RRC-10 studio control, transmitter control and metering units together with Model PCL-2A STL enable FM transmitters to operate on unattended mountain top sites. The SCG-2 subcarrier generator incorporates automatic muting and calibrated subcarrier deviation meter.

Personnel: John A. Moseley.

PROFIT PROGRAMMING INC.
Space 35-C, D
Automation equipment and programming material will be exhibited.


PROGRAMATIC BROADCASTING SERVICE
Space 5
On display will be Programatic’s complete fully-automated radio programming service. The company also will demonstrate how commercials and complete re-recorded local programs (and network tie-ins) may be automatically integrated into most broadcast schedules.

Personnel: John Esau, Gus Webber, David Bain, Joseph W. Roberts.

RAYTHEON CO. (Equipment Division)
Space 27
Products on display will be the KTR microwave television relay systems for intercity relay remote pickup or studio-transmitter link applications, 7000 and 13000 mc, portable and rack-mounted for NTSC color and simultaneous audio. The TMA program audio channel units are used for application to existing systems. Microwave waveguide accessories include antennas, waveguide, diplexers and other items.


MEET YOUR ULLMAN-MAN
Herb Berman, Northeast Regional Sales Manager, was in the movie business. Along came Soundsmanship. One take and he knew it was for him. For you, too. Jingles, The Big Sound, Formatic Radio—the Ullman way to more sales. Avoid re-takes. See Herb
NEXT WEEK AT THE NAB CONVENTION
Suite 103 C
The Shoreham
RICHARD H. ULLMAN, INC., New York

98 (NAB CONVENTION PREVIEW)
HE LISTENER IS THE BOSS

Throughout the country publicity releases about FM Stereo broadcasting are creating fantastic excitement among your listeners. Millions have been spent in exploiting home stereo. This is only the beginning. We are on the threshold of the greatest expenditure by national manufacturers ever conceived promoting the sale of FM stereo sets. The FM broadcaster is ready will get and hold the ratings.

ITA, world leader in design and manufacturer of FM Broadcast Equipment, is stereo-ready now with

**STEREO GENERATOR**

Immediate plug-in compatibility to all existing FM transmitters capable of multitracking, maintaining full monaural mainchannel audio for conventional FM retransmission during stereo broadcast. Full frequency response—50 to 15,000 CPS on steror channels. Meets or exceeds FCC specs, utilizing drift-free crystal control, complete side-band suppressed carrier with common source phase-lock insertion.

ITA Model SG-1A

**STEREO CONSOLE**

A completely independent full response program channels, individually fed and AGC controlled. Handles full stereo, plus a monaural channel, with independent controls. Facilities for 35 inputs at all levels. Incorporates plug-in amplifiers throughout and many other features.

ITA Model AC 3-1

FM STEREO AND FOR ALL YOUR BROADCASTING EQUIPMENT NEEDS SEE ITA AT THE NAB CONVENTION (BOOTH 24)
RCA

Shoreham Ballroom, Space 21

RCA will display its full line of equipment and in addition will lift the curtain on its new devices for automated programming and station control of the future. All other company divisions will participate.

Included in the exhibit will be an actual television studio where the company will demonstrate its new color and monochrome cameras. The first public showing of RCA’s three new prototype television tape recorders and the currently-in-use TRT 1-B also will be shown.

Highlighting the RCA display will be the showing of various station automation systems and how complete control can be obtained under an integrated electronic system. On this line, RCA also plans to demonstrate equipment on the building-block principle, permitting the broadcaster to introduce automation on a modular scale, adding to it gradually until complete automation is achieved.

In addition, the station automation display will include equipment for handling the station break “panic period” and a full technical operations system. A film slide projector, cued and operated by a recorded tone signal from RCA’s new RT-7A cartridge tape recorder, will be demonstrated. One of the two operating radio station displays will be controlled by automation equipment.

Closed circuit television cameras, transmitters, power supplies and antennas will round out the exhibit.


SCHAFER CUSTOM ENGINEERING

Space 21

Schafer will show automatic programming systems, plus automatic spotter, cartridge recorder and remote control equipment.


SONY CORP. OF AMERICA

Space 36

The Sony line includes an all-transistorized professional three-channel tape recorder, unidirectional condenser microphone, power supply, all-transistor shoulder-type tape recorder, dynamic microphone and all-transistor hi-fi tape recorder.


STANDARD ELECTRONICS

Space 18

Standard will exhibit various aspects of its tv and fm equipment but will accept a complete 20 kw fm transmitter and a 25 kw tv amplifier.

Among specialties are all new space-saving equipment, 250 w fm transmitter for stereo or multiplex, 5 kw fm transmitter for stereo or multiplex, 10 kw fm transmitter and amplifier, fm modulators and equipment for modernization of older fm transmitters. In addition there will be Add-A-Unit, Patch-over, space-saving and other Standard features on exhibition. Among new items are semi-conductor rectifiers in fm transmitters (no rectifier tubes).


SARKES TARZIAN INC.

Space 1

Sarkes Tarzian will show a highly advanced all-solid-state video switching system that is so well designed that each system can be tailored to the service requirements and future facility expansion can be accommodated. Another feature of the exhibit will be the company’s 2 kmc heterodyne microwave repeater system. A multichip system will be shown to illustrate the system transparency. In addition the 880 Vidicon studio camera will be exhibited. Suitable for any monochrome studio, the 880 system illustrates the maturity of Vidicon cameras for live studio, field or tape productions, Sarkes Tarzian reports.

Personnel: Biagio Presti, manager; Wendell Fuller, Russ Ide, Neff Cox Jr., Richard Swan, Morrell Beavers, Nubar Donoyan, Jack Roden, John Guthrie, Dale Buzan, Bill Tarr, Roy Hackemeyer, Charles Moore, Jesse Durbin, Dave Link, Joe Phillipi, Robert McCoy.

TEKTRONIX INC.

Space 28-B

Tektronix will display and demonstrate the following equipment: Type 526 Vectorscope; Type 527 and Type RM 527 Waveform Monitor; Type 201 Tilt-Lock Scope-Mobile; Type V Plug-In Unit; Scope-Mobile Cart.

The type 200 series Scope-Mobile Carts provide a convenient mobile support for the firm’s oscilloscopes and auxiliary equipment. It is Tektronix’s latest product. The cart features an easily adjusted tray which may be tilted in nine positions. Dimensions: 35” high, 17¼” wide, and 27” deep.

Personnel: Charles Rhodes, Bill Ewin, Eb von Cleem, Dale Brous, Rick Le Forge, Fred Lenczynski, Art Andersen, Nick Sloan, Duane Bowans.

TELECHROME MFG. CO.

Space 35

Among the new products to be on display are the Time Domain Corrector, which corrects waveform defects; the Chroma Keyer, which permits the use of color signals for producing reliable video insert keying in connection with special effects equipment; a self-contained, rack-mounting sync lock unit which permits a local sync generator to be locked in frequency and phase to a remote composite video signal; the special effects generator with fader, which increases the capacity for lap dissolves and fades to black or color monochrome, or mixed signals.

Also to be shown are the video transmission test set generator, the video transmission test signal receiver, the portable test signal generator, the EIA sync generator with vertical interval keyer, the vertical interval signal keyer, the color tv utility monitor, and the sine-squared window generator.


TELECONTRAL CORP.

Space 3

Video-Audio distribution systems, studio video switching systems, master control switching systems, and automation controlled switching systems will be exhibited.

Personnel: John Doering, Leroy Jorgenson, Duane Heft, Clyde Funk.

TelePrompTer CORP.

Space 8

TelePrompTer will exhibit a series of Random Access slide and tape selection devices designed to add a new dimension of unlimited flexibility to the selection of a presentation sequence.

Four major pieces of equipment in the Random Access series, including a 60-slide 3¼ x 4 inch drum magazine selector adapted to a TelePro 6000 projector, 100 and 500 slide 2 x 2 inch drum magazine selectors, and a 100 track magnetic tape machine selector will be shown.

A joint presentation will demonstrate the preparation of slide transparencies for tv production with the United Press International Unifax Telephoto service, Polaroid Corp., Copynamaker, and the TelePro 6000 rear-screen projector.


BROADCASTING, May 1, 1961
NEW ATC 55
a simple, low cost, versatile answer to full or part-time AUTOMATED BROADCASTING

- Allows automatic playback of 55 magazine-loaded tapes up to 10 minutes in length each. Models also available with up to 31-minute magazines.
- Outstanding flexibility and simplicity of operation.
- Far lower initial investment than other automated systems.
- Tape rewinds and recues automatically.
- Highest quality broadcast reproduction.

Automated broadcasting has proven to be desirable, but up to now, it has been an involved and costly proposition. The remarkable new ATC 55—from the originators and largest manufacturers of automatic tape control equipment—puts full or part-time automation within the reach of any size station. The ATC 55 plays up to 55 taped spots, themes, music and production aids in sequence without resetting or reloading. Tapes are contained in Standard Automatic Tape Control plastic magazines. The unit selects and positions the proper magazine for airing, broadcasts the material and then the tape rewinds itself ready for reuse or storage. The ATC 55 then disengages the magazine, moves to the next position and engages it for broadcast...all automatically! The playback element of the ATC 55 is the same popular, thoroughly-proven Standard Unit, except that a modification allows automatic starting of other functions through an auxiliary control tone. Frequency response at 7.5 inches per second is ±2 db from 70 to 12,000 cps and ±4 db from 50 to 15,000 cps. The signal-to-noise ratio is 55 db, and wow and flutter are under 0.2% RMS. Write, wire or phone for complete details.

STANDARD UNITS
NOW IN USE IN OVER 600 RADIO AND TV STATIONS
Thoroughly proven in many station operations, ATC Standard Recording-Playback units eliminate threading, recueing and rewinding—make it simple to use as much taped material as you wish. Write, wire or phone for complete details.

made by broadcasters for broadcasters

See us at the N. A. B. Show, Booth 6

AUTOMATIC ATC TAPE CONTROL
209 E. Washington Street, Room 300
Bloomington, Illinois
NAB PREVIEW

TELESCRIPT-CSP INC.

Space 32

Tv studio equipment, rear screen projectors, a tape editor, polarization effects kit and audio equipment will be exhibited.

Personnel: Peter Jackson, Harrison Reader, Robert Swanson, Robert Lamont, James Fitzsimmons, Charles Krumm.

TELEVISION SPECIALTY CO.

Space 39

Products to be displayed include kinescope recorders, rear screen projectors, transistorized 16mm S-O-F newsreel cameras with portable power pack, 16mm film inspection equipment, and 35mm Cameraflex movie cameras.

Personnel: K. A. Jenkins, Lawrence Scheu, William Hanrahans, Dean Peck.

TELEVISION ZOOMAR CO.

Space, unassigned

New Super Studio and Super Universal Zoomar lenses will be on display at the Zoomar booth. With improved optics and new coatings, they are of special significance for color televising, and are already in use at many TV stations in the U. S. and abroad.

TOWER CONSTRUCTION CO.

Space 42

Tower's booth will exhibit displays depicting its many types of towers and erection service. Highlighting the show will be a display of the newly designed Automatic Guy Tensioning Device.

Personnel: Gerald Lasensky, Earl H. Moore, Harry Fair.

UTILITY TOWER CO.

Space 7

Products include am and fm towers, base insulators, lighting kits, ground systems, installation and maintenance service, transmission buildings. All for radio, tv and microwave towers as well as installation and maintenance service for television.

VISUAL ELECTRONICS CORP.

Space 11

Program automation for video and audio systems will be featured by Visual.

Tv equipment: visual automation systems, GPL high resolution vidicon film system, Tarc switches, English electric valve 3", 4" Image orthicon tubes, Mackenzie program repeater unit, Favg master studio clock system, Conrac picture monitor line, Eastman 16mm TV projectors, Smith-Florence faultfinder, Prodelin transmission line, Decca weather radar, Superior self-normalising video jack. Dynair video and rf distribution equipment, Power Sources all transistorized power supply systems.

Am-fm exhibits include: Continental transmitters and remote control systems, Broadcast Electronics Spotmaster, Altec audio console, microphones, Nem's-Clarke monitors, field strength meter, GEL transmitters and multiplex exciters, Audiomation tape players for background music, and Perfectone tape recorders.


VITRO ELECTRONICS

Space 20

WRESTEX CORP.

Space 35C, D

Station Representatives

AM RADIO SALES CO.

Jefferson

Personnel: Wilmot H. Losee, Jerry Glynn.

ELISABETH M. BECKJORDEN

Shoreham

Personnel: Elisabeth M. Beckjorden.

CHARLES BERNARD; THE COUNTRY MUSIC NETWORK

Mayflower

Personnel: Charles Bernard.

avery-knodel

Sheraton-Park—Suite E426-8


John Blair & Co.

Blair-TV

Blair Television Assoc.

Washington, Suite 205-06-07


the bolling co.

Sheraton-Park—Suite 500 A


branham co.

Mayflower

Personnel: L. H. Greenberg, Tom Campbell, Jim McManus, Taylor Eldon, Jack Thompson, George Harding, John Murphy, Don Richards.

broadcast time sales

Willard

Personnel: Carl Schuele, Mort Bassett, Peter Teg.

CBS RADIO SPOT SALES

Unassigned

Personnel: Maurie Webster.

CBS TELEVISION SPOT SALES

Statler

Personnel: Frank Shakespeare Jr., John Schneider, Craig Lee, Clark George, Gene Wilkey, Robert Wood, Merle Jones, Harvey Struthers, Bruce R. Bryant, Hal Hough.

HENRY I. CHRISTAL

Sheraton Park, Suite M458-60


ROBERT E. EASTMAN & CO.

DuPont Plaza


EVERETT-MCKINNEY

Shoreham

Personnel: Max M. Everett, Powell Ensign, Thomas Buchanan.

FORJOE & CO. and FORJOE-TV INC.

Unassigned

Personnel: Joseph Bloom.

GILL-PERNA

Shoreham, Suite E-700

Personnel: Helen Gill, John J. Perna Jr., Val Bruce, Don Dalton, Walt Beadell, Dan Bowen.

HARRINGTON, RIGHTER & PARSONS

Shoreham, Suite E-700


HAL HOLMAN CO.

Shoreham, Suite A-601

Personnel: Hal Holman.
but only the "Twenty/Twenty" cleans up video transmission distortion

The Model 20/20 Time Domain Corrector is Telechrome's ingenious application of the proven "paired echo" principle to the problems of video transmission and video tape recording. Result: for the first time a practical, commercially-priced instrument that eliminates overshoots, ringing, smears and other waveform defects from monochrome, color, composite and non-composite signals.

Portable or rack-mounted, the Model 20/20 can be used anywhere in a television system. At the terminal end it eliminates difficulties regardless of where they originate. It is equally effective for pre-broadcast or on-the-air correction. And Telechrome's engineers have made it simple enough for easy use by anyone after only a brief demonstration. See for yourself how the Model 20/20 dramatically cleans up transmission quality, assures continuous broadcast fidelity for maximum viewer and advertiser appeal.

For a demonstration, contact H.C. Riker, Vice-President, Marketing.
NAB PREVIEW

REPRESENTATIVES CONTINUED

GEORGE P. HOLLINGBERY CO.
Park-Sheraton

H-R REPRESENTATIVES
Sheraton-Carlton, Suite 400
Personnel: Frank Headley, Frank Pellegrin, Jack White, Max Friedman, James Alspaugh, Avery Gibson.

THE KATZ AGENCY
Sheraton-Park, Suite E-520-22

JACK MASLA & CO.
Statler-Hilton
Personnel: Jack Masla, Allan Klammer, Donald Wolff, Carl Meyers.

THE MEEKER CO.
Sheraton-Park, Suite E-620-22

JOHN E. PEARSON CO.
JOHN E. PEARSON TELEVISION
Hay Adams Hotel
Personnel: John E. Pearson, Raymond Henze Jr., Allen Hundley, Bill Wilson, Russ Walker.

PETERS, GRIFFIN, WOODWARD
Mayflower

EDWARD PETRY & CO.
Shoreham, Suite C-100

PAUL H. RAYMER CO.
Sheraton-Carlton
Personnel: Paul H. Raymer, Fred C. Brokaw, Stuart M. Kelly, John Mulholland.

SPOT TIME SALES
DuPont Plaza
Personnel: Bill Heaton, Carl Loucks, John Erickson.

TELEVISION ADVERTISING REPRESENTATIVES INC.
Unassigned

VENARD, RINTOUL & McCONNELL
Sheraton-Park, Suites 489-91

WEEDE & CO.
Mayflower

ADAM YOUNG COMPANIES
Sheraton-Park, Suite C-140
Personnel: Adam Young, James F. O'Grady Jr. and Stephen A. Machcinski Jr.

Networks

ABC-TV, ABC RADIO
Sheraton-Park, Suite B-720
ABC-TV affiliates presentation will be held at 2 p.m. Sunday (May 7) in the Sheraton Hall of the hotel. In the same room at 5:30 p.m., a cocktail party will be held for affiliates and network executives with the radio affiliates meeting at 10 a.m. Sunday (May 7) in the Burgundy Room of the Sheraton-Park.
Personnel: Leonard Goldenson, president, AB-PT; Oliver Treyz, president, ABC-TV; Simon B. Siegel, financial vice president, AB-PT, and vice president, treasurer, ABC-TV; Herbert Hahn, vice president, AB-PT; James C. Hagerty, vice president in charge of news-special events and public affairs, ABC; Frank Marx, ABC vice president in charge of engineering; Alfred Schneider, vice president in charge of administration; Thomas Moore, vice president in charge of programming; Julius Barnathan, vice president for affiliated stations; Joseph Cox, tv station relations; Mortimer Weinbach, vice president and general counsel; Ed Bleier, vice president in charge of tv daytime sales; Giraud Chester, vice
The SONY all-transistorized professional 3-channel Tape Recorder, model ES-13, which uses 1/2" width tape is designed for broadcasting, phono-recording and other requirements for professional quality recording and reproduction. Its performance is superior to that of a vacuum tube tape recorder.

The set consists of a tape transport, three independent amplifiers, amplifier control section, VU-meter cabinet and three monitor-speaker enclosures.

N.A.B. Convention Booth No. 36

The brief specifications are:
- Reel size: NARTB, 10 3/8".
- Tape speed: 7 1/2" and 15 ips.
- Frequency response: ± 4dB from 30 — 15,000 cycles at 7 1/2 ips.
- ± 2dB from 30 — 15,000 cycles at 7 1/2 ips.
- ± 2dB from 30 — 15,000 cycles at 15 ips.
- Signal-to-noise ratio: 55dB.
- Recording and playback curve: NARTB.

The SONY all-transistorized portable shoulder type tape recorder, model EM-1, is ideal for all types of on the spot interviews, outdoors or indoors. It measures only 6 1/2" x 4 1/4" x 13 1/4", and weighs only 11 lbs. The tape transport is driven by a spring motor. The amplifier operates on six penlight batteries. Monitoring while recording and reproduction is done through earphone. The EM-1 is furnished with the SONY dynamic microphone, model FP-1.

C-17A — UNIDIRECTIONAL CONDENSER MICROPHONE FOR BROADCASTING USE. The SONY model C-17A is a newly developed unidirectional condenser microphone for broadcasting use, particularly for TV studios. Its excellent features of outstanding frequency response, reliable performance and streamlined appearance fulfill every requirement in the field. The sensitivity is — 50dB re:1V bar of the output impedance of 250 ohms. Only 11/16" in diameter and 3 3/4" in length. MODEL CP-3 is the power supply used with the condenser microphone, C-17A.
**NAB REVIEW**

**NETWORKS CONTINUED**

president for owned and operated stations: Robert Cooce, vice president in charge of tv station relations; Michael Foster, vice president in charge of press information; Ralph Hatcher, manager of tv station relations; Donald Shaw, director of station clearance, tv network; Joseph Giaquinto, manager of tv station clearance; Dean Linger, director of advertising, tv networks; Joseph Merkle, regional manager of tv station relations; Robert Curran and Carmine Patti, regional managers; Bert Briller, vice president in charge of sales development, tv network.

**ABC Radio:** Robert Pauley, vice president in charge; Jack Mann, national director of sales development, advertising and promotion; James Duffy, national director of sales; Theodore Douglas, eastern sales manager; William Rafael, national program director; George Sax, national director of program operations; Earl Mullin, national director of station relations; Don Schlosser, presentation writer; Frank Atkinson, assistant director, station relations; Harry Woodworth, western sales manager; Bill Cochrane, western manager for radio stations.

**CBS INC., CBS TELEVISION NETWORK, CBS TELEVISION STATIONS DIVISION**

Shoreham, Suite 600C

CBS Inc. personnel: Frank Stanton, president; Kidder Meade, vice president, information services.

CBS-Tv network: James T. Aubrey Jr., president; William B. Lodge, vice president, affiliate relations and engineering; Carl S. Ward, vice president and director, affiliate relations; Jack Cowden, vice president, information services; Charles Steinberg, vice president, public information; Oscar Katz, vice president in charge of network programs; William H. Hylan, vice president of sales administration; Joseph Ream, vice president, program practices; Gordon F. Hayes, national manager, affiliate relations; Harris Feeneey, manager of trade and business news; Edward Saxe, vice president, operations; James J. Kane, manager, affiliate relations; Leonard DeNooyer and Art Fox, affiliate relations; George Zurich, sales service manager; George A. Kopol, sales manager, extended market plan, network sales; Robert F. Jamieson, assistant business manager and director, station clearances, network sales; Donald E. Clancy, administrative manager, affiliate relations; David R. Williams, eastern manager, affiliate relations; Edward E. Scovill, midwestern manager, affiliate relations; Bert Lown, western manager, affiliate relations, and Robert Wood, manager, contract and records, affiliate relations.

**CBS tv stations division:** Merle S. Jones, president; Craig Lawrence, vice president; Harvey Struthers, vice president, station services; Hal Hough, director, program services; Howard Kany, director, international business relations; Frank J. Shakespeare Jr., vice president and general manager, WCBS-TV New York; Bruce Bryant, vice president and general manager, CBS Television Spot Sales; John A. Schneider, vice president and general manager, WCAU-TV Philadelphia; Jim Conley, general sales manager, WCAU-TV Philadelphia Clark George, vice president and general manager, WBMM-TV Chicago; A. Pierre, director of engineering, WBBM-TV Chicago; Bob Wood, vice president and general manager, KNXT (TV) Los Angeles; Gene Wilkey, vice president and general manager, KMOV-TV St Louis. For CBS Radio, see page 123

**KEYSTONE BROADCASTING SYSTEM**

Sheraton-Park, Suite D700-702


**MBS**

Suite E-420

Personnel: Robert F. Hurleigh, president; Charles Godwin, stations vice president; Charles King, station relations director; Frank W. Erwin, assistant to the president; Hal Wagner, manager of program development; Ir-Lichtenstein, director of advertising and sales promotion; Stephen J. McCormick news and operations vice president (Washington); Hal Gold, public relations director.

**NBC**

Sheraton-Park, Suite 320B

Personnel: Robert W. Sarnoff, chairman of the board; Robert E. Kintner president; David Adams, senior executive vice president; P. A. Sugg, executive vice president, owned stations and spot sales; William McDaniel, executive vice president, radio network; Robert Stone, vice president and general manager, television network; Thomas Ervin vice president and general attorney, Thomas Knute, vice president, station relations; William Trevathan, vice president, operations and engineering; George Graham, vice president and general manager, radio network; Alfred Stern, vice president, enterprises division; Hugh M. Beville, vice president research and planning; Albert Capstaff, vice president, radio network programming; Richard Close, vice president, spot sales; Donald Mercer, director, station relations; Sheldon Hickox, director
station relations, West Coast; Steven Flynn, director, station clearance and traffic; Arthur Johnson, manager, co-op and network station sales and planning; Ludwig Simmel, manager, radio sales service and traffic; William Duttera, manager, allocations engineering; Paul Hancock, Paul Rittenhouse, Raymond O'Connell, William Kelley, Malcolm Laing, Anthony Cervini and Joseph Berhalter, station relations regional managers; Cornelius Sullivan, manager, administration and services.

**Syndicators**

**ABC FILMS**  
Sheraton-Park, Suite 620B  

**CALIFORNIA NATIONAL PRODUCTIONS**  
Sheraton-Park  
Personnel: Herbert S. Schlosser, Carl Lindemann Jr., Daniel M. Curtis, Clifford Ogden, Bill Breen, Edward A. Montanus.

**CBS FILMS INC.**  
Shoreham, Suite B-600  

**COMMUNITY CLUB SERVICES**  
Mayflower  
Guests: Robert M. Stelzer, president, Student Marketing Institute and Mr. & Mrs. John Ready, principal of Greens Farms School, Westport, Conn.

**HARRY S. GOODMAN PRODUCTIONS**  
Sheraton-Park, Suite A211-215  

**JAYARK FILMS CORP.**  
Sherahm  

**LANG-WORTH FEATURE PROGRAMS**  
Shoreham, Suite 6509  
Personnel: John D. Langlois, C. O. Langlois Jr., Hugh S. Allen, Ed Gar-

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**Spotmaster is America's number one tape cartridge equipment. Spotmaster is the most field-tested, most field-proven equipment available. And, Spotmaster is more than a promise; you get guaranteed delivery dates.**

**BROADCAST ELECTRONICS, INC.**  
8600 BROOKVILLE ROAD, SILVER SPRING, MD.  
TELEPHONE JU. 8-4983

**WIN!**  
Spotmaster “500” Complete Recorder and Playback Unit in One Compact Package. Simply See Spotmaster at the NAB Convention. Free entry blanks at the VISUAL ELECTRONICS booth, the VISUAL ELECTRONICS suite (G609, Shoreham Hotel) or RICHARD H. ULLMAN suite (103C, Shoreham Hotel).
Comedies, cialties Does tures and various short subjects, feature Sheraton Park, Montgomery, Hal Golden, Friedland, Sheraton -Park, Joseph Shoreham, man. diner, Robert O. Boehmer, Mort Silver-

MAGNA-TRONICS INC. 
Sheraton, Suite E709  

MCA-TV LTD.  
Sheraton-Park, Suites E220-22  

MGM-TV  
Sheraton Park, Suite C540  
Release of selected post '48 MGM feature films for tv will be announced. In addition, release of 700 pre-'48 features and various short subjects, including 135 MGM cartoons, 52 Our Gang Comedies, 69 Passing Parades, 48 Crime Does Not Pay and 101 Pete Smith specialties will also be disclosed.


MODERN TALKING PICTURE SERVICE
Stater-Hilton  
Personnel: Phil Di Meo, Ralph Del Coro.

OFFICIAL FILMS 
Sheraton-Park  
Personnel: Russ Raycroft, Bob Behrens.

RCA RECORDED PROGRAM SERVICES 
Sheraton  
Personnel: Alfred B. Sambrook.

SCREEN GEMS 
Sheraton Park, Suite C440  

SESAC INC.  
Sheraton Park, Suite B520-22  
Personnel: Mr. & Mrs. E. S. Prager, W. S. Myers, Sidney Guber, Charles Scully, Mr. & Mrs. Harold Fitzgerald, Mr. & Mrs. Frank Atkins, Mr. & Mrs. Glenn Ramsey, Mr. & Mrs. Ed Cooney, Linda Loddengaard.

SEVEN ARTS ASSOCIATED CORP. 
Sheraton Park, Suite C240  

STERLING TELEVISION CO.  
Sheraton-Carlton  
Sterling will announce two new syndicated offerings: Adventure Theatre, a one-half hour series, and Big Moment, a five-minute sports show.

Personnel: Elliott Abrams.

TRANS-LUX TV CORP.  
Sheraton Suite C304  

RICHARD H. ULLMAN INC.  
Sheraton, Suite 103C  
Division of Peter Frank Organization, Hollywood, distributing radio and tv program and production services, jingles, "The Big Sound;" "Formatic Radio," target and IMN jingles; Ev Wren Productions; Sportmaster tape cartridge equipment.


VIDEO TAPE PRODUCTIONS OF NEW YORK INC.  
Unassigned  
Personnel: Howard S. Meighan, Dor Collins and Herbert W. Hobler.

WORLD BROADCASTING SYSTEM  
Sheraton Park, Suite M689-91  
Personnel: Paul Harron, Frank Knight, John Murphy, Dick Crane, Russ Starner.

ZIV-UNITED ARTISTS  
Sheraton-Park, Suite C340  

Miscellaneous

AMERICAN RESEARCH BUREAU INC  
Sheraton, Suite 702  
ARB reports for all television market and other material will be available as well as the ARB 1960 coverage study. A color slide presentation of ARB material and its use will be shown every two hours.

Personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, J. Rupp, Roger Cooper, Ace Kellner, Clay Braun, Albert Petgen, George Corey, Donald Kniff.
AMERICAN TELEPHONE & TELEGRAPH CO.

Shoreham

ASSOCIATED PRESS
Sheraton-Park, Franklin Room

BROADCAST ADVERTISERS REPORTS
Sheraton-Park, Suite E658-60
BAR distributes the TV Agency Guide, a pocket reference to individual brands using television and the agencies buying time for each. The BAR station handbook and the BARdex classified index to spot television in the four major regions of the U.S. will be distributed.
Personnel: George W. Schiele, Phil Edwards, Bob Morris.

MEDIA/SCOPE
Statler-Hilton
Personnel: A. W. Moss, Roy Hess, Peter Finch, James McCann.

A. C. NIELSEN CO.
Sheraton-Park Hotel, Suite A100
An international cheese buffet table will be operated with the compliments of the 14 overseas Nielsen companies. Free materials will include the annual state-of-the-market report.

THE PULSE INC.
Sheraton-Park, Suite E140-141
Made-to-measure qualitative studies will be available in the hospitality suite.

STANDARD RATE & DATA SERVICE
Sheraton-Park, Suite E120-22
Personnel: Jack Williams, Al Fagans, Bill Pierce, Dwyer Roche, Al Ingram, Clinton Abbott, Thomas O'Hara, Jack Cusick.

UNITED PRESS INTERNATIONAL
Sheraton-Park, Suite A-200
UPI is presenting an exhibit in conjunction with TelePrompTer Corp. and Polaroid Co. in the TelePrompTer exhibition booth.
Personnel: C. Edmonds Allen, LeRoy Keller, W. R. W. Higginbotham, Fred

Designed for minimum rack space and made of high quality materials, Type 948 Nems-Clarke Jack Panels are compatible with RCA and Western Electric equipment.

In video and RF Jack Panels provision can be made on the sub-chassis for 12, 18, or 24 Amphenol connectors and plugs—to permit disconnection of long lines when necessary. Heat-treated beryllium copper spring contacts assure long, maintenance-free service. Silver and gold flash types are available.

FIELD INTENSITY METER The Nems-Clarke 125 Field Intensity Meter is a lightweight, portable instrument for measurement of a wide range of radio signal intensities in the band from 1.5 to 5 MC. A primary application is to measure transmitter harmonic radiation to satisfy the annual and pre-license requirement of Rule 3.47(A)(5), as described in the NAB Engineering Handbook.

SELF-NORMALLING JACK [A Significant Step Forward] The Nems-Clarke 999 Self-Normalling Jack provides coaxial patching facilities where 70 and 50 OHM lines are used—with fairly stable patching layouts, where a number of “normal through” conditions exist.
Looping plugs can be deleted, since looping is constant and can be interrupted only by the insertion of a plug from front of jack panel. Removal of plug instantly restores “normal through” condition. The Self-Normalling Jack has VSWR of less than 1.15:1 in frequencies up to 260 MC.
**NAB PREVIEW**

**MISCELLANEOUS CONTINUED**

A. Parker, Wayne C. Sargent, C. R. Woodsum, William C. Fayette, Aaron Abrams, Earl, Broadcasting magazine

Adams, David C., NBC, New York

Adams, Ernest L., Miami Valley Broadcasting Corp., Dayton, Ohio

Adams, Irwin S., KGON Portland, Oreg.


Adams, Robert, WTOP-TV Washington

Adams, Paul, WHEN & WHEN-TV Syracuse, N.Y.

Adler, Ben, Adler Electronics, Inc., New Rochelle, N.Y.

Adler, S. L., KTLA (TV) Hollywood

Albertson, Fred W., Dow Lohnes & Albertson, Washington

**ADVANCE REGISTRATION**

**NAB CONVENTION**

By request descriptive bulletin HPS-152

HUGHEY & PHILIPS, INC., MANUFACTURERS OF

300MM BEACONS, OBSTRUCTION LIGHTS, PHOTO-ELECTRIC CONTROLS, BEACON FLASHERS, SPECIAL JUNCTION BOXES, MICROWAVE TOWER LIGHT CONTROL AND ALARM SYSTEMS, TOWER ISOLATION TRANSFORMERS, AND COMPLETE KITS FOR TOWER LIGHTING, SIESTMOTOR POWER AND CONTROL.

3200 N. San Fernando Blvd. Burbank, Calif.

**B**

Bacus, Roy, WBAP-AM-FM-TV Fort Worth

Bagwell, Ken, WAGA-TVA Atlanta

Bagwell, Norman P., WKY Oklahoma City

Bahakel, Cy N., WRIR Roanoke, Va.

Bahr, Warren A., Young & Rubicam, New York

Bale, Fred L., WBGY Bloomington, Ill.

Ballie, George A., C. Nielsen, Chicago

Baird, Robert M., Blackburn & Co., Atlanta

Baird, Will Collier, Jr., WFMF Nashville, Tenn.

Baker, R. Karl, WLDS Jacksonville, Ill.

Baker, T. B. Jr., WLAC-TV Nashville


Baker, Virginia L. (Mrs.), WESR Tasley, Va.

Balaban & Katz, Inc., Chicago Stations, Chicago

Balch, Frank A., WJOY Burlington, Vt.

Baldinger, Wilbur, Television Digest, Washington

Baldwin, William, KWWL Waterloo, Iowa

Baltimore, David M., WBRE Wilkes-Barre, Pa.

Baltes, William G., WBRE Wilkes-Barre, Pa.

Bankson, John F., Jr., Miller & Schroeder, Washington

Bannister, Harry, NBC, New York

Bannister, John G., NAFI Oakland, Calif.

Bannon, Hugh, Raytheon Co., Watam, Mass.

Barlow, Lou, TV Stations Inc., New York, New York

Bare, John D., WHVR Hanover, Pa.

Barnathan, Julius, ABC-TV, New York

Barones, Tom, WAGA, Atlanta

Barrett, John, WKBW Buffalo

Barrington, Jay P., WAKA Kansas City

Bartell, Mel, Bartell Broadcasters, New York

Bartlett, Marcus W., WTV-CAT Atlanta

Bartlett, Walter E., WLW TV Columbus, Ohio

Barton, Ed, KPLK Lake Charles, La.

Barton, Morris C., KSLA-TV, Shreveport, La.

Bateman, Frank F., WSTV (TV) Charlotte, N.C.

Bates, William A., WAKA Kansas City

Batson, Charles A., WIS-TV Columbus, S.C.

Baudino, Joseph E., Westinghouse Broadcasting Co., Washington


Baxter, Lionel F., Storer Broadcasting Co., Miami Beach

Beach, Ross, KAYS Hays, Kan.

Beaded, Walter, Gill-Perna, Chicago

Beard, Fred, WJZ-WEST (TV) Jackson, Miss.

Beatty, J. Frank, BROADCASTING magazine

Beaudin, Ralph W., WLS Chicago

Bechet, Gene, KQED Austin, Minn.

Beck, John, KTAR Phoenix

Becker, A. Harry, A. Harry Becker, Washington

Beckman, Alfred R., ABC, Washington

Bedwell, Raymond T. Jr., Marquette University, Milwaukee

Beemster, Rev. M. J., WJBX-TV Green Bay, Wis.

Belaska, Frank G., WTRY Troy, N.Y.

Belche, Bill, WJUI Fayetteville, N.C.

Belk, Henderson, WIST Charlotte, N.C.


Bentson, N. L., WLOL Minneapolis

Bentz, Son, WGN Chicago

Berg, Benjamin, Albion Optical Co., Hollywood

Berger, Lawrence, KTWV Casper, Wyo.

Bergquist, P., RCA, Camden, N.J.

Berntler, Joseph J., NBC, New York

Berk, Roger G., WAKR-TV Akron, Ohio

Berk, S. Bernard WAKR-TV Akron, Ohio

Berk, Viola, WAKR-TV Akron, Ohio

Berman, J. E., KTVI St. Louis

Berkman, Jack N., WSTV-Stevensville, Ohio

Bernstein, Fred, Radio RePs, New York

Bernstein, Lester, NBC, New York

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**E. Loney, H. C. Thornton.**

**U. S. ARMY**

**West Lobby**

The Army's weekly television series, _The Big Picture_, and radio series, _The Army Hour_, will be depicted and plaques awarded to radio and tv stations for outstanding public service.

General Electronic Laboratories
Announces the Acquisition of
Rust Remote Control Systems

The Rust line of Remote Control Systems and the field-proven
GEL Multiplexers and 1KW and 15KW FM Transmitters,
equipment names that have earned respect for reliability, are
now available from a single source . . . General Electronic
Laboratories, Inc., of Cambridge, Massachusetts.

See the latest GEL-RUST Equipment at the NAB Convention.

On Display will be:
15KW FM BROADCAST TRANSMITTER
1KW FM BROADCAST TRANSMITTER
FM MULTIPLEX SYSTEM
RUST REMOTE CONTROL EQUIPMENT
Booth 12 NAB

General Electronic Laboratories' equipment has demon-
strated trouble-free dependability throughout the country.

Write to Broadcast Sales, Dept. 1, for GEL FM Tech-
nical Bulletins and Rust Equipment Information.

All GEL
And RUST
Broadcast
Equipment
Also Available
For
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From

CHANNING
LEASING
COMPANY

Low-cost lease plan
conserves working capital, preserves cash
position.

For leasing information
write directly for folder, "Why Lease", or call:

Walter Channing, President

CHANNING
LEASING
COMPANY, INC.

5-19 Main Street
Natick, Mass.
Tel: Olympic 5-0190
Open house

Headquarters for Broadcasting and Television magazines during the NAB convention May 7-10 will be maintained in the Madison Room of the Sheraton-Park Hotel. The suite is located on the mezzanine and is reached by a short flight of stairs to the right of the main entrance of the hotel.


Representing Television will be Ken Cowan, Don West and Frank Chizzini.

Brauer, Nick, WTMJ Milwaukee, Wis.
Bray, Robert W., WHBN-AM West Hartford, Conn.
Breccher, Los. J., WLOF Orlando, Fla.
Breccher, Mrs. Jos. L., WLOF Orlando, Fla.
Brenner, Joseph, Los Angeles, Calif.
Bremer, R. Lyell, KFAB Omaha, Neb.
Brennan, Charles E., consulting radio engineer, Milwaukee.

Bretheron, Robert, The Community Broadcasting Co., Toledo, Ohio
Bretheron, Thomas S., The Community Broadcasting Co., Toledo, Ohio
Brewster, F. Wayne, KHOL-AM, KLHP-AM, KHOL-FM Keene, N.H.
 Bridges, W. W., WOIC Columbia, S.C.
Bridges, Walter C., Central Broadcasting Co., Eau Claire, Wis.
Brines, Paul L., WSJV-TV South Bend, Ind.
Birt, Charles E., WYRI Plattsburgh, N.Y.
Bromer, Edward, Ziv-United Artists, Chicago.
Brown, Carleton D., WTVL Waterville, Me.
Brown, Charles R., WSHB-TV Portland, Me.
Brown, Franklin H., WBMW Minneapolis, Tenn.
Brown, Harry L., WSAP Sarasota, Fl.
Brown, James M., KONO-TV San Antonio, Tex.
Brown, Kenneth W., Evansville, Ind.
Brown, Mrs. Doris B., WKSZ Niles, Illinois.
Brown, B. R., KPOL Portland, Ore.
Brown, Robert B., WKSZ Niles, Illinois.
Brown, Roy, TV Corp. of Michigan, Jackson, Mich.
Brown, Thad H. Jr., attorney, Washington.
Brunner, Walter J., WSPA-AM-FM-TV Spartanburg, S.C.
Bruce, Val, Gil-Perna, New York.
Bryant, Bruce, CBS, New York.
Bryant, Ed, WJOW Johnson City, Tenn.
Buchan, Alex, WING Dayton, Ohio.
Bullen, Reed, KVNU Logan, Utah.
Bullitt, Mrs. A. Scott, King Broadcasting Co., Seattle.
Bullitt, Stimson, King Broadcasting Co., Seattle.

Burgess, James H., WLWA TV, Atlanta.
Burgoon, George, Greylock Broadcasting, Pittsfield, Mass.
Burk, Sam A., KIRX & KTIN Kirkville, Mo.
Burkheimer, Don, RCA Programmed Service, New York.
Burton, Don, WLBG Muncie, Ind.
Bush, E. G., WDLA Walton, N.Y.
Butterfield, Richard, RMS-TV Minneapolis.

Cady, William R., Jr., KADY St. Charles, Mo.
Caldwell, Charles H., WSIX Nashville.
Caldwell, E. F., RCA, Camden, N.J.
Calvert, William J., WJZ Baltimore, Md.
Campbell, A. Hartwell, WNCT Greenville, N.C.
Campbell, Eldon, The WFBM Stations, Indianapolis, Ind.
Campbell, Mrs. Marianne B., WJG Galipolis, Ohio.
Campbell, Robert J., WTMT Louisville, Ky.
Campbell, Theodore E., WJAC-TV Johnstown, Pa.
Candra, John, Advertising Age, New York.
Cannam, D. A. Jr., KFDF-TV Wichita Falls, Tex.
Cannon, Samuel M., WCAM Cambridge, Md.
Capstaff, Albert L., NBC, New York.
Carey, Sam, WRVA Richmond, Va.
Carino, Lawrence M., WWJ New Orleans.
Carlson, George, WDSM-AM TV Duluth, Minn.
Carlton, Richard, Trans-Lux Television Corp, New York.
Carow, Raymond E., WALB-TV, WHHG-TV Albany.
Carpenter, M. M. Jr., WDTM Detroit.
Carrera, Dillard, KVIL, New York.
Case, Ross E., KWAT Watertown, S.D.
Casselberry, R. L., General Electric Co., Syracuse, N.Y.
Castle, Clemens X., Storer Broadcasting Co., Miami Beach.
Caudle, L. L. Jr., WSOAM-AM-FM-TV Charlotte, N.C.
Caughey, R. W., WINK Ft. Myers, Florida.
Cavalluzzi, Nat, ABC, New York.
Cervini, Anthony A., Jr., NBC, New York.
Cervone, Lawrence J., Gates Radio Co., Quincy, Ill.
Chambers, G. Russell, WAMS Wilmington, Del.
Chandler, George C., CJOR Limited, Vancouver, B.C.
Chapman, Reid G., WANE Ft. Wayne, Ind.
Chease, Seymour M., attorney, Washington.
Chaucy, Tom, KOOL, KOOL Phoenix, Ariz.
Chenault, Miss, WOLP, Shreveport, La.
Chenault, L.D. Resort, Josephine USN, Department of Defense, Washington.
Chenault, Lester E., KYNO Fresno, Calif.
Chenault, George, WSLF Roanoke, Va.
Cherpak, John A., WBBW Youngstown, Ohio.
Chisum, Thomas P., WVEC Hampton, Va.
Chisholm, Albert, WHEN & WHEN-TV, Syracuse, N.Y.
Chizzini, Frank, TELEVISION magazine.
Churchill, Henry, Henry J. Christo, C.N.Y.
Church, Abiah A., Storer Broadcasting Co., Miami Beach.
Church, Arthur B., Arthur B. Church Enterprises, Colorado Springs, Colo.
Churchill, Clinton D., WKBW Buffalo.
Churchill, Dr. Clinton H., WKBW Buffalo.
Clark, Corliss L., WABB Seattle.
Clark, James D. Jr., WRVA-TV, Richmond, Va.
Clark, E. H., Booth Broadcasting Co., Detroit.
Clark, Henry B., KWHK Shreveport, La.
Clevenger, Claude, KAKE-TV Wichita Kan.
Cliff, Floyd E., WLJ, Shelbyville, Tenn.
Clipp, R. W., WPIT-TV Philadelphia.
Robert ochran, Mrs. Han, Mrs. Bill, ABC, Hollywood.

Jesse Jordan, Needham, Roger, American Research Bureau, Beltsville, Md.


Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.
Donovan, Robert B., KVTY (TV) Sioux City, Iowa
Donahue, Joseph P., WPRO-TV Providence, R. I.
Douglas, J. W., WJAX Jacksonville, Fla.
Douglas, Jack E., WCSI Columbus, Ind.
Draughon, Louise, Nashville
Drennel, William, WCLM Chicago
Drewry, R. H., KSVO-TV Lawton, Okla.
Dreyfus, Richard C., KECO-TV Fresno, Calif.
Drummy, Dick, WFAA-TV Dallas
Dudelson, Stan, Screen Gems Inc., New York
Dulany, Richard D., WSUA-AM-WLJN Wausau, Wis.
Duffy, James, ABC, New York
Duhmel, James, KOA-AM-Nashville, Tenn.
Dunbar, Paul, Bluegrass Broadcasting Co., Lexington, Ky.
Dunbar, Leonard W., WTVO Durham, N. C.
Duncan, Virgil D., WRAL Raleigh, N. C.
Dundes, Jules, KCBS San Francisco
Dunlee, A. R., Jr., WFMF Atlanta, N. C.
Dunlop, W. John, KORT-AM, Toronto, Ont.
Dunville, R. E., Crosley Broadcasting Corp., Cincinnati
Dutch, Harold, WALM, Lewiston, Me.

E
Earle, Robert, WIBR, Baton Rouge, La.
Early, William N., McKenna & Wilkinson, Washington
Eastman, Newell, KOGA Ogallala, Neb.
Eastwood, Clive, CFXR Toronto, Ont.
Eaton, Richard, United Broadcasting Co., Washington
Ebel, A. James, KOLN-TV Lincoln, Neb.
Edison, Edward, Hammett & Edison, San Francisco
Edmonson, K., B. S., WDFA Camden, N. J.
Edwards, Neal J., WMAL Washington, D. C.
Edwards, Robert, WCVS Springfield, Ill.
Edwards, Stanley H., WTRY Troy, N. Y.
Egan, Sherman, WGLI Babylon, N. Y.
Ehrenberg, Gustave, Minneapolis-Honeywell, Philadelphi
Eichler, A. J., WJSY-AM-FM-TV Syracuse, N. Y.
Eidmann, Bradley, WGN Chicago
Elland, Theodore A., WLOS Asheville, N. C.
Ekberg, William A., Meyer Broadcasting Co., Birmingham, N. C.
Ellis, Joseph, WACE-AM-TV Providence, R. I.
Elliot, Paul M., KRTN Des Moines, Iowa
Elliot, Tim, WACE-AM-FM Providence, R. I.
Elliot, Wendell, KGNU Dodge City, Kan.
Engelbrecht, John A., South Central Broadcasting Corp., Evansville, Ind.
Engelhardt, Robert G., KVTY (TV) Sioux City, Iowa
Enoch, Robert D., WXLW Indianapolis, Ind.
Eppe, R. V., KORN Mitchell, S. D.
Epperson, Joseph B., WEWS Cleveland
Erdman, Ellis E., Northeast Radio Network, lthaca, N. Y.
Ervin, Thomas E., NBC, New York
Erwin, Frank, MBS, New York
Essa, Harold, WJSJ-AM-FM-TV, Winston-Salem, N. C.
Evans, Bill, KYOS Bellingham, Wash.
Evans, Gerald, WTVI-TV Rochester, N. Y.
Evans, Herbert, Peoples Broadcasting Corp., Columbus, Ohio
Evans, Shirl K. Jr., The WBFS Stations, Indianapolis

F
Fagans, Al, Standard Rate & Data, New York
Fairbanks, Anthony C., WIBC-FM Indianapolis
Falbo, Ben, WTHI Terre Haute, Ind.
Falkenberg, Max, WINS Toronto, Ont.
Farnsworth, Bill, General Foods Corp., White Plains, N. Y.
Farr, Floyd, KENK San Jose, Calif.
Farrington, Mrs. Elizabeth P., KGMB Honolulu
Faust, A. Donovan, WRT (TV) Detroit
Fehlman, Robert C., WPDI Jacksonville, Fla.
Feinstein, Theodora, New York
Feldman, Samuel E., WEBB Baltimore
Fender, Robert E., Programmatic Broadcasting, N. Y.
Ferri, John V., WPRG-TV Providence, R. I.
Ferriere, A. Garen, WMNN Fairmont, W. Va.
Fiedler, Leroy, WKGB Buffalo
Fielder, Ted M., CFSR Simcoe, Ont.
Fielding, James, Midwest Television Inc., Chicago
Fine, Jesse, KFSS St. Joseph, Mo.
Finney, E. Dean, WTVN St. Johnsville, Vt.
Firestone, Len, W2QJ-AM, New York
Fisher, Ben G., Fish & Wayland, Duvall & Sonmayd, Washington
Fisher, C. H., Oregon Triangle Television, Eugene
Fisher, Earl, WVJS Owensboro, Ky.
Fitch, Jerry, KGLN Glenwood Springs, Colo.
Fitch, Marcie, KGLN Glenwood Springs, Colo.
Fitzgerald, Edward R., J. Walter Thompson, Inc.
Fitzgerald, Fred, BROADCASTING magazine
Fitzgerald, Harold, SESAC Inc., New York
Fitzsimons, F. E., BROM Bismarck, N. D.
Flaherty, Eugene, KTIV-TV Sioux City, Iowa
Flamo, G. LeVerne, WQUA Moline, Ill.
Flanagan, Alvin G., KCPD (TV) Hollywood Flanders, Robert W., WFBM Indianapolis
Fleming, Jackson M., KGW Portland, Ore.
Fletcher, Earle, KXOL Fort Worth
Fletcher, Floyd, WTVD Durham, N. C.
Fletcher, Frank U., Spearman & Roberson, W. lnton
Fletcher, Fred, WRAL Raleigh, N. C.
Fletcher, Henry H., KSEI Pocatello, Idaho
Fletcher, Ruthe A., KSEI Pocatello, Idaho
Flint, Glenn W., KCMT (TV) Alexandria, Minn.
Floyd, Joseph L., KELO Sioux Falls, S. D.
Flynn, Glenn, WGN-TV Omaha
Flynn, Stephen A., ABC, New York
Fogarty, Frank P., WOWM-TV Omaha
Fogg, William B., KJCK Forest City, Ark.
Foster, Joe B., MBC, TV Report, La.
Foulkes, William A., WTHI Terre Haute, Ind.
Fowler, William P., WMAL Washington
Fox, Bill, KFWM-TV San Diego, Calif.
Fox, Carl, KVTY (TV) Springfield, Mo.
Fox, Jack, WHNB-TV West Hartford, Conn.
Fox, Sylvan, KSYL Alexandria, La.
Frank, Peter, Richard H. Ullman Inc., New York
Franco, Henry, The WBFM Stations, Indianapolis
Frasch, E. C., Jr., WMC Broadcasting Corp, Memphis
Frazier, John K., WLVT (TV) Cincinnati
Frehette, George T., WVFH-FM Wisc Rapids, Wis.
Freed, William S., WCLG Morgantown, W. Va.
Freilich, Arthur, Chrono-Log Corp., Philadelphia
Freund, Ruth, TV Stations Inc., New York
Friedman, Robert W., WOR New York
Friedland, Milton D., WICS Springfield, Ill.
Fritts, Roby L., WMRF High Point, N. C.
Froelich, Harold, WTVD (TV) Rockford, Ill.
Fry, Paul R., B. C. Crizer & Co., Omaha
Fullen, Roy E. I., WTVD (TV) Durham, N. C.
MEET YOUR ULLMAN-MAN

Gene Daniels, Ullman's Midwest Regional Sales Manager, was a settler in Hollywood's film colony when he heard about Soundsmanship and went that-a-way. You'll gallop the Soundsmanship way too when you git the facts. Be sure to lasso Gene

NEXT WEEK AT THE NAB CONVENTION Suite 103 C The Shoreham

RICHARD H. ULLMAN, Inc., New York

A Division of THE PETER FRANK ORGANIZATION, INC.

Hollywood/New York

Hawkins, Robert, WKAN Kanakakee, Ill.
Hayes, Arthur Hull, CBS, New York
Hayes, Gordon, CBS, New York
Hayford, Beecher, WESH-TV Daytona Beach, Fla.
Hayward, Bob, WKY Oklahoma City, Okla.
Heald, Robert L., Speakerman & Robinson, Washington
Heare, James G., WIPS Evansville, Ind.
Hastel, John, KIXZ Amarillo, Tex.
Heffron, J. N., KOIA-AM Rapid City, S. D.
Hennecke, Alice J., SESAC Inc., New York
Holsel, Leo, WNEM-TV Saginaw, Mich.
Hols, Robert J., WTMJ Milwaukee
Heller, C. B., WIMA Lima, Ohio
Heninger, Harold H., Findlay Publishing Co., Findlay, Ohio
Hendrix, Clifford, KSBI Pueblo, Colo.
Henkin, Morton H., KSOO-TV Sioux Falls, S. D.
Hennessey, Joseph F., Speakerman & Roberson, Washington
Hennessey, Philip J. Jr., Smith, Hennessey & McDonald, Washington
Henninger, John H., WBIP Philadelphia
Henry, Alan, WCKR Miami
Henzel, R. W., WNOX, Olean, New York
Hepburn, John H., WJAC-TV Johnstown, Pa.
Hepburn, Stuart J., TCA Broadcasting Corp., Fort Worth
Herrman, A. M., WBAP-AM-FM-TV Fort Worth
Herndon, Ray, KMID-TV Midland-Odessa, Texas
Hettinger, Julius, WDAY Fargo, N. D.
Heywood, John J., WLTV (TV) Cincinnati
Hickerson, Earl, KCOR-TV Oklahoma City, Okla.
Hickox, Sheldon B. Jr., NBC, Burbank, California
Hiebert, A. G., KTVA Anchorage, Alaska
Higgenes, James W., WMVY, WCNY-TV Watertown, N. Y.
Higgins, George J., KMBC Kansas City, Mo.
Higgins, Joe, WTHI Terre Haute, Ind.
Hildreth, Richard, Speakerman & Robinson, Washington
Hill, J. E., RCA, Camden, New Jersey
Hillebrand, William A., KMHE Toledo, Ohio
Hilker, Robert R., WCCO Belmont, N. C.
Hillstrom, Albin, KOOL Phoenix, Ariz.
Hilton, Golley E., WGBY Lexington, N. C.
Hilton, Mrs. Golley E., WGBY Lexington, N. C.
Hilton, Omar G., WGBY Lexington, N. C.
Himmel, John, WNOX Dunnam & Jeffrey, New York
Hinkley, Robert H., AB-PT, Washington
Hinners, Robert, WFLM Ft. Lauderdale, Fla.
Hirsch, Oscar C., Hirsch Broadcasting Co., Cape Girardeau, Mo.
Hirsch, Robert D., Hirsch Broadcasting Co., Cape Girardeau, Mo.
Hite, B. Vern, Collins Radio Co., Cedar Rapids, Iowa

Hixenbaugh, George P., The WMT Stations, Cedar Rapids, Iowa
Hinway, Lee, KCRG Cedar Rapids, Iowa
Hodous, Robert, WHIZ Zanesville, Ohio
Hoffman, Karl B., Transcontinental Television Corp, Buffalo
Hoffman, Roger, WIEF Grand Rapids, Mich.
Hogin, Bill, WBLG Laurens, S. C.
Holbrook, R. A., WSB, Atlanta
Holcomb, Mrs. Madge Megaree, WGBI, WDAU-TV Scranton, Pa.
Holland, W. R. (Bill), WMAT, Morristown, Tenn.
Hollingbery, George P., George P. Hollinger Chicago
Holm, William, WLPD LaSalle, Ill.
Holman, Hal, Hal Holman Company, Chicago, Ill.
Holmes, Harold, The Community Broadcasting Co., Toledo, Ohio
Holm, H. B., WAVY Louisville, Kentucky
Honeycutt, B. B., KRTL Dallas, Texas
Hooker, Joseph C., WMAB Grand Rapids, Mich
Hooley, Harry, Advertising Age, New York
Hooper, Jack, WKBK Harrisburg, Pa.
Hopkins, Harold, BROADCASTING magazine
Hopkins, John, KTV Fort Worth
Hoskins, Cecil W., WWNC Asheville, N. C.
Hoth, Harry W. J., WDRN Colorado Springs, Co.
Hough, Hal, CBS, New York
Hough, Harold, WBAP-AM-FM-TV Fort Worth
House, Herbert J., WMBB Auburn, N. Y.
Hovington, Fred S., WMAL, Washington
Howard, Leo, Central Broadcasting Co., I.
Howard, Les, WBT-WBTX-WBTW Charlotte N. C.
Howe, A. H., Bank of America, Los Angeles
Howe, James L., WIRA Fort Pierce, Fla.
Howell, Rex G., KXRE Grand Junction, Colo.
Howlett, Frank, Lennen & Howell, N. Y.
Hoy, F. Parker, WMAL Lewiston, Me.
Hubbach, William J., KOMO-TV Seattle
Hubbard, J. H., KCTV San Angelo, Tex.
Hubbard, Stanley S., KSTP Inc., St. Paul, Minn
Hudda, Donald F., M. & H Engineering, Chicago
Hudgens, Joe, KRNT-TV Des Moines
Hudson, Wilbur E., WAVE Louisville, Ky.
Huhndorff, Paul, XITV Houston
Hunts, William, WLPM Cedar Rapids, Iowa
Hurlbut, John F., The WFBM Stations, Indianap
Hurlburt, Robert F., MBS, New York
Husman, Walter, KTVL-TX Texarkana, Tex.
Hylton, William, CBS, New York
Hylton, Robert, KMOX St. Louis

CHICAGO HIT BY MEN FROM MARS

WLS exploded today when a grot

BROADCASTING, May 1, 1
MEET YOUR ULLMANN-MAN

Bernie Edelman, Western Regional Sales Manager, is real happy—his territory includes Hawaii. He’s also happy about Soundsmanship, the way to more dollars for you. He’ll tell you about Hawaii, Soundsmanship and sales happiness

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Hollywood / New York

Lohnes, George M., Lohnes & Culver, Washington
Long, Maury, BROADCASTING magazine
Louver, Paul C., W7ET Rochester, N. Y.
Louuax, Norman, KCPX-AM-FM-TV Salt Lake City
Love, Edgar, W7WI Detroit
Lovorn, Dixon, W7XST Columbia, S. C.
Lucy, C. T., WRVA-TV Richmond, Va.
Luddy, E. N., RCA, Camden, N. J.
Lyke, Eron, W7XCN Rochester, N. Y.
Lynch F. F. (Mike), K9YE Oklahoma City, Okla.
Lynch, Frank J., K9BE Oklahoma City, Okla.
Lyon, John, K5EN Shelby, Mont.

M

Macdonald, Donald P., Smith & Pepper, Washington
Macdonald, Keith A., Television Broadcasters Ltd., Adelaide, Australia
MacFarland, F. R., AT&T, New York
MacFarlane, Peter, EMJ/US Ltd., Los Angeles
Macchinski, Stephen A. Jr., Adam Young Inc., New York
Mackey, J. Wright, WRAK Williamsport, Pa.
MacMillian, Lowell H., W7XJF Inc., Rochester, N. Y.
Maggie, Robert G., WHUM Reading, Pa.
Main, Guy, Midwest TV Inc., Champaign, Ill.
Malang, Albert W., ABC, New York
Malin, Richard M., Peoples Broadcasting Corp., Columbus, Ohio
Malone, Edward A., K7ES-TV Medford, Ore.
Malloy, John, CBC, Toronto, Ont.
Malter, Nicholas J., W7XWE Buffalo
Mann, Jack, ABC, New York
Marchoux, Rudolph O., W8Z9-TV Banger, Mo.
Marchner, T. C., Oregon Triangle Television, Eugene, Ore.
Marion, Paul B., WBT Charlotte, N. C.
Martin, Al., BMI, New York
Marlowe, J. R., WGGW Asheville, N. C.
Marsden, B., Associated Television Ltd., London, England
Marsh, Ken, WJCK Johnson City, Tenn.
Marshall, Clifford E., Blackburn & Co., Atlanta
Marshall, Glenn Jr., WJXT Jacksonville, Fla.
Mathil, J. V., W7Xcoder, Pa.
Martel, George, KONT Denton, Tex.
Martin, Arthur L., W7WNN Marion, Ohio
Martin, Daniel E., W7XU South Bend Ind.
Martin, Dwight W., W8ZF-TV Baton Rouge, La.
Martin, J. Edward, KNUZ Houston
Martin, Joe, WOSD Detroit, S. C.
Martin, Roy E., W7WVA Columbus, Ga.
Martin, Stuart T., Mt. Mansfield Television, Burlington, Vt.
Marx, Frank L., ABC, New York

Marschner, Howard W., WNHT-TV New Haven, Conn.
Mason, Bob, WMRN Marion, Ohio
Mason, Richard H., WPTF Raleigh, N. C.
Mathieson, George H., W7TV-Cleveland
Matthews, Tom, W7NEM-TV Saginaw, Mich.
Matranga, Francis J., W7CM Wildwood, N. J.
Mauger, L. A., Anagamized Television Services, Sydney, Australia
May, R. P., Vitro Electronics, Silver Spring, Md.
Mayans, Frank, Jr., Young & Rubicam, New York
May, Tom, Marconis, Chelmsford, England
Mayfield, W. E., WMWI Chicago
McCadden, George E., NW 5-9, Adelaide, Australia
MacLanathan, George, W7XK Phoenix
McClain, C. A. (Bud), WFRK Franklin, Ky.
McCliean, Lefters, W7RC Washington
McClung, Mickey, Golden Empire Broadcasting Co., San Francisco
McClumonds, Clyde C., Storer Broadcasting Co., Miami Beach, Fla.
McCounle, Clair, Steimman Stations, Lancaster, Pa.
McConnell, C. Bruce, W7BU Anderson, Ind.
McConnell, James V., Venard, Rinton & McConnell, New York
McConnell, Robert, Indiana Broadcasting Corp., Indianapolis
McCoy, Dale Jr., KAKE Wichita, Kans.
McCoy, John E., Storer Broadcasting Co., Miami Beach, Fla.
McGraken, Robert S., K7BC-7, Cheyenne, Wyo.
McCready, S. W., Oregon Triangle Television, Eugene, Ore.
McDaniel, William K., NBC, New York
McDermott, Elyon G., K7UB Burlington, Iowa
McDermott, Gerald B., K7UR Burlington, Iowa
McDonald, Joseph A. Smith, Henssey & McDonald, Washington
McDougall, Worth, WKBN Stations, Ga.
McDonough, Francis X., Dow, Lohnes & Albertson, Washington
McDowell, Theodore N., W7MAL-TV Washington
McEory, R. J., Black Hawk Broadcasting Co., Waterloo, Iowa
McFarland, Ernest W., K7TV Phoenix, Ariz.
McGannon, Donald H., W7BC New York
McGregor, Laurel, W7PEP Taunton, Mass.
McGregor, Marguerite, W7TE Taunton, Mass.
McIntosh, Robert J., W7US Independence, Ky.
McCormack, James A. Jr., McMahon & Wilkinson, Washington
Mckennan, J. E. Jr., KVUE Emporia, Kan.
McKlbben, William, Balaban Stations, St. Louis, Mo.
McLean, Patrick, W7LW New York
McLeod, Court, ABC-TV Los Angeles
McMurry, James S., W7SIX Nashville
Mead, Warren, W7WLN Waterloo, Iowa
Meek, Kent A., K7CT Ft. Worth
Meeker, Robert, Meeker Co., New York
Meeks, William, PAMS Productions, Dallas
Megaree, Mary, W7GB Scranton, Pa.
Mencher, Don, W7TS Stations Inc., New York
Menke, Donald P., W7JNC Jacksonville, N. C.
Menke, Don, W7FAM-TV Indianapolis
Mercer, Donald J., W7BB Burlington, Ky.
Merritt, Bill, BROADCASTING magazine
Merkle, Joseph, ABC-TV New York
Merrill, Bruce, K7VA Yuma, Ariz.
Meyer, August C., Midwest Television Inc., Champlain, Ill.
Meyer, Clara R., Midwest Television Inc., Champlain, Ill.

MARS INVADES CLEVELAND

WHK shrunk back in horror today a

that Mars is discovered
MEET YOUR ULLMAN-MAN

Charlie Grood, Ullman's Southwest Regional Sales Manager, heard about Soundsmanship a year or so ago. That did it. It groo on him. Does on everybody. Soundsmanship makes your sales grow and grow and grow, too. Ask Charlie for the facts

NEXT WEEK AT THE NAB CONVENTION Suite 103 C The Shoreham RICHARD H. ULLMAN, INC., New York

THE PETER FRANK ORGANIZATION, INC. Hollywood / New York

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MEET YOUR ULLMAN-MAN

Harry Sanger, our Regional Sales Manager for the Southeast, used to be a vaudeville and movie song and dance man. He won't give you a song and dance about Soundsmanship, but will give you the score on building your sales. See him NEXT WEEK AT THE NAB CONVENTION Suite 103 C The Shoreham

RICHARD H. ULLMAN, INC., New York
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Hollywood / New York

Whitney, George, Marietta Broadcasting Inc., San Diego, Calif.
Whitney, George, M., WGRY, Gary, Ind.
Whitney, Philip B., WING, Winchester, Va.
Wickemeyer, James F., WKBV, Richmond, Ind.
Wickham, Ben, Storer Broadcasting Co., Cleveland, Ohio
Wiig, Gunnar, WRCO-TV Rochester, N. Y.
Wilkinson, Arthur, WILN Lenoir City, Tenn.
Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D.C.
Wilkey, Gene, KMOX-TV St. Louis
Wilkins, J. P., KBFB Great Falls, Mont.
Williams, Jacob, Stamford & Data, New York, N. Y.
Williams, John Patterson, KING Dayton, Ohio
Williams, Ralph C., RCA Custom Records, N. Y.
Williams, Richard N., WGLM Richmond, Ind.
Williams, Wayne Green, WMTN Minneapolis, Minn.
Williamson, W. P. Jr., WKBV-AM-FM Youngstown, Ohio
Wilder, John T., WBAI New York
Wilson, Ben, A. C., Nielsen Co., Chicago
Wilson, Edward D., TV Corp. of Michigan, Jackson, Mich.
Wilson, Jim C., WCJW Johnson City, Tenn.
Wilson, Robert S., KXTV (TV) Sacramento, Calif.
Wilson, Thomas J., Dow, Lohnes & Alberson, Washington, D.C.
Wilson, Walton W., KXEN Denver
Winders, Paul A., WBAM-AM-Topeka, Kan.
Windsor, Walter M., KTLA-TV Texarkana, Tex.
Windsor, Billy E., WQET Newark, Ohio
Windsor, Joe, WTVT, Chattanooga, Tenn.
Wirth, Don C., WNAK Neenah, Wis.
Wise, Bernard, ITA Electronics, Lansdowne, Pa.
Wise, Harry, George P., Hollenberg Co., N. Y.
Wilt, William Jr., WVTY Tampa, Fla.
Wittenberg, Lionel, WISN Milwaukee, Wis.
Wodlinger, Mark L., WMMB-AM Peoria, Ill.
Wolfe, Howard H., WWDJ-NY, N.Y.
Wolfe, Richard M., WBNS-AM Columbus, Ohio
Wolfe, Robert F., WPRO Fremont, Ohio
Wolffenden, Robert C., WMEV Marion, Va.
Wolffenden, Stella D., WMEV Marion, Va.
Wolff, William J., Arael Productions, Baltimore
Wolfson, Louis, Wometco Enterprises Inc., Miami
Womack, David, KMOX St. Louis
Womack, Bobby, WRNL Raleigh, N. C.
Woodard, C. C., WBYC New York
Woodland, Cecil, WEIL Scramton, Pa.
Woodland, Paul L., WGRW Lancaster, Pa.
Woodruff, J. F., WTVI Columbus, Ga.
Woodward, William A., WMHE Toledo, Ohio
Wootten, Hollis, WREC Memphis
Wootten, Hoyt B., WSTR Greenville, S. C.
Worthington, Bob J., WADF-TV Kansas City, Mo.
Worster, Merle C., ABC, New York
Worster, Ralph G., Bluegrass Broadcasting Co., Lexington, Ky.
Wray, Charles, KTSB-TV Shreveport, La.
Wray, E. Newton, KTSB-TV Shreveport, La.
Wright, Donald L., TV Corp. of Michigan, Jackson, Mich.
Wright, Warren, WFBM Indianapolis
Wyatt, Bill A., C. Nielsen Co., Chicago
Wyatt, D. F., WBBF Chicago
Yates, Richard G., MGM-TV New York
Yeildell, Guy E., KSD-TV St. Louis
Yoder, Lloyd E., ABC, Chicago
Yonkovig, Michael R., WWNY, WCNY-TV Watertown, N. Y.
Young, Adam, Adam Young Inc., New York
Young, George G., CBC, Ottawa, Ont.
Young, J. E., RCA, Camden, N. J.
Young, John, SAG, New York
Young, W. O., WGRY, Buffalo, N. Y.
Young, T. L., KHAS-TV Nebraska City, Omaha, Nebr.
Younts, Jack, WEEB Southern Pines, N. C.
Zelkowitz, Charles M., WMVO Mount Vernon, Ohio
Zelkowitz, Mrs. Charles M., WMVO Mount Vernon, Ohio
Zelkowitz, Stephen W., WMVO Mount Vernon, Ohio
Zeller, Fred, ABC, Chicago
NBC RADIO REPORTS BILLING UPSURGE
Business already is 80% of last year’s, McDaniel reports

With eight months to go in 1961, NBC Radio already has written four-fifths as much business as its total for 1960 and is assured of being “even more in the black” this year than last.

William K. McDaniel, vice president in charge of the network, is slated to give this encouraging report to the NBC Radio Affiliates Executive Committee in Washington next Monday (May 8), during the NAB convention.

Mr. McDaniel and his associates also are slated to submit to the affiliates group an “improved” plan of station compensation, described as an up-dated version of the plan now in effect, designed to enable affiliates to reach maximum payments more realistically than is currently possible. The current plan was devised when NBC Radio was feeding some 70 hours of programs to its affiliates each week; the new plan reflects the cutback, put into effect 15 months ago, to an average of about 32 hours a week.

Mr. McDaniel said last week that continuing improvement in sales, a steadily high average of station clearances (about 95 percent), and top-level audience ratings were evidence that its decision to cut out entertainment programs and emphasize news, information and “Monitor” is paying off for network, stations, advertisers and audiences.

CBS Radio personnel to attend convention

CBS Radio will headquarter during the NAB Washington convention at the Shoreham Hotel, Suite C-500 (see story of other network convention plans starting page 104). Here is the list of CBS Radio personnel assigned to the convention: Arthur Hull Hayes, president; James Seward, executive vice president; George Perkins, vice president in charge of network programs; W. Thomas Dawson, vice president in charge of advertising and promotion; Fred Ruegg, vice president in charge of station administration; William A. Schudt Jr., vice president, affiliate relations; Robert DiMatina, clearance coordinator of network sales service; William H. Breenan Jr., western division manager of affiliate relations; Arthur L. Hecht, manager of program promotion and merchandising; Sid Garfield, director of press information; Edward E. Hall, administrative manager of affiliate relations; Eric H. Saline, national manager of affiliate relations.

These vice presidents of CBS Radio will represent the CBS owned radio stations: Sam Slate, general manager of WCBS New York; Thomas Y. Gorman, general manager of WEEI Boston; Robert F. Hyland, general manager of KMOX St. Louis; Robert P. Sutton, general manager of KNX Los Angeles; E. H. Shomo, general manager of WBBM Chicago; Tom Swafford, general manager of WCAU Philadelphia; Jules Dumdum, general manager of KCBS San Francisco; Maurice Webster, vice president of CBS Radio Spot Sales.

Fm stereo to be topic at NAFMB gathering

The future of fm stereo broadcasting under the newly approved Zenith-General Electric system will be a main feature at the May 6-7 meeting of National Assn. of Fm Broadcasters, according to

The list of lenders for stations purchases is growing

Need money to buy a radio station? Want to form a syndicate to take over a tv station group? There’s no need to be frustrated because you don’t have collateral to interest your banker; there are funds available from financial experts familiar with broadcasting operations.

The field of financing for broadcasting is a new specialty for those who deal in money. Over the years there have been a few banks and insurance companies which participate in such business. In the last few years more and more established financial institutions have entered the broadcast financing field. In the last several weeks there have been several new outlets in this area:

- In New York, Communications Capital Inc. has been established to deal exclusively in broadcast financing. The principal of CCI is Lazar Emanuel, New York attorney and a substantial stockholder in Communications Industries Corp. the principal owner of WKST-AM-TV New Castle, Pa.-Youngstown, Ohio, WEOK Poughkeepsie, N. Y., and WACE Chicopee, Mass. Associated with Mr. Emanuel is Edwin Tornberg, station broker, and George Weiss, veteran broadcaster. CCI Offices are in the Time-Life Bldg., New York.

- In Chicago, Jay J. G. Schatz, president and owner of KIXX Amarillo, Tex., and Chicago attorney, last week announced his entry into the broadcast financing field. Mr. Schatz represents a midwest financial institution. His office is in the Continental Illinois Bank Building.

- In New York, Television-Recreation Corp., with a capitalization of $305,000, was recently licensed by the Small Business Administration to specialize in television and motion picture financing. George J. Schaefer, vice president of Television-Recreation, is a former RKO executive.

Bankers: The roster of banking institutions specializing in broadcasting is small but has grown in recent years. The following among others have active departments for handling broadcast financing: Bank of New York, Bankers Trust Co., Chase Manhattan Bank, Chemical Bank N.Y. Trust Co., all New York; Bank of America, San Francisco; Security First National Bank, Los Angeles; Society for Savings, Cleveland; Republican National Bank, Dallas.

Investment bankers active in this field are Carl M. Loeb, Rhoades & Co. and Lehman Bros., both New York. Insurance companies which have engaged in broadcast loans: Prudential Insurance Co., Newark, N. J., and Jefferson Standard Life Insurance Co., Charlotte, N. C. Jefferson Standard is the owner of radio and tv stations in Charlotte and Greensboro, N. C., and in Florence, S. C. At one time Kidder, Peabody & Co., Chicago, was active in radio-tv financing but more recently its efforts have been minimal.

Among the smaller investment companies, Allied Small Business Investment Co., Washington, D. C., has been handling broadcast financing.

All the major station brokers help bring the services of such firms to the attention of purchasers who need funds. Some have even arranged to handle clients “paper” for short periods to help complete a sale.

BROADCASTING, May 1, 1961 123
Collins to address women broadcasters

The American Women in Radio and Television (AWRT), holding its 10th Anniversary convention in Washington May 4-7, will feature LeRoy Collins, NAB president, as its keynote speaker. About 1,000 delegates are expected to attend.

NAFMB will hold a closed business meeting Saturday morning, May 6. The afternoon meeting will be open to those interested in fm broadcasting (BROADCASTING, April 10). Officers will be elected at the business session. The afternoon agenda includes a sales seminar and a panel on automation, programming and production aids, moderated by Bill Tomberlin, KMLA (FM) Los Angeles.

Sunday morning's NAFMB meeting, also open, will give a nationwide picture of fm's development, with association board members participating. In the afternoon NAFMB delegates will join NAB in the joint Fm Day program. This will cover fm progress, several metropolitan cooperative promotions, multiplexing and a Young & Rubicam presentation showing nationwide fm saturation at near 33%.

10% of Nafi income from radio, tv in '60

Broadcast operations contributed $6,840,717 to the 1960 revenues of Nafi Corp., the company reported in its annual statement to stockholders. The total revenue was $58,409,153, and the net $1,728,580, or $1.42 per share. This compares with a 1959 gross of $23,354,720 and a net of $1,048,619, or $1.06 per share.

The broadcast revenue figure includes income from KCP (TV) Los Angeles for 10 months, KXYZ Houston eight months, WTWT-TV Fort Worth four months, and KPTV (TV) Portland, Ore., for the full year.

KCP was acquired March 10, 1960, for 44,000 shares of Nafi stock and is carried on the books as a intangible asset of $2,686,436.

Profits Seen • KCP, which in addition to its broadcast operations, also leases studio facilities and equipment to independent producers of tv programs and commercials, operated at a loss in 1960, the report notes, but it adds, "Internal adjustments and termination of its production and distribution of tv films are expected to place operations on a profitable basis for 1961."

The proxy statement also reveals that Kenyon Brown was paid $36,111.14 by Nafi during 1960 for services as president of KCP. Mr. Brown was head of the Nafi broadcasting division until his resignation in December, when Alvin G. Flanagan, vice president of the broadcast operations, was elected as his successor. Mr. Brown died two weeks ago (BROADCASTING, April 24).

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Nafi's long-term debt includes an item of $1,999,569, of which $350,000 was current as of Dec. 31, 1960, in 4% notes payable to Copley Press, owner of KCP before its purchase by the Kenyon Brown group. Nafi has also guaranteed a KCP bank loan of $570,000, the annual report states.

Other Buys • Nafi acquired KXYZ on May 6, 1960, for $750,000 cash and certain assets of the radio station, which Nafi is now operating. On Sept. 1, 1960, Nafi Television, wholly-owned subsidiary, commenced operation of KTWT-TV (formerly KFIZ-TV), whose facili-
ties are being leased for 15 years for a total rental of $2.1 million. In addition, Naï paid $900,000 in cash and notes 'in consideration of certain film contracts, licenses and agreements relating to the stations,' according to the annual report. All Naï Telecasting capital stock has been pledged as collateral for $400,000 in notes payable of this subsidiary. Naï has also guaranteed payment of $200,000 of Naï Telecasting obligations and $538,333 of rental payments. Ben Hogan, noted golfer and owner of Worth businessman, is a director and vice president of Naï Telecasting.

Concurrently with the annual meeting, Naï called a special meeting to authorize an increase in the company's capital stock from 1.5 million shares of $1 par value to 3 million shares, also at $1 par value.

In addition to its original business of producing and distributing interior furnishings for automobiles and its broadcast operations, Naï also owns a number of gas and oil properties and last year acquired all outstanding stock of Chris-Craft Corp. for $40 million, of which $18 million remains outstanding.

**Shea calls D.C. meet on ASCAP tv talks**

Television's all industry committee for negotiating music licenses with ASCAP plans to hold a brass-tacks meeting May 11 at the Shoreham Hotel in Washington immediately following the NAB convention.

The meeting, scheduled by Hamilton Shea, WSWA-TV Harrisonburg, Va., chairman of the committee, will also choose a six-man executive committee. This will be the group actually negotiating with ASCAP. The present ASCAP contracts with individual tv stations run out the end of this year.

On May 1, Mr. Shea sent out letters to all tv stations asking for financial support for the committee. Each station was asked to pay four times its quarter-hour, one-time rate to help underwrite the negotiations.

The May 11 meeting will be the third held by the 15-man committee, established early in January. It held an organization meeting that same month, and a second meeting in March. The committee has hired Ralstone R. Irvine, New York attorney, as chief counsel, and Joseph A. McDonald, Washington attorney, as associate counsel. Members of the committee represent both NAB and non-NAB members, large and small stations.

There have been three ASCAP agreements covering tv. The first, in 1949, was a 10% addition to the radio agreements; in 1953 and again in 1957 tv stations agreed to pay ASCAP 2.05% of their gross income, minus certain deductions.

**NATIONAL GOALS MEET**

Novik asks for conference to evaluate radio and tv

A call for a "national goals conference" this year by the FCC and broadcasters to evaluate radio and tv was made to the 31st Institute for Education by Radio-Tv at Ohio State U., Columbus, Ohio, last week. M. S. Novik, radio consultant, suggested such a conference might review the original intent of the Communications Act, define "public interest, convenience and necessity," examine present public affairs techniques and consider measuring public affairs in terms of time and money spent.

Louis Hausman, director of the Television Information Office, said there is no essential conflict between the objectives of those who seek to improve broadcasting and the goals of thoughtful broadcasters themselves. The surest way to get quality on the air is to improve the taste of the audience, not only in broadcasting but through other media, churches, schools and homes, he said.

Awards by the Institute went to:

- **RADIO AWARDS**

Special Interest Groups: Group I (National)

- **TELEVISION STATIONS NEWSPAPERS'**

- **NATIONAL GOALS MEET**

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**STATIONS FOR SALE**

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<th>EAST</th>
<th>$300,000</th>
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<td>Nationwide known fulltime station in one of North Carolina's top markets, fine opportunity, asking $300,000.</td>
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</tbody>
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**SOUTH**

- **$225,000**

- **SUNNY SOUTH FULLTIME**

- The only fulltimer in a two-station, semi-major market on Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

**MIDWEST**

- **$100,000**

- Midwest manufacturing and resort community within hour's drive of major market. This daytime facility is available for $100,000 with $29,000 down and a ten year payout on balance. Perfect set-up for owner-operator.

**WEST**

- **$135,000**

- Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000. Total price $135,000 with 29% down and long terms of balance.

**WASHINGTON, D. C.**

- **1717 DE SALES STREET, N.W.**

- **EXECUTIVE 3-3466**

- **RAY V. HAMILTON**

- **JOHN D. STEBBINS**

**DALLAS**

- **1511 BRYAN STREET**

- **RIVERSIDE 8-1175**

- **DEWITT 'JUDGE' LANDIS**

- **JOE A. OSWALD**

**CHICAGO**

- **1714 TRIBUNE TOWER**

- **DELAWARE 7-7274**

- **RICHARD A. SHAHEEN**

**SAN FRANCISCO**

- **111 SUTTER STREET**

- **EXBROOK 2-5671**

- **JOHN F. HARDESTY**

- **DON SEARE-Los Angeles**

**BROADCASTING, May 1, 1981**
at a radio station. He is believed to be holding FCC life time restricted radio operation permit information on his whereabouts should contact the FBI.

Local warrants have been issued for Contonio's arrest in Spokane and Okanogan, both Washington; Kalispell and Glendale, both Montana; Anoka, Minn.; Framingham, Mass. His modus operandi: after working several days, he flies with stamped or printed checks blank from the station where he has been working, subsequently forging the manager's name and cashing the checks.

He is 23, about 5-feet-10 and weighs 215 pounds. He is believed to be armed and dangerous. Persons with information of his whereabouts should contact the FBI.

400 affiliate officials to meet with CBS-TV

Some 400 television station executives are expected to gather in New York this week for the annual conference of CBS-TV Affiliates Assn., to call the annual conference to order at 9:30 a.m. Thursday at the Trans-Lux Theatre, 52nd St. and Lexington Ave. All other sessions, starting with the Thursday luncheon, will be held at the Waldorf-Astoria Hotel.

AB-PT earnings hit new high

American Broadcasting-Paramount Theatres Inc. reported that estimated net earnings for the quarter of 1961 were the highest in its history. They were $3,425,000 or 81 cents a share compared with $3,336,000 or 78 cents a share in 1960. Consolidated earnings increased to $7,339,000 or $1.73 a share from $3,380,000 or 75 cents a share in 1960.

In broadcasting, the quarterly report revealed that advertising interest in the firm's plans for the 1961-62 tv network season has been strong, and that the company currently has extended its interests in foreign tv stations to 10 countries.

New station brokerage firm

Robert J. Flynn and Myles H. Johns, in station ownership-management collectively for over 33 years, have announced the opening of a new brokerage firm, Associated Media Brokers, Suite 328 Bayview Building, Ft. Lauderdale, Fla.
FATES & FORTUNES

BROADCAST ADVERTISING

Howard Black elected senior vp of Ted Bates & Co., N. Y. Mr. Black, who will serve as group supervisor on Brown & Williamson Tobacco Corp. account, joined agency in 1949 as account executive. He was elected vp in 1956. Prior to his association with Bates, he was vp at W. Earl Bothwell Inc., N. Y.

Janet L. Wolff, formerly of J. Walter Thompson, N. Y., joins William Esty, that city, as copy department vp.

Jimmy Fritz, formerly of Jimmy Fritz & Assoc., joins Roche-Eckhoff & Assoc., Los Angeles, as vp. Marion Vaughn also moves over as media director.

A. Hilton Ritter, executive vp of Zimmer, Keller & Calvert, Detroit advertising agency, resigns. Mr. Ritter's future plans will be announced shortly.

Adrian L. Brown promoted from copy group head to creative director in Los Angeles office of McCann-Erickson. Mr. Brown's appointment follows transfer of Don Jordan to creative department in New York office. Alex Nazemetz transfers from San Francisco to Los Angeles as account executive, and Emmett E. Doherty Jr., marketing executive, that city, promoted to account executive. Ted Troy joins McCann-Erickson's Los Angeles staff as account executive. Mr. Troy was brand manager with Procter & Gamble in its overseas division, in England and Italy.

Alice Westbrook, vp and creative director of North Adv., Chicago, named 1961 winner of Woman of the Year Award of Women's Advertising Club of Chicago at annual dinner April 25.

THE MEDIA

John F. Burgreen, promoted from sales manager to executive vp of WAVY-AM-FM Arlington, Va., replacing George A. Crump, who resigned in order to manage own station (WCMS Norfolk, Va.), which he recently purchased, pending FCC approval.

Norman L. Cloutier appointed to newly created position of station manager of WHAI-AM-FM Greenfield, Mass. He previously was music director and program director of station.

Edward E. Benham, for past 10 years chief engineer of KTFF (TV) Los Angeles, named manager of engineering for Crowell-Collier Broadcasting Corp. (KFWB Los Angeles; KEWB San Francisco; KDWB Minneapolis).

Robert D. J. Leahy resigns as business affairs manager of WSUN-AM-TV St. Petersburg, Fla., to return to own business, The Swanson-Leahy Co., consultants to industry.

Ed Wallis, general manager of Westinghouse Broadcasting Co.'s WOWO Fort Wayne, Ind., named general manager of WBC's WIND Chicago effective May 15, succeeding Gordon Davis who becomes west coast manager of WBC Productions Inc. with headquarters in San Francisco. Carl Vandagriff, currently at WBC headquarters in New York, returns to WOWO as general manager, post he formerly held for number of years (WEEK'S HEADLINERS, April 24).

Charles E. Jones, administrative vp for sales and client service, Potts-Woodbury, Kansas City advertising agency, appointed general sales manager of WHE, that city. While at agency, he also was member of board of directors and, previously, served agency as account executive for eight years.

Mr. Jones

PROGRAMMING

Winston O'Keefe, former producer of Alcoa-Goodyear Theatre, named to produce Dennis The Menace series next season, replacing James Fonda, who will produce new Hazel series, starring Shirley Booth. Harry Ackerman will function as executive producer for both series, and William D. Russell will be principal director of Hazel series. Charles Barton, who shared directing chores on Dennis The Menace during current season with Mr. Russell, has been engaged to direct first 26 episodes of series for next season. Phil Leslie, Keith Fowler, and Louella MacFarlane, continue as writers for Dennis.

Louis Gray named director of production, MGM-TV New York. He formerly was producer at Republic Studios and production executive and producer on Gene Autry's tv filming for Flying A Productions.

Marion Hargrove joins 20th Century-Fox Television as producer. Mr. Hargrove has been for past few years devoting most of his time to feature films.

Leo Salkin signed as associate producer to work with producer Herbert Klynn on The Alvin Show, series based on famous Ross Bagdasarian Chipmunk characters.

DEATHS

Harold A. Renholm, 61, central region vp for RCA, Chicago, died in Wesley Memorial Hospital April 23. Mr. Renholm first joined RCA in 1927 after association with Chicago Talking Machine Co. In 1944 he was named sales manager of RCA Distributing Corp. and promoted to vp and secretary of that firm in 1946. He was elected RCA staff vp last year.

James Melton, 57, opera, concert, radio and tv singer, died of pneumonia in Roosevelt Hospital, April 21. Funeral services were to be held in Riverside Church in New York and burial in Ocala, Fla. Mr. Melton starred on such shows as The Texaco Theater, The Telephone Hour and The Harvest of Stars.

Marcel Houle, 40, writer of CKVL Verdun, Que., died of heart attack April 8.

Bill Bowden, 35, communications engineer with Page Communications Engineering, Washington, died April 23, when trapped by fire which razed his home.

Frank Wilcox, 33, WTVJ (TV) Miami air personality, died April 21.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting: April 20 through April 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, watts, mc—megacycles, D—day, N—night, L2—local sunset, mod—modification, trans.—transmitter, un—unlimited hours, kc—kilocycles, SCA—subcarrier communications authorization, SSA—special service authorization, SH—specified hours, ed—educational, Ann.—Announced.

New tv stations

ACTIONS BY FCC

Alamosa, Colo.—Alamosa Telecasting Co. Granted vhf ch. 3 (60-66 mc); ERP 1,41 kw vis., 0.851 kw aur.; ant. height 160 ft. Estimated construction cost $35,000, first year operating cost $35,000, revenue $64,000. P.O. address 631 Society for Savings Bldg., Cleveland, Ohio. Transmitter location Mein & San Juan Sts. Alamosa, Geographic coordinates 37° 29' 0" N. Lat. 106° 52' 0" W. Long. Error: Electron, ant. RCA. Sole owner is Harrison M. Fuerst, who has interests in KVOR Colorado Springs, Colo., KFAS Ban ning and KXTR Turlock, both California. Action April 35.


APPLICATIONS


New existing stations

ACTIONS BY FCC


By order, commission granted joint petition by protestant and applicant and (1) permitted WLDP (TV) Greenfield, Mass., to withdraw its protest, and dismissed it as moot; and (2) lifted Oct. 6, 1960 order which stayed effectiveness of April 29, 1960 grant of applications of New England Microwave Corp. to provide common carrier tv relay service to Mohawk Valley Television Inc., a catv system, at Athol, Mass. Action April 26.

New am stations

ACTIONS BY FCC

Cartersville, Ga.—Barrow County Best, Inc. Granted 1570 kc. 500 w D. P.O. address Box 91, Marietta, Ga. Estimated construction cost $9,075, first year operating cost $20,000, revenue $35,000. Principals are James M. Wilder, 51%; Don H. Kordecki, 24.5%; and Ralph D. Ruff, 24.5%. Messrs. Wilder and Kordecki have interests in WBIE Marietta, Ga. Mr. Ruff is agent for Georgia Bureau of Investigation. Action April 26.

Lordsburg, N. M.—Alan A. Koff. Granted 2850 kc. 1 kw. D. remote control permitted, engineering condition. P.O. address Box EE. Estimated construction cost $18,165, first year operating cost $30,000, revenue $40,000. Mr. Koff is in construction business. Action April 26.


"Let's Talk Shop"

...we'd be delighted to have you drop in during the NAB convention

EDWIN TORNBERG & CO. Inc.
New York • West Coast • Washington, D.C.

Negotiators for the purchase and sale of radio and television stations
Appraisers • Financial Advisors

BROADCASTING, May 1, 1961
Amherst, to delete

...to its application for new am station in Amherst. Action April 26.

APPLICATIONS

Blue Earth, Minn. Faribault County Bestc, Co. Granted in increased daytime power from 200 w to 2 kw; engineering conditions. Chmn Minow not participating. Action April 26.

Applications


Joan - Grịnh increased daytime power from 1400 kw to 2 kw, in 2 kw, and operate new station with 200 w; engineering conditions. Chmn Minow not participating. Action April 26.

KWAL Huntington, W. Va.-Cp to increase daytime power from 94.9 kw to 1 kw and install new ant. and change trans. Action April 26.

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Blue Earth, Minn. Faribault County Bestc, Co. Granted in increased daytime power from 200 w to 2 kw; engineering conditions. Chmn Minow not participating. Action April 26.

Greenfield, Ill., to delete

...to its application for new am station in Greenfield, Ill. Action April 26.

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signment of cp to Don-Lo Best Co. Inc. (John D. Harvey, president); consideration $12,500. Action April 20.


WJPD Ishpeming, Mich.—Granted transfer of control from Richard J. Barry, administrator of estate of Olive E. Deegan, deceased, to James P. Deegan (present 24% owner and officer); consideration $13,000. Action April 21.

WIVY Carthage, Mo.—Involves transfer of 57% interest in equal amount of debt in settlement of estate. Action April 26.

WAYL (FM) Minneapolis, Minn.—Granted assignment of control to WWAY Contemorary Radio Inc. (Larsen and Jack I. Moore); consideration $5,000 by Moore for 50% interest. Action April 20.

KPTL Carson City, Nev.—Granted assignment of control to John E. Noe; consideration $135,000. Action April 25.


WGAT Gate City, Va.—Granted assignment of license from M. V. Ramsey to Robert Buescher, Sr. (Chmn. Minow and Mary Jane McGuire and John X. Rogers); consideration $65,000. Action April 20.

KWQI Moses Lake, Wash.—Granted assignment of license to KWQI Radio Inc. (W. E. Lawrance, Sr. as owner); consideration $23,828. Action April 26.

APPLICATIONS

KBCO (FM) San Francisco, Calif.—Seeks transfer of control from Saul R. Levine to F. E. Wilson. Consideration is $25,000 cash plus assumption of all obligations and cancellation of other debts. Mr. Wilson owns electronic repair equipment business and owns 25% of KBCO Los Angeles, Calif., affiliate. KICN Denver, Colo.—Seeks transfer of control from Daniel and Dorothy F. Storz to TV Denver Inc. Consideration $200,000. Action April 20. KBZY Helena, Mont.—Seeks assignment of license from WBRY Corp. to John C. Mullins and W. Dean and Webb and Knapp Inc. TV Denver owns KSTV (TV) Denver. Action April 20.


WMUK Middlesboro, Ky.—Seeks transfer of control from Sam D. Barton, C. S. Coxe, Virginia Cabell, Fannie C. Brummett, and U. G. Brummett to Beulah C. Kincaid, Maurice Henry and Helen K. Henry. Consideration is $625. All have interests in local newspaper. Mrs. Kincaid is Mrs. Henry’s mother. Action April 25.


WDAJ-FM Jackson, Miss.—Seeks assignment of license from Olive E. Deegan to WBMY Best Co. Inc., for $716,000. Principals are James M. Johnston (51%) and Francis G. Taylor (49%). Mr. Johnston owns farm machinery sales. Action April 25.

KGGA Gainesville, Ga.—Seeks assignment of permit from Rugby Bests. rugby Bests. No consideration. The principal is Olaf Folkvord (1%), Ray Friedrich (4%), and Osborne H. Halvorson (1%). Members Folkvord and Halvorson are farmers; Mr. Friedrich is attorney. Action April 25.

KVIN Vinita, Okla.—Seeks assignment of license from John Q. Adams and John D. Adams. John D. Adams, Furniture, etc. plus Gene Humphries. Mr. Humphries to pay $15,000 for 50% interest. He has no other business interests. Action April 25.


WHBT Hattiesburg, Tex.—Seeks transfer of control from Clarence Snow to Kenneth J. Crowe, latter to pay $8,000 for 50% interest, retain own 100% of WHBT. He has no other business interests. Action April 12.

KWEH Houston, Tex.—Seeks assignment of permit from Walter D. Caldwell to Houston Christian College. Principals are Douglas W. Ford (58.7%), A. C. Underwood (15%), and Lawrence K. Partners are J. W. Hodges transfer, to KAKC Tulsa, Okla., and KXMB City, KXGO -TV Fargo, KXGO-TV Fargo, and WMIK WMIK. Action April 25.

KXXY-AM-FM Houston, Tex.—Seeks assignment of am license and fm permit from KXYZ Inc. to Radio Station KXYZ Inc. (100%), owned by Lester Kamin (55%), Max Kamin (30%), and Morris Kamin (15%). Radio Station is owned 100% of KIOA Des Moines, Iowa, and of KAKC Tulsa, Okla., and 50% of KXMB Mission, Kansas. Action April 25.

KDFY Yeele, Utah—Seeks transfer of control from Samuel L. Zelph and L. William Gillette to Burnett G. Stuton (2%), James A. Tranter (4%), and R. D. Tranter (14%). Consideration is $27,000. They have no other business interests. Action April 25.

Hearing cases

FINAL DECISIONS

* By order, commission approved revised agreement concerning reimbursement of expenses of James E. Reed, 55, Carlsbad Calif., by International Good Music Inc. and made effective June 9, 1960 initial decision except as to reimbursement (agreement) and granted application of International for new fm station to operate on 103.7 mc in San Diego, Calif. Comm. Barth dissented and issued statement in which Chmn. Minow joined. Action April 22.

* Commission gives notice that Feb. 23 initial decision which looked toward denying application of James E. Reed, d/b as Mountain Empire Radio Co., for new am station to operate on 1490 kc, 500 w, D. in Clinton, Tenn., became effective April 14 pursuant to Sec. 1153 of Rules. Action April 26.

* By decision, commission granted application of WPGC Inc. for mod. of license to change main studio location of WPGC (1580 kc, 10 kw, DA, D) from Morganside, Md., to Washington, D. C. Chmn. Minow not participating. Action April 12. 1960 initial decision looked toward granting application. Action April 16.

* By memorandum order and opinion, commission (1) dismissed petition by Radio Colbert, claiming new fm station in Atascadero, Calif., not party to proceeding, and petition by KCOY and KSMA Santa Maria, Calif., Intervention for reconsideration of Nov. 2, 1960 decision which approved an application of Cal-Coast Bests. for new am station to operate on 1480 kc, 1 kw, D. in Santa Maria, Calif. Chmn. Minow and Comr. Craven not participating. Action April 15.


* By memorandum order and opinion, commission denied petition by Dover Bests. Comr. for reconsideration of grant without hearing its application to increase power of WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D. Action April 19.

INITIAL DECISIONS

* Hearing examiner Elizabeth C. Smith issued initial decision regarding grant application of Cherokee County Radio Station for new am station on 860 kc, 250 w, D. in Centre, Ala. Action April 25.

Broadcasting, May 1, 1961

131
Lindsay Bestg., Co., Peace River Bestg., Corp., Punta Gorda Bestg., Corp., William H. Martin, Fort Meyers, Fla. —Designed for consolidated hearing applications for new daytime stations of Lindsay on 1530 kc., 500 w., DA; Peace River on 1530 kc., 500 w; and Martin on 1530 kc., 1 kw; made WAZE Vero Beach, partly to proceeding. Action April 26.


The Commission designated for consolidated hearing the following applications for new daytime am stations involving use of 1550, 1510 and 1520 kc.: WXEN (250 w) Xenia, Ohio; Greene County Radio (500 w) Xenia, Ohio; 1510 kc.; Television Corp. of Michigan Inc. (5 kw, DA) Jackson, Mich.; Voice of Three Rivers (500 w) Three Rivers, Mich.; 1510 kc., Kettering, Ohio; Radio Truck (500 w) Niles, Ohio; Monroeville Bestg., Corp. (250 w) Westmoreland, Pa.; 1510 kc., Canton, Ohio; Joseph P. Wardlaw, Jr. (1 kw) Canton, Ohio; Porterage County Bestg. Corp. (5 kw, DA) Kent-Havanna, Ohio; Community Service Bestg., Inc. (500 w with DA) Kent, Ohio; and WMBA (500 w during critical hours) Green Tree, Pa.; 1510 kc., Pittsburgh, Pa.; 1520 kc., Kent-Havanna, Ohio; 1510 kc., Pittsburgh, Pa.; 1520 kc., Kent-Havanna, Ohio; Community Service Bestg., Inc. (500 w with DA) Kent, Ohio; Joseph P. Wardlaw, Jr. (1 kw) Canton, Ohio; Porterage County Bestg. Corp. 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JANSKY & BAILEY
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Crestview 4-8721
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Arlington, Texas

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Consulting Radio & Television Engineers
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1000 Conn. Ave., Leesburg, Va.
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Diamond 2-5208

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Cleveland 43, Ohio
Tel. Jackson 6-4386
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D.C.
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Austin 17, Texas
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Charleston, W.Va.
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Cincinnati 39, Ohio
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Lufkin, Texas
Neptune 4-4242 Neptune 4-9538

KEITH WILLIAMS and ASSOCIATES, ARCHITECTS
Consultants—Radio Station Design
110 North Cameron Street
Winchester, Virginia
McCormick 2-2539
Planning Equipment layout
Renovation Acoustic Design

L. J. N. du TREL & ASSOCIATES
CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

BROADCASTING, May 1, 1961

133
MEET YOUR ULLMAN-MAN

Barry Winton, Middle Atlantic Regional Sales Manager, is a former orchestra leader. Sweet music. When Barry heard about Soundsmanship he knew it was even sweeter. Soundsmanship makes sweet sales music for you. Let Barry put you in tune

NEXT WEEK AT THE NAB CONVENTION

SUIT 103 C
The Shoreham

RICHARD H. ULLMAN, INC., New York

Division of
PETER FRANK ORGANIZATION, INC.

Hollywood / New York

BROADCASTING, May 1, 1961

134 (FOR THE RECORD)
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum
- HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising require display space.
- Classified, Classified Display 50¢ per word—$5.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 173S DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

BROADCASTING, May 1, 1961

135

RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell 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. Box 112F, BROADCASTING.

Qualified general manager. Florida. Give complete resume; biographical data; previous employment references; pertinent sales billing history. Run station as your own. Assistant manager for group's Florida. Sales and incentives. Box 885E, BROADCASTING.

Sales manager for group owned WBEE metropolitan Chicago negro programed station. Excellent opportunity for advancement. Must have impressive personal sales record and ability to sell radio and TV spots. Send all information including recent photo in first letter to Box 970E, BROADCASTING.

Wanted: Manager with small to medium market experience for the Americas leading independent daytime station. Prefer past managerial experience. Will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 1049, BROADCASTING.

Assistant manager for hole group stations in mid-south and gulf coastal areas. Must have had radio sales experience. Opportunity for growth to management. Salary range from $7500 to $10,000 a year plus over-ride on sales. Send resume, photo and glowing reference. Write, in full details, Stanley W. Ray, Jr., 505 Barrone St., New Orleans, La.

Sales

South Florida metro market. $100.00 week plus sales, some salesmen make $20,000 a year. You get $1500. 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 979D, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top Washington indie. Box 83E, BROADCASTING.

Sell the best station in this growing south coast area—no high pressure but you must have the ability to gain respect through your knowledge of radio advertising and your willingness to become a part of this lovely coastline. Box 897E, BROADCASTING.

Major market. Southern New England's top indie in million plus market needs proven producer. Must have top dollar for top talent. Send all details on your background please. Box 902E, BROADCASTING.

“Live wire” independent, Maryland serving the eastern shore region needs salesman-announcer. Top station, top signal, top opportunity. Box 902E, BROADCASTING.

Help Wanted—(Cont’d)

Texas kilowatt seeking experienced salesman, some announcing. Salary, commission. Box 964E, BROADCASTING.

Texas border city. Guarantee for three months then generous commission/bonus for producer. Experience in news, engineering helpful but not essential. Looking for management material. Box 113F, BROADCASTING.

Assistant general manager, KAOE, Carrollton, Missouri. Phone 27.

Creative salesman for America's beauty spot. 150,000 market. No experience necessary. This is no place for beginners. You'll sell a quality good popular music format plus the greatest coverage against four competitors. If you are experienced, capable; air-mail photographs and job information. J. D. Hill, Box 764, KSSS, Colorado Springs, Colorado.

Draw, 1½% commission, plus expense account to strong, creative salesman, for 10,000 watt station. Write: Bob Howard, WPFG, Washington 19, D. C.


Wired music salesman—Must have experience with Muzak or similar company. Car necessary, $100 a week. Harmony, Box 2146, West Palm Beach, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write: Walter Employment, 83 South 7th St., Minneapolis 2, Minn.

WANTED


Immediate opening, permanent position, announcer first class ticket preferred. Send tape, photo and resume KGF, Pueblo, Colorado.

Great opportunity for self-starting good experienced announcer with 1st class ticket. Your value increases if you can write copy. Please do not phone but rush complete resume and audition to SI Willing, WYSA, Winnsboro, Louisiana.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing. Experience only. Send full resume to Box 788D, BROADCASTING.

WANTED


Experience staff announcer needed by leading independent music news operation. Forward all details, tape. WASA, Hayne de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBHN, Beacon, New York.

Philadelphia area. Announcer experienced who can also write local news. All fringe benefits. WCOX, Coatesville, Pennsylvania. Good future and salary for capable young man. Send full details and resume to WYNS, Lexington, Pennsylvania.

Pennsylvania radio station needs adult minded announcers. Men who can hold a good audience, be funny, and pictures to Box 974E, BROADCASTING.

Announcers

Announcer-engineer for east Tennessee day- time radio station. Must be fair announcer able to do normal maintenance on good equipment. This is a quality small market station. Salary, $55 to $100 weekly, depending on experience and ability. Free hospital insurance for man and his family; paid vacation; reasonable sick leave. Reply in confidence to Box 112F, BROADCASTING.

New Jersey. Announcer-newman, experienced for soft sell and music network, cellent community. Box 135F, BROADCASTING.

Eastern Pennsylvania fm needs straight staff announcer. Mail non-returnable small tape of voice only, resume and minimum salary requirements. Box 154F, BROADCASTING.

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has im- pressive opportunities for an experienced engineer, emphasis on announcing. Box 168F, BROADCASTING.

Forward all details, tape. KGF, Pueblo, Colorado.

Top indie in major market, central Florida's east coast. Opens $1.00 a week. Please send resume, tape and pictures. WYSA, Winnsboro, Louisiana.

Immediate opening, permanent position, announcer first class ticket preferred. Send tape, photo and resume KGF, Pueblo, Colorado.


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**Situations Wanted—(Cont'd)**

**Management**

General manager—18 years all phases radio and television and newspaper. Bachelor of Arts, Ohio State University. Two years management experience with ability to handle both reporting and advertising. College degree—offering. Box 992E, BROADCASTING.

General manager available due to station sale. Five years experience in handling all phases of radio operation. Excellent references. Box 918E, BROADCASTING.

General manager, Walker Employment, Minneapolis. 1st class license—offering. Box 630, BROADCASTING.

Chief engineer—1st class license with ability to handle both reporting and advertising. Excellent references. Box 919E, BROADCASTING.

Manager—desire summer employment. Both have previous commercial experience. Work well together. Excellent references. Box 993E, BROADCASTING.

Manager—Twelve years experience in all phases of radio. First class license. Willing to relocate. With experience in managing small-medium competitive markets. Family man in midwest. Quick decisions. Excellent references. Box 994E, BROADCASTING.

Chief engineer—1st class license. 1 kw directional. Excellent references. Box 911E, BROADCASTING.

Newsman—serves family man—radio and air personality for dominant middlewestern market. Family man, age 35. Minimum one year experience, management, Versatile, young, family-man. Excellent references. Box 912E, BROADCASTING.

Comboman—recent broadcasting school graduate—some experience—salary open. Box 910E, BROADCASTING.

Manager—10 years experience. 1st class license—offering. Box 913E, BROADCASTING.

Manager—desire position in broadcasting. Excellent references. Box 914E, BROADCASTING.


Manager—600 watt station. Box 916E, BROADCASTING.

General manager—Proven results in making losing operations pay. Former station owner wishes to sell station in every phase of this wonderful business of broadcasting. Available during present station, Family man, young, good. Box 121F, BROADCASTING.

In person: Desire to outline to you my twelve years constructive record, manager/sales manager. Favorable known and accepted industry reputation. Top references attending convention will substantiate. Contact Box 149F, BROADCASTING.

Manager: personal contact: If you seek manager/sales manager, I’ll be attending Convention in interest in detailing to you my successful experience background. Nine years radio management; two years for market television sales manager. I appreciate opportunity to discuss with you. Contact Box 150F, BROADCASTING.

General manager, creates sales, profits, gets results, convince yourself. Write Box 154F, BROADCASTING.

Station sale imminent. 35 year old general manager available shortly after June 1st. Top record, top references, 20 years experience. Competitive interview. Box 155F, BROADCASTING.

Attention Florida: Manager, strong on sales, programming—announcer. Best references. Worked two years with leading Florida market. Box 160F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Energetic young announcer wishes to relocate in metro market with swing station. Married; education; experienced in dl and drive. Available immediately. Box 1521, BROADCASTING.

Presently in major market, fast paced, swinging jock. Box 109F, BROADCASTING.

2 hot jocks—A.M. & P.M. We’ll make or keep you #1. Box 110F, BROADCASTING.

DJ, 24, draft-free, one year experience; another year, potential. Comic bonus. “Top 40,” anywhere. Box 111F, BROADCASTING.


Sports director looking for sports minded relations and references. Box 123F, BROADCASTING.

Experienced radio personality ready to move to major north-eastern market. Want adult education dedicated to programming in the public interest. Box 125F, BROADCASTING.

Contagious, Unique. Top personality in six station market. Available. $750.00. Box 132F, BROADCASTING.

Husband; good, experienced first phone copy and script writer, experienced copy and script writer. Both available, or husband alone. Box 138F, BROADCASTING.

Engineering

— AM-FM experience. Young newscaster announcer. Present employed major market top 40. Desire good music on good station. Box 134F, BROADCASTING.

Desire to relocate as announcer, program director with option to sell on commission basis. Experience substantial in sales and looking for organization with advancement opportunity. Write Box 135F, BROADCASTING.

Commercial situation wanted soft sell dj first class ticket. Wants to move up and settle down. Married. Box 138F, BROADCASTING.

Announcer, dj, experienced, tight board, smooth ad id's, a floater—not a, a, a, young—yes. Box 139F, BROADCASTING.


College student with two years commercial radio experience on pop and top forty looking for summer position with your station. Available June third to September second. Right board strong on production. Write for tape. Box 148F, BROADCASTING.


Speech Major. BA including one year broadcast field experience. Political science. Seek announcing position; basic experience. Send qualifications and resume. Box 152F, BROADCASTING.

Country dj, 26. 3 years experience. Box 157F, BROADCASTING.

Need an aggressive news announcer and disc jockey 2 1/2 years experience, radio and tv. College grad. Call or write. Ask for name and decide! Box 180F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone (pen-maint.). Seeking start as announcer. Good writing, good personality, will learn. Can do play-by-play; has pic. Old—Veteran. Box 154F, BROADCASTING.

Announcer-DJ. 8 years same station. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa, 52759. Box 155F, BROADCASTING.

Broadcast school graduate with college and sales background. Discover if I have the mature, clear voice you are looking for. 30, single. Write, wire for tape. Don Johnston, 7576 N. Fairfield, Chicago, 40.


Single, mature, veteran wants newscasting or announcing at station 200 miles NYC that has AP or UPI. Standard, classical. Have serviced accounts. Little selling and copywriting. Have 4½ years in small town. Will accept temporary job during vacation. Joe Fritz, 1938 W. 15th St., Jackson Heights 73, N. Y. Illinois 7-1680. No tape or resume. Will come for interview. Prefer small or medium market.

Versatile negro announcer looking for work—will travel. 101 West 143 Street, New York City. ADiroundeck 4-1190, Dick Wilson.

Technical

First phone engineer, 4 years experience in AM transmitters, married, desiring permanent position in radio or tv in N.E. or N.Y. S. Box 990E, BROADCASTING.

Do you want your engineering department backed by a construction and maintenance, operation from one to fifty kilowatts? I have had desires to join engineering department of progressive growing Florida station as head or staff. Box 111F, BROADCASTING.

Junior college graduate first phone. Limited experience in am and fm operations want position where I can learn and grow with station. Prefer west or southwest. Age 22, single available immediately. Box 183F, BROADCASTING.

Experienced first phone desires change Florida. Preferable will consider all offers. R. R. Armentrout, Box 252, Cowen, W. Va. Phone 238-5967.

First class engineer with some announcing experience, good character, references experienced. Professional announced no experience. Licensed ham operator, prefers Tennessee or mid-south. Write Box 300, Meridian, WY. Box 159, Milwaukee, Wisconsin.

Production—Programming, Others

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 972E, BROADCASTING.

Promotion merchandising man with years in sales and management desires change after several years in present position. Box 986E, BROADCASTING.

Promotion, merchandising, production spec. or sales manager. Young, versatile with broad background. Strong on sales promotion and merchandising. Expert in handling public relations and publicity. Good references and resume. Box 996E, BROADCASTING.

Newsmen. Experience includes gathering, writing, and announcing local news. College graduate. Box 997E, BROADCASTING.


Announcing school and college grad seeks start in radio-news-gathering, writing, broad- casting. Box 145F, BROADCASTING.

Situations Wanted—Production, Programming, Others

Production manager, man or woman, wanted by area's number one television station, medium size southeastem market. Qualifications: Take charge station's promotion department, including on the air, newspaper, magazine, tv, and radio promotion including market research and promotion. Must have ability to plan and execute promotions. If you have the ideas, and the follow through, this is the operation you are looking for. Contact for salary requirements. Box 999E, BROADCASTING.

Art director—Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographers. Must be creative and ambitious. Attractive company benefits. Pleasant working conditions at multiple ownership station. Please send resume, recent photo, mgm resume, and salary requirement to Box 999E, BROADCASTING.
TELEVISION

Situations Wanted—Management

Operations manager. Solid successful tv experience in all phases of station operations, including engineering, programming, production, sales and sales management. Proven success in medium, major markets. Available in 60 days. Write Box 102B, BROADCASTING.

Sales

Successful medium market salesman desires larger market more money potential. Experienced, dependable, 27, married, best references. Box 122F, BROADCASTING.

Announcers

Children's show specialist. Personality matched original ideas and top ratings. Six years experience in medium sized market. College grad. Married. Age 29. Presently employed. References. Box 999E, BROADCASTING.

Thoroughly experienced tv staff man commercials and news. Seeks move. Box 115F, BROADCASTING.

Technical

TV transmitter engineer, 4 years experience. Tech school graduate, 1st radiotelephone, 2nd radiotelegraph license. Married. Age 39. Presently employed. References. Box 999E, BROADCASTING.

Chief engineer, 12 years with group in top 100 markets. Construction, videomicrophone and management experience. Proven ability delivering management and sales requirements at reasonable department operating costs. 33 years old with excellent industry references and contacts. Box 109F, BROADCASTING.

Production—Programming, Others

Broadcast promotion and production man looking for break into TV. Have top radio references. Good track record. Ideas and ability my best asset. Available now. Box 901F, BROADCASTING.

Give guts to your tv news. Need a Mike Wallace? Dynamic style, in depth approach assures rapid results. Tape and resume. Box 115F, BROADCASTING.

FOR SALE

Equipment

GE 3kw FM transmitter, presently set for operation at 1500 watts. 265 watt driver in excellent condition, amplifier needs some work. Complete for $1500.00. Box 999E, BROADCASTING.

Disc recorder Presto K-6, $150.00. Turntables Rek-O-Kut B-121-1, $75.00; LP-743, $35.00; Gate 300, $25.00, or all for $200.00. P.O. Box 1841, Montgomery, Alabama. POB.


Presto SN cutter, $75. Low impedance mixer amp. KLOE, Goodland, Kansas.

FOR SALE—(Cont'd)


Western Electric 382C audio console, complete, good condition, $295.00. WIF, Box 5032, Philadelphia 36.

Modest studio, all aluminum, 14 ft 7 inches long. Custom tv, radio, call Jim Massey, Mgr., WCKI, Greer, S. C. Telephne Tri 7-1233. This mobile studio is as good as new. Completely equipped. In turntables, console, P.A., system, couch, etc. Picture on request. Cost $1700.00. Will take best offer over $1000.00 cash. You will have to deliver.


Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Humboldt St., Laredo, Texas.


Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc. 1st St. S.E. & Richardson, New Brighton, St Paul 12, Minnesota.


Rigid transmission line. Andrews 15% No. 501-3. 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

Successful midwest operator wants to expand to south. South, west or west coast. All correspondence confidential. Box 500E, BROADCASTING.

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 500E, BROADCASTING.

California desirous small station ownership through lease-purchase arrangement. Responsible-experience. Correspondence confidential. Box 679F, BROADCASTING.

Radio man would like to purchase profitable station in the mid-south. All correspondence confidential. Box 115F, BROADCASTING.

Equipment

Used Schaefer model 1200-GMA automation system playbacks; preparation and control unit. Box 139F, BROADCASTING.

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

200, 300, 400 ft. steel towers heavy duty. Telecrome sweep generator, stabilizing amplifiers. Western Microwave, Box 681, Livingston, Montana.

WANTED TO BUY—(Cont'd)

Equipment—(Cont'd)

Wanted—A good used, fairly new, 250 watt distress call, wire or write Radio Station KBG, Big Spring, Texas. Phone AM 4-4328, P. O. Box 1713. First offers, first buys.

Will buy or trade used tape and disc recorders. Ampex, Console magnet, Presto, etc. Audio equipment for sale. Boyton Studio, 16B Pennsylvania, Tuckahoe, N. Y.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbus Electronics, 4386 West Pico Blvd., Los Angeles 19, Cali.

Want any excess AM, FM, TV equipment including tubes. $300.00. Electrfind, 440 Columbus Avenue N.Y.C.

INSTRUCTIONS


FCC first class license twelve weeks. PICT, Woodburn, Oregon, YUKON 1-1066.

FCC first class license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Burbank, California. Write for our free 40-page brochure. Grantham School of Electronics, 1523 Gillham Road, Kansas City 6, Missouri.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time of instruction needed, as license is guaranteed for tuition of $300.00. Professional training also available at low cost. Pathfinder, 5004 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 21.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St. N.W., Atlanta, Georgia.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time of instruction needed, as license is guaranteed for tuition of $300.00. Professional training offered. Address your requests to Elkins Radio License School, 2603 Inwood Road, Dallas 2, Texas.

Since 1946, the original course for FCC first phone license, 1 to 1500 watts. Reservations required. Enrolling now for classes starting June 31, August 30, October 5. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."


MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banner boards, mike, bumper strips, etc. Bro-Fel, Box 509, Huntsville, Alabama.
Help Wanted—(Cont'd)

Production—Programming, Others

WANTED

News Director
Reporter-Photographers
Announcers
Directors
Art Director
Film Director
Copy-Traffic Supervisor
Photolab Technician
Studio Engineers
Farm Director
Cameramen
Children's Personality

Operations crew being expanded for Shreveport's new NBC affiliate. If you are interested in employment in a growing, prosperous Southwestern market, in a fine, new studio layout with an expanding company and a real competitive challenge, send for our application form.

KTAL-TV
P. O. Box 1474
Shreveport, Louisiana

Help Wanted—Management

SALES EXECUTIVES WANTED

Community Club Awards, prestige radio and TV promotion, realigning territories. Openings: Northwest, Inter-Mountain area, Midwest, Southwest and Ohio Valley area. Full time travel, home weekends. Training at New York office, $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000 + potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Performance applicants CCA station experience. Detailed resume, pix first letter. Personal interview at NAB Convention, Mayflower Hotel, Washington, D. C.; or Box 537, Westport, Conn. Phone Capital 7-0841.

WANTED . . . (NOT DEAD)

but . . . Very much alive—
2 MEN . . .

1. PD type with 1st phone who understands and can execute production requirements plus handle his own show for a middle of the road type format. Up to $400.00.
2. A happy morning type guy who will also collect extra bucks on approximately 2000 dollars in billing. This is the second spot in chain of command. $400.00+

THE IS NOT A BLIND AD. WE ARE PROUD TO SAY WE ARE . . .

KMCM, McMinnville, Oregon

Box #207

DJ's WANTED

Established station. Top 10 market. Western, Pa. Undergoing format change. Need fast, different, mature "Modern Radio" Jocks. Good pay for top men. Send tape . . . resume . . . photo to:

Box 143F, BROADCASTING

WANTED

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

IS THIS YOUR AMBITION?

If you are a mature "air personality" with real production-program know how and want to be program director of one of the northeast's most progressive adult radio stations located in one of the nation's fastest growing markets, we would like to talk with you. This is your opportunity to become an integral part of a young, experienced, and aggressive management team with a salary and incentive plan based on your ability to produce the right product. Send tape and resume immediately to:

Box 155F, BROADCASTING

ANNOUNCER-PRODUCER

with ten top forty, formula background who wants to try hand with better programming for adult oriented station in major midwestern market of 750,000. We'll need your reel of tape, and tape on
first reply. Salary open. Profes-
sional only used apply:

Box 950E, BROADCASTING

D.J.'s WANTED

Established station. Top 10 market. Western, Pa. Undergoing format change. Need fast, different, mature "Modern Radio" Jocks. Good pay for top men. Send tape . . . resume . . . photo to:

Box 143F, BROADCASTING

ANNOUNCERS

Box 144F, BROADCASTING

BROADCASTING MAN

Young man with ideas, seeks challenging and career position, . . . Grad, deep rooted experience in media, reliable and conscientious worker. . . . Be it news, play-by-play, special events, programming, announcer (Mike or camera), disk J. or Good Music DJ. I've done it . . . Let me hear from you, RADIO OR TV. Must make move in June. Will travel anywhere.

Box 159F, BROADCASTING

Help Wanted—Production—Programming, Others

RADIO

SALES EXECUTIVES WANTED

Community Club Awards, prestige radio and TV promotion, realigning territories. Openings: Northwest, Inter-Mountain area, Midwest, Southwest and Ohio Valley area. Full time travel, home weekends. Training at New York office, $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000 + potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Performance applicants CCA station experience. Detailed resume, pix first letter. Personal interview at NAB Convention, Mayflower Hotel, Washington, D. C.; or Box 537, Westport, Conn. Phone Capital 7-0841.

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Box 159F, BROADCASTING
NEw D.J.'s

Telora, all ages, all sexes. 

\textit{Want\textquoteleft\textquoteleft to work\textquoteright\textquoteright eager to please. 

dresses. Casting you nothing to \textquoteleft\textquoteleft tapes. Tell us what you want. 

P. Dept. J. R. Johnson School, 924 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Management

AVAILABLE NOW

A TV Sales Management executive position in Michigan's Second City. Require strong sales and administrative background. Rush experience resume, references and salary needs. All replies confidential.

Box 962E, BROADCASTING

TELEVISION

Situations Wanted—Sales

TELEVISION SALES MANAGER—SALESMAN 

TV experience includes General Sales Manager, top fifty market, National Sales Manager two smaller markets. Know sales thoroughly including local pavement pounding. Radio management experience. Finest references including all employers. Happily married, family, own home age 38. In radio and TV since 1946. Convention interview possible. Let's talk it over.

Box 933E, BROADCASTING

Production—Programming, Others

TV NEWS DIRECTOR

TV newscaster in major market, former news director with 14 years radio-TV newscast background, seeks large market news director or newscasting position.

Box 128F, BROADCASTING

FOR SALE

Equipment

FINGER TIP CONTROL

FOR MOUNTAIN TOP FM TRANSMITTERS

with the MOSELEY RRC-10 Radio remote control system. Complete with 950 mc STL antennas, transmitter control and metering units. For more information visit BOOTH 358, NAB Convention or write 

MOSELEY ASSOCIATES

4416 Hollister Ave., P. O. Box 3192 

Santa Barbara, Calif.

FOR SALE

ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment. Can be started. New running absentee, Member Better Business Bureau, Bd. of Trade, etc. $25,000 cash required.

Box 983E, BROADCASTING

SOUTHERN OHIo

Major market, outstanding day-time facility. $130,000. 29\% down. Qualified principals only.

Box 898E, BROADCASTING

FOR SALE

Michigan Fulltimer

Owners leaving broadcasting.

Firm Price—$100,000

Box 114F, BROADCASTING

Group wishing to purchase radio stations interested in joining experienced operator manager who would like to expand.

Box 147F, BROADCASTING

2 BROADCASTING STATIONS

For sale in large city, inquire at GUARANTEE RADIO BROADCASTING CO., 1314 Hurbide St., Laredo, Texas.

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<th>State</th>
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<td>Tenn</td>
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<td>KXFM</td>
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FOR SALE

WESTERN OREGON

Splendidly located 250 watt daytimer. Owner must sell due to illness. $75,000 —Terms.

HARRIS ELLSWORTH

Licensed Broker

P. O. Box 509

Roseburg, Ora.

PENNSYLVANIA DAYTIMER

— One Station Market — $25,000 Down, Good terms

REAL ESTATE INCLUDED

W. B. GRIMES & CO.

2000 Florida Ave., N.W.

Washington 9, D. C.

DEcatur 2-2211

GUNZENDORFER

Wilt Gunzendorfer will be at the Sheraton Park beginning May 5 for the NAB Convention. During the Convention he will be available for consultation regarding the purchase and sale of radio and TV properties. Consult the NAB Convention Director for his suite number.

WILT GUNZENDORF

AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.

Licensed Brokers

Financial Consultants

Brand new listings first time advertised. Fla. regional day $160,000 1/3 down—Va. $150,000 215%- 000 29%—Fla. regional day $175,000 000 29%—Ga. regional day $225,000 000 29%—Fla. major $240,000 000 29%—Oriental Radio Broadcasting, Inc., 1314 Hurbide St., Laredo, Tex.—Jack Koste, 60 E. 42nd., M.U. 2-4813, New York City.

STATIONS FOR SALE

ROCKY MOUNTAIN. VHF. Top network. Net $250,000 annually. Asking $400,000 plus assumption of obligations. Includes valuable real estate. Terms.

SOUTHWEST. Top market. Old, established full-time facility. $150,000 monthly. Asking $275,000 with 29% down.

JACK L. STOLL

& ASSOC.

Suite 600-601

6381 Hollywood Blvd.

Los Angeles 28, Calif.

NO. 4-7279

BROADCASTING, May 1, 1961
Continued from page 130

to change anti-trans. location; make changes in ground system; and change studio and remote control equipment.

WOSC Fulton, N. Y.—Granted cp to make changes in ant. system; increase ant. height and side-mount fm ant. on am tower; conditions.

KLLC Libby, Mont.—Granted cp to change anti-trans. and studio location; make changes in ant. system (increase height), ground system, and install new trans.; remote control permitted.

KKDU Dinuba, Calif.—Waived Sec. 3.30(a) of rules and granted mod. of cp to extent of permitting establishment of new studio at Englehart and Nebraska Avenues approximately one mile northeast of corporate limits of Dinuba.

WZRH Zephyrhills, Fla.—Granted mod. of cp to change anti-trans. and studio location.

WORA Mayaguez, P. R.—Granted mod. of cp to change type trans.

WSWFM (FM) East Lansing, Mich.—Granted mod. of subsidiary communications authorization for changes in transmitting equipment.

TV translator

Northern Television Inc., Delta Junction, Alaska—Granted cp for non-commercial tv translator station on ch. 3 to transmit programs of KTVE (ch. 11), Fairbanks. Action April 23.

License renewals


WMDF Mount Dora, Fla.—Granted (1) renewal of license and (2) assignment of license to WMDF Inc.; change from partnership to corporation composed of Hellmut E. and Dorothy C. Lourie, and three new stockholders; collective total of 28% in.

WFGW Wadesboro, N. C.—Granted renewal of license and (2) transfer of control from Staue Sue Patton and William L. Fisher to Northern Wyoming Bcstg. Corp. (Malcolm D. Wyman, president, and two other stockholders have interests in KBBS Buffalo, Wyo.); consideration $40,000. Action April 16.

KWNW Winnemucca, Nev.; KJNL Arcata, Calif.—Granted renewal of license and (2) transfer of control from Station ABC Co. to H. Barry Brooks, III. Action April 16.

Short-term renewals

Commission granted applications of Indian River Bcstg. Co. for renewal of license of WIRA and license to cover cp for WIRA-FM Fort Pierce, Fla.; for limited time to May 1, 1962. to afford licensee opportunity to demonstrate that it shall operate in full compliance with commission’s technical and other rules. Action April 26.

Petitions for rulemaking

FILEd

CB and DXing Horizons Magazine, Modesto, Calif.—Request to change height restriction as relates to, of class D stations from 200 feet above height of existing object, to height limit of 300 feet. Ann. April 21.

Huntville Bcstg. Co., Inc., Huntsville, Ala.—Requests allocation of ch. 25 to Huntsville, Ala., by making following proposed changes:

Present Proposed

Huntsville, Ala. 31 25,31

Guntersville, Ala. 25 62

Humboldt, Tenn. 25(1) 68

Dalton, Ga. 25 71

Ann. April 21.

WANTED TO BUY

Stations

$100,000 CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume operating and management principals only. All replies confidential.

Box 866E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHWEST

Talent scouts for the station you’re looking for — free registration — confidential service. Immediate job openings for:

Announcer-Engineers

Engineer-Salesmen

Announcer-Newsroom—DJ’s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

RADIO and TELEVISION STATIONS

Ready cash for your unsold time with our Special Promotion Plan. Write—Wire—Call Collect—THRIFTIME, INC.

327 Lexington Avenue

New York City (212) 986-0295

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can’t Top A

Classified Ad

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING April 27

ON AIR

CP

TOTAL APPLICATIONS

ON AIR CP

Not on air

For new stations

ON AIR CP

641

132

122

97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING April 27

VHF UHF TV

Commercial

464

78

542

Non-commercial

38

17

55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (Jan. 31, 1961)

AM FM TV

Licensed (all on air) 3,522 758 485

Cps on air (new stations) 30 71 54

Cps not on air (new stations) 129 25 83

Total authorized stations 3,650 1,833 635

Applications for new stations (not in hearing) 622 73 29

Applications for new stations (in hearing) 170 28 64

Total applications for new stations 792 101 92

Applications for major changes (not in hearing) 550 45 34

Applications for major changes (in hearing) 256 4 22

Total applications for major changes 806 49 56

Licenses deleted 0 0 0

Cps deleted 1

There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

FOR THE RECORD 141

BROADCASTING, May 1, 1961
Fitness Programs
Require Sensible Planning

Regular Exercise, Well Balanced Diets, Mental Growth
Are All Elements of the Training Our Young People Need

Sore Feet, Aching Muscles Predicted

Forrest Evashevski, Iowa's all-time great football coach who is serving as physical fitness adviser to the Youth Peace Corps, feels that one of the first tasks facing the Corps in its training program is to teach our young people how to walk since most of them will have to rely upon their own legs and feet for much of their transportation while they work overseas. While this might seem amusing to some people, actually it is a confession of failure in our training of our young people that should arouse all of us.

It seems almost ridiculous to discuss the need for a highly civilized country to teach its young people how to walk, but this is exactly what we must do since we have so blindly ignored, most of the time, the fact that good health is not something conferred upon the human being but instead is the earned reward for developing sane and sensible bodily care habits from infancy on.

President Kennedy has taken action to make the American people more conscious of the need for physical fitness programs, and this is an important step forward. It seems that most of us give far more attention to keeping our automobiles in excellent running order than we give to keeping our own bodies in good shape—from the weight control point of view as well as in terms of general health and a feeling of well-being.

Many Factors Affect the State of Fitness

While there is nothing new about the appeal for more physical fitness programs, it is certainly to be hoped that now we might actually realize how much we really need such efforts and proceed to develop sensible programs. There are some enthusiasts who feel that physical fitness is nothing more than a matter of doing calisthenics an hour each day. There is an endless parade of food faddists who promise that good health results from eating one special "nature food" or another.

Physical fitness—or the good health of the body—is not the result of exercise nor of diet alone. Each human being is a completely different individual from every other human being. No one program of body conditioning and maintenance fits all of us. The best that the scientists can do is to set down some general rules to which each of us must learn to adjust our own individual selves.

Fitness is a combination of many things. It includes feeding the body the proper kinds of foods in the right amounts to provide all the essential food nutrients and adequate, but not excess nor too little, energy. Obesity cannot be part of physical fitness. A body properly nourished then must be used so that our muscles properly develop and remain useful to us.

For most of us, walking provides the simplest and best form of exercise, but any kind of exercise, provided it is done regularly and not just on weekends or in the summer months, helps us to keep fit.

Training Must Begin Much Earlier

The subject of physical fitness is of little concern to most of us until we realize that we aren't fit, that we aren't getting out of life all that we had hoped to simply because we must waste too much time taking care of bodies that in so many cases are needlessly much less fit than they should be. Teaching our children, very early in life and all through the school years, proper care of their physical selves is certainly as important as concentrating on teaching them to enjoy spectator sports and to use their mental capacities. They must be taught sound eating habits and be helped in developing exercise habits that they will find pleasant and will continue throughout life.

Except for the professional athlete whose livelihood depends upon the state of his physical fitness, such bodily fitness is not an end in itself, of course. It may be that we have failed to teach physical fitness adequately because we have not fully realized that, for most human beings, mental achievement comes easier to those who have learned how to nourish and to care for their physical selves in order to have a sound body in which the brain can operate efficiently.

Physical fitness programs deserve much more of our attention, as parents and as citizens of our communities, but let's approach these programs on a sane and sensible basis. Let's not look at them as merely expanded athletic programs for our schools. All of us ought to work with school and other young people's groups, as well as those organizations concerned about us older folks too, to help develop the kind of physical fitness programs that will encourage long-lasting and pleasant habits.

As dairymen whose products have played an important part in providing for the American people a highly nutritious diet, we pledge our support to President Kennedy and to all others who seek to develop sensible physical fitness programs.

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BROADCASTING, May 1, 1961
"When you're a station manager you can't operate in a vacuum. You must know what's going on in your community if your station is going to be any sort of an influence in it," Robert Wood, general manager of KNXT (TV) Los Angeles, said last week.

Practicing what he preaches, Mr. Wood can be found several times a month on the rostrum of some citizens' group—PTA, businessmen's service club or some other civic organization—explaining his station's programming policies and practices.

"Meeting your audience face to face on their own ground is one very good way to learn how your programming is going over," Mr. Wood observed. "They're really interested in what they and their children are getting from tv and they don't pull their punches. But neither do they stint their compliments when they like what they watch. I always come away from these sessions with a zeal to do a better job than we are doing, and I believe we're doing a pretty good job already."

Pointing With Pride  One of KNXT's achievements of which Bob Wood is especially proud began last New Year's with a local live 90-minute broadcast of G. B. Shaw's "Candida" which won such critical acclaim and audience approval that it was expanded into a series of five programs. The second, "Affairs of Anatol," aired early in April, was also well received. The rest of the programs aren't set, but the third may well be an American historical drama, broadcast on the Fourth of July. Lincoln Savings & Loan, which sponsored "Candida," is going along with KNXT for the full series.

Another of his special prides is Odyssey, an educational series that goes on five mornings a week at 6:30-7 a.m. "It's easy to laugh at the idea of scheduling a serious series at this hour of the day," Mr. Wood declared, "but it's not so easy to laugh off a daily audience of about 75,000 people. We suspect we couldn't reach as many with these educational programs at any other time. Many viewers are teachers, who have to be in their classrooms by 8 a.m., but our mail tells us there are a lot of viewers with no reason for watching except that they enjoy what they see with their breakfast coffee or before they get out of bed."

More Public Affairs  "Then there are our special documentaries, like 'Hellflower' on the narcotics problem, which got us a lot of appreciative comments from civic leaders. And our regular weekend shows like Insight, on Sunday, with religious leaders presenting the teachings of the Bible to today's viewers in today's idiom. Or Saturday's noontime Look and Listen, explanations of the world around us that I enjoy watching with my own youngsters. Not to mention our 30 news programs a week and our sports shows like the Saturday races now and the Rams football games in the fall."

"It's a funny thing. I started in broadcasting in sales and spent all my time in sales until I got to be manager. Now sales are only one of my concerns. Being sales oriented, I can catch up quickly on problems in that area. Consequently, much of my times is spent with our program and public affairs people to see what we can do that's better than what we have done."

Almost a Native Son  Robert Dennis Wood missed being a native Californian by two months, that being his age when his family moved from Boise, Idaho, where he was born April 17, 1925, to Beverly Hills, where Bob spent his boyhood. He graduated from Beverly Hills High School in 1942 and promptly enlisted in the Navy, spending 3½ years as a pharmacist's mate, chiefly in the South Pacific.

Back home at war's end, Bob resumed his education at USC, where he majored in advertising. Inspired by a talk with Donald W. Thornburgh, then vice president in charge of the CBS Western Div. and manager of KNX, CBS-owned radio station in Los Angeles, he jumped the gun and went to work as traffic manager of the KNX sales department a month before his graduation in June 1949. A year or so later the combined lure of tv and actual selling moved him to the sales staff of KTTV (TV), then the Los Angeles affiliate of CBS-TV. Early in 1951, CBS acquired KTSL (TV) and rechristened it KNXT. Bob stayed on with the now independent KTTV for about another year, then returned to the CBS fold as a salesman at KNXT.

In 1954, Bob went east for a stint of Madison Avenue selling as an account executive for CBS Television Sales. The next year he returned to KNXT as sales manager and, on Jan. 1, 1960, was named vice president and manager.

Freeway Fun  In 1949, the same year he got his degree and his first job at KNX, Bob married Nancy Harwell, whom he'd met on campus at USC. They are the parents of two children: Ginny Lu, 8, and Dennis, 5. The Woods live in the Hancock Park section of Los Angeles, an easy 10-minute drive from Bob's office, "but in an emergency I can get there in five and I usually do," he commented. "I only wish I could solve the problems that fast." Credit for getting him there handily goes to his Porsche, whose red body Bob keeps as shiny as a Christmas tree ornament. "It's fun to drive and out here we spend so much time driving that a sports car is one way you can enjoy yourself," he observed. "In a market like this, where we have six other tv stations to compete with, plus medium and fm radio stations and about 200 newspapers and outdoor advertising and magazines, there's no time for any other hobby."

Active in USC affairs as an undergraduate, Bob Wood has maintained close contact with his alma mater and today is a trustee of an educational foundation and a member of the master plan committee which is now preparing a campaign to finance a multi-million-dollar expansion of the present USC campus. He is also a director of the Los Angeles Better Business Bureau and a member of the Chamber of Commerce, both the L.A. and Hollywood advertising clubs and various other civic and business organizations.

Bob admits to being an avid sports fan. His idea of the perfect way to spend a Saturday afternoon is watching a football game, preferably USC vs. UCLA, but he will accept almost any other sports event as a satisfactory substitute. His friends say, somewhat ruefully, that he has modestly overlooked mentioning a remarkable aptitude for draw poker.
research

Television is quite possibly the most restless and least understood body in existence. We are endlessly available to show that practice of watching television. But why do people watch television, what do they look for, and what do they get out of it? And what is the difference between the two?

Up to now, questions like "why?" and "what for?" have been largely overshadowed—if not entirely overlooked—in the rush to find out "how many?" This is not to belittle the importance of the numbers. But it does seem strange that the people who want most of all to please the viewer with their programs and sell him with their commercials should have shown so little interest in finding out what sort of person they’re dealing with—or trying to deal with—and what he himself expects from them.

Some pioneering work in this area was completed recently for Campbell-Ewald of Detroit, one of the country’s major agencies, and it makes fascinating reading. Details are published elsewhere in this issue; we recommend them to everyone engaged in any way in the television business: broadcasters, programmers, advertisers and agencies alike.

Campbell-Ewald’s psychological and sociological study of viewer attitudes confirms much that has been assumed or suspected all along. For this alone it is valuable. But it also refutes some elemental assumptions, and turns up new ideas and trends that could have a fundamental bearing on future TV programming and advertising.

Perhaps the most significant general lesson is that today’s television viewers are not the captive audience most of us like to believe. The study finds the viewer independent, restless—and in many cases dissatisfied. Although he is still watching as much as ever, he is watching differently and he is in a mood to do something else entirely—unless television maintains its hold by keeping up with his constantly changing tastes.

The findings are instructive as well as fascinating. We would hope, with Campbell-Ewald, that much more of this kind of research will be done in the future. We hope so for the viewer’s sake and for television’s sake—which in the end are synonymous.

Throwing the book

All doubts about the FCC’s intention to toughen its enforcement of broadcast regulations can be composed by a reading of the issues that the commission will investigate in its consolidated hearing of the several related deals involving NBC, RKO General, KTVU and Crowell-Collier in Philadelphia, Washington, San Francisco and Boston.

The issues, as announced last week, include questions of antitrust violations, trafficking in licenses and construction permits, the broadcast of “alarming announcements” that “incited fear,” the broadcast of vulgarities, broadcasts in bad taste, operation at unauthorized power, promise vs. performance and exceeding the limits of multiple ownership. Those questions were raised about one or more of the numerous parties involved, and to them was added another: a question whether the huge Philco Corp. is financially qualified to operate a TV station. That question was raised because in Philco’s application for NBC’s TV facility in Philadelphia (one that NBC wants to dispose of to RKO General) the letter affirming Philco’s ability to pay its way was signed by the company president and not endorsed by the company board.

This could be a bloody hearing, no matter which of the charges—if any—are sustained. Major companies are involved, Westinghouse and the San Francisco Chronicle in addition to those listed above. The mere setting of a hearing on so complex a collection of transactions and with so disparate a group of powerful entities is in itself a strong indication that this FCC likes the letter as well as the spirit of its laws.

The danger, of course, is that the commission will get tougher than it has to. The temptation to seize power becomes the more irresistible as more power is seized.

Oh promise me

The American Federation of Musicians learned the rudiments of not missing any bets under the tutelage of its longtime boss, James C. Petrillo. Last week the union turned up a new bet which might just become one of the biggest it hasn’t missed in broadcasting.

The AFM discovered the FCC’s new interest in measuring performance against promise when considering applications for license renewals. The union asked the FCC not to renew the license of WWL-TV New Orleans because the station had failed to broadcast the amount of live music it had said it would when it was competing for the facility against other applicants.

If this attempt to bulldoze a station into hiring musicians were to succeed, the way would be opened to an endless chain of similar cases. The station that said in its application it intended to carry a local dramatic show could be hit on license renewal by the American Federation of Television and Radio Artists if the show had been discontinued. Never mind that conditions changed from the time of promise to the time of license renewal. If the station originally promised to do the live show, it coincidentally made a commitment to hire live actors. Or at least that is the reasoning of the AFM petition last week.

Of course, the trouble here is not with the AFM—greedy though its purposes may be. It is with the FCC’s original reliance upon programming promises in the comparative hearings from which most television stations came and in its present preoccupation with the fiction of promise vs. performance.

To win, an applicant had to promise the moon. To keep his license, he must now deliver it. In the circumstances, the AFM can hardly be blamed for trying to muscle in. The invitation to do so was issued by the government.

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