The tv networks next season: a full report on the near sellout ........... 35

Summit meeting at Northwestern U. weighs FCC’s regulatory power ............ 62

Clearing house for radio-tv spot billings offered broadcasters ............... 38

Full explanation of the steps being taken to strengthen uhf ............... 54

COMPLETE INDEX PAGE 7
WTR effigies
Wheeling

ART DIRECTOR
(RULER BRUSH MAN)

#7 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA
Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1½ Billion Dollars Annually . . . 7500 Retail Outlets.
WTRF-TV Wheeling!

Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA
As Baltimore grows so grows WCBM

WCBM—Specialists in Adult Radio—reaches the ever-expanding audience of DECISION MAKERS

Everywhere you go in Baltimore and its vast suburban area you see growth... BIG GROWTH... more homes, more stores, more shopping centers, more construction of all types including the $100,000,000.00 Charles Center in downtown Baltimore. BIG GROWTH means BIG SALES for all products and services! Keep pace with this amazing growth through WCBM... the radio station that is growing with a growing Baltimore! Reach the ever-increasing ADULT audience... the DECISION MAKERS you must reach if you want your sales to grow in Baltimore.

WCBM
A CBS RADIO AFFILIATE
10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

BROADCASTING, August 7, 1961
You Can’t Miss

Your message on KRLD-TV reaches more homes in the Dallas-Fort Worth market than on any other station. The June, 1961 ARB Market Report shows KRLD-TV far ahead of the field. For instance, in the Average Quarter-Hour Homes Reached Survey, 9 a.m. to Midnight, Sunday through Saturday, Channel 4's share was 39.2% greater than that of Station B, 27.2% greater than Station C, and 246.4% greater than Station D.

Reach the Dallas-Fort Worth market EFFECTIVELY With Channel 4.

KRLD TV

Represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 30,000 watts.
Come again

Northwestern U. Law School was so pleased with seminar on broadcasting regulation it sponsored last week (see page 62) that it asked some seminarians to come again. When NAB President LeRoy Collins, during seminar, suggested fall conference of broadcasters and FCC to thresh out program and regulation problems, FCC Chairman Newton Minow endorsed idea, and Northwestern Law School dean, John Ritchie III, promptly invited conference to meet at Northwestern.

ABC-TV made video tapes of Northwestern sessions and will offer them to all stations, affiliated with ABC-TV or not, as well as to other networks. Leonard Goldenson, president of ABC's parent ABPT, and Ollie Treyz, ABC president, attended seminar as observers. They figured it cost ABC $10,000 for tape recording.

Getting ready

U. S. Census Bureau, anticipating storm of squawks over its new and shrunk radio-homes saturation of 91.3% for 1960 census (see story page 92), is considering special study of homes that reported they had no radios in working order. Do-it-yourself census method in 1960 had no built-in accuracy check of answers in housing-appliance questionnaire.

Specials for specials

Rising esteem of news specials as vehicles for special advertising pushes was seen Friday with report that Elgin Watch Co. had signed for three hour-long specials on NBC-TV to promote watch-giving at Christmas. Advertisers usually have favored entertainment shows or print spreads for such special promotions. Elgin programs will be seen Nov. 28, Dec. 7 and Dec. 15 in prime-time. McCann-Erickson, New York, is agency.

Network representation

For first time in years a network-owned station representation organization is thinking of taking on new station clients. It's CBS Radio Spot Sales which would add couple of clients if right stations came along. They'd be replacements for two recently lost: WRVA Richmond and KSL Salt Lake City.

NBC Spot Sales which now represents no stations except network's own also is reported "willing" to add outsiders. FCC ban against non-owned television station representation by networks does not apply to radio. At moment CBS Spot represents WBT

Charlotte, WTOP Washington and KOIN Portland, Ore., in addition to network's o&o's.

Return of the native

Climate at FCC hasn't been such in recent years that New Dealer James Lawrence Fly, 1939-1944 FCC chairman, would feel at home. Attitude in recent months has changed, so Mr. Fly presumably now feels more at ease about visiting his old battleground. Last Monday he had private lunch with Chairman Minow, and on Tuesday said hello to many former colleagues-commissioners and staff. Former chairman was in Washington for national bridge tournament.

Votes for violence

Touring hinterlands during past few weeks have been radio-tv program and account executives at number of agencies involved in action-adventure series slated on networks next season. Reason: some stations are showing reticence about carrying "too many" so-called "violent" programs, particularly new ones, in current anti-violence climate. Agencymen's mission is to convince reluctant stations that these programs are suitable fare.

Another monopoly probe?

Capitol Hill observers are speculating that Senate Antitrust and Monopoly Subcommittee will pick up where Senate Juvenile Delinquency Subcommittee leaves off in its inquiry into tv crime and violence. Question of monopoly control by networks has been raised in charges of Ziv-UA officials, at juvenile delinquency hearings. Ziv-UA said networks have virtual control of airwaves and use their power to dictate terms to independent producers. And one of Juvenile Delinquency Subcommittee members is Sen. Estes Kefauver (D-Tenn.), chairman of Antitrust Subcommittee, which has been zealously investigating similar complaints in other fields.

Jingle king

Richard H. Ullman Inc. may become exclusive sales agent for CRC jingles produced by Commercial Recording Corp. of Dallas. If contract is signed (perhaps this week), Ullman will be biggest jingle peddler in country. It already handles jingles made by IMN, Target and Ev Wren Productions. CRC jingles are mostly station promotion spots.

News nears profit

Radio Press International, voice news service which 18 months ago had 14 station clients and was deeply in red, today has 80 station subscribers in U. S. and Canada and is doing volume of roughly half million—close to break-even point. R. Peter Straus, president (and also president of WMCA New York), and Michael J. Minahan, general manager, last week indoctrinated members of FCC and of its Broadcast Bureau with purpose, scope and aspirations of RPI. Service is designed for independent non-network stations and is provided through 100 global correspondents, with key bureaus maintained in London, Washington and New York.

Profitable exile

Goar Mestre, Cuban broadcaster whose CMQ radio and tv networks were commandeered by Castro as one of dictator's first acts, has achieved success in Buenos Aires. For several months his ch. 13 station (half-owned by CBS), which has been on air since October 1960, has been No. 1 in audience in four-tv station market—largest in Latin America, with 850,000 tv homes. With him are 14 Cubans formerly on his CMQ staff to whom he gives major credit for his success in Argentina.

Program form hearing?

Those complicated program reporting forms that FCC proposes to add to license applications may be headed for congressional investigation. Rep. William Avery (R-Kan.) is behind move to get audience for protesting broadcasters before House Small Business Committee's Subcommittee No. 6 which may hold hearings on other radio-tv subjects (see story page 74). Rep. Avery wants to explore question whether proposed forms threaten censorship. He also wants Congress to be shown how much clerical work preparation of forms would entail.

South American way

Broadcasting has representative on delegation of businessmen-observers at Inter-American Economic and Social Council meeting this week in Uruguay. He's Theodore F. Koop, CBS Washington vice president. There are 14 in observer group which is attached to official U. S. government delegation.
A because Atlanta is different from Milwaukee...

and because people are different in different markets... Storer programming is different! We put together a flexible format to fit the needs of the community... making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. Important Stations in Important Markets.

*WITI-TV now leads in prime time.

LOSA NGAELES KGBS PHILADELPHIA WBIP CLEVELAND WJW WHEELING WTVW TOLEDO WSPD DETROIT WJBK

MIAMI WGBS MILWAUKEE WITI-TV CLEVELAND WJW-TV ATLANTA WAGA-TV TOLEDO WSPD-TV DETROIT WJBK-TV

STORER BROADCASTING COMPANY

BROADCASTING, August 7, 1961
WEEK IN BRIEF

It's SRO around the television networks, outside of a few scattered bits. All this despite the enthusiastic advance belittling of the autumn program lineup by assorted critics. Production costs are at a peak. See . . .

TV NETWORKS NEAR SRO . . . 35

The 1960 U. S. Census has what at first glance appears to be bad news for radio—a drop in home saturation of over 4% in a decade. A careful analysis of the figures, however, points to an apples-oranges comparison. See . . .

THOSE CENSUS RADIO FIGURES . . . 82

Gutty problems of broadcast regulation were kicked around by experts, including FCC Chairman Minow, at two-day seminar held by Northwestern U. Chairman figures test of First Amendment could solve basic issues. See . . .

CENSORSHIP—BEFORE, AFTER . . . 62

Speaking of regulation, the North Dakota Broadcasters Assn. would like Mr. Minow to know there really are two sides to many questions. Succinct comments dealing with seven of the more controversial issues. See . . .

OPEN LETTER TO MR. MINOW . . . 78

Want to get into uhf? The FCC's offering attractive bait in an effort to lure applicants into the upper part of the tv spectrum. A ducks-in-a-row explanation of exactly what's going on along Pennsylvania Ave. See . . .

CHANCE FOR UHF BUILDUP . . . 54

He's controversial, this man Collins. As NAB president, Florida's ex-Governor has spoken out on some delicate matters. Lately he's been in the FCC program-form fight. His own views in his own words. See . . .

THE COMMENTS OF COLLINS . . . 64

Television continues to offer attractive prospects to capital. Last week the FCC approved $30 million in station sales, topped by WKBW Buffalo aural-video purchase and important am-fm Paterson. N. J., transfer. See . . .

$30 MILLION BUYS OKAYED . . . 90

Once again the FCC has shifted a renewal hearing to the husting. And the community, Lewisburg, Pa., couldn't care less about the government goings-on in the case of the FCC vs. WITT. The audience—one. See . . .

WITT HEARING IGNORED . . . 76

Tv's a real bargain for advertisers—that is, if the commercial has a good creative idea. Leo Burnett, one of advertising's top-drawer people, tells Chicago conference the right selling approach is basic. See . . .

IDEA MAKES THE TV AD . . . 42

Spot business will be easier to transact, according to the format of Broadcast Clearing House. This automated billing service is slated to start early next year. Others are contemplating similar spot services. See . . .

CLEARING HOUSE FOR SPOT . . . 38

DEPARTMENTS

AT DEADLINE ...................... 9  LEAD STORY .......................... 35
BROADCAST ADVERTISING ........ 38 THE MEDIA .......................... 82
BUSINESS BRIEFLY ................. 45 MONDAY MEMO ....................... 20
CHANGING HANDS ................... 90 OPEN MIKE .......................... 24
CLOSED CIRCUIT ...................... 5 OUR RESPECTS ........................ 113
DATEBOOK .......................... 14
EDITORIAL PAGE ..................... 114
EQUIPMENT & ENGINEERING ...... 92
FATES & FORTUNES ................. 94
FOR THE RECORD .................... 98
GOVERNMENT ........................ 54

BROADCASTING, August 7, 1961
THAT'S WHAT WE CALL "REACH"!

There were only FOUR instances of Nielsen-surveyed stations in the U. S. reaching more than 1-million unduplicated homes for a 3 hr. day part in the month of May. WLS did it THREE out of the four times.

Look 'em over. These are the three day parts in which WLS reached over 1-million unduplicated homes (three-hour day part, Monday-Friday...four-week cume):

3-6 PM ....................1,142,900 homes
6-9 PM ....................1,202,300 homes
9-12 Mid ....................1,084,900 homes

That's what we call reach. The Nielsen Station Index for the Chicago Area, May, 1961, showed WLS was reaching 975,000 different homes in four weeks in an average day part...49 percent more than the next Chicago station!

So...see your JOHN BLAIR man, put on your goggles, and climb in. WLS is flying high and reaching your customers!
VERMONT TV SATURATION

Vermont had 87.8% TV home saturation in April 1960, according to a state survey released by the Vermont State Academy of Sciences. Bureau found 90,019 homes had one TV set; 7,325 had two or more sets. Bureau found 102,736 of 110,732 homes had one or more radios, or 92.8%. This compared with 96.8% saturation in 1950.

90 NFL GAMES SCHEDULED FOR TELECAST BY CBS-TV

CBS-TV is preparing to announce today (Aug. 7) that it will televise at least 90 games of nine National Football League teams this season. The NFL approved is a violation of federal court decision nullifying NFL's $9.3 million, two-year "package plan" contract with CBS-TV (Broadcasting, May 1 and July 24) and football league's subsequent unsuccessful appeal of decision.

Nature of network's coverage of games this season is similar to provisions of last year's contracts with NFL. Teams to be covered include New York, San Francisco, Los Angeles, Chicago, St. Louis, Green Bay, Philadelphia and Dallas. Ford Motor Co. and Philip Morris will sponsor games nationally, with American Oil Co., Falstaff Brewing Co., P. Ballantine & Sons, Theo. Hamm Brewing Co., and Sun Oil Co. as regional advertisers.

RTES MAY CHANGE MIND ON SPONSORING AWARDS

Radio & Television Executives Society, N. Y., will not launch own radio TV awards program next October, as previously announced (April 19).

Matthew J. Culligan, RTES president, has confirmed report that awards project has been postponed for re-examination. Original plan was to make awards in 25 categories.

Mr. Culligan expressed group's second thoughts on awards: "Our business gets a lot of criticism, and sometimes the giving of awards magnetizes criticism." Without indicating when first awards would be issued, if at all, he added that "we would like to better the awards situation in the broadcasting business." RTES in April ended four-year association as host of annual Peabody Awards.

MINOW CHARGES 'REWIRING'

Pierson denies intent to persecute FCC chairman, gains Jaffe support in rebutting Minow position

FCC Chairman Newton Minow took vigorous exception to what he felt was "viciously improper rewriting" of his recent NAB speech and his other views by Theodore W. Pierson, partner in Washington law firm of Pierson, Ball & Dowd, in Pierson paper presented Friday morning at Northwestern U. Law School symposium.

Mr. Pierson's basic legal thesis was that FCC program review is illegal censorship and he observed that "the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found one long boring day and night before his TV screen" (see page 62).

But FCC chairman felt Mr. Pierson's "anger" should be with law and not with commission or chairman. He suggested Mr. Pierson should realize that "the power of broadcasting today is centralized in the hands of a very few people" and it is FCC's intent to break that. "If the law is wrong, it should be taken to court and changed," Mr. Minow asserted.

Nothing Personal • Later, Mr. Pierson said that during meeting break Chairman Minow expressed feeling Pierson paper was personal attack and for record he is sorry FCC chairman mistook his intent which certainly was not personal. Mr. Pierson said issues far outside Mr. Minow who only picked up "tools" he found lying around at FCC and applied them more assiduously than anyone else since former chairman James Lawrence Fly. Mr. Minow replied that he understood.

Mr. Pierson's position—denying FCC's claim it can legally link program responsibility to "privilege" of broadcast licensees, to operate in "public domain" frequencies—was saluted by Harvard Law School's Prof. Louis L. Jaffe, who said, "I deplore this use of privilege to censor." Prof. Jaffe, however, felt this is not "central issue" and said he hopes Mr. Minow will recede some and "stake his flag at the scarcity argument." It was Prof. Jaffe who previous day had spied possible constitutional defects in Mr. Minow's lengthy dissertation on censorship.

Prof. Jaffe said that because of scar-
licensed on airwaves. Mr. King recalled basic law school training that went against concept of public "ownership" of airwaves because, to be owned, something must be reducible to possession.

Fairfax Cone, executive committee chairman of Foote, Cone & Belding, criticized attacks on TV by witnesses like George Jessel and Worthington Minor during FCC's program hearing in New York in June. Mr. Cone said, "It's just plain untrue" that rating services never call anybody or that sponsor contracts specify so many killings in programs. Mr. Cone was upset at distorted picture of TV and advertising public gets through play of such stories in press.

Mr. Cone said he personally feels "advertisers should be involved in no way with programs" and observed that "the magazine concept is really almost here." He said only bare handful of full-program sponsorships are left in TV today.

Quaal, Collins Disagree - WGN Inc. Executive Vice President Ward Quaal disagreed with NAB President Collins' ideas on specialized stations and felt "every station does have an obligation to provide balanced programming." Otherwise backing Gov. Collins, Mr. Quaal said NAB codes have "done a tremendous job."

Time Inc. Vice President Sig Mickelson said that on basis of his former CBS experience he can say with authority that advertisers exercise no control over information programs ("negligible" negative control, if any) and only "minimum" control over other type shows.

Constable Morris Novik, emphasizing concern over decay of radio programming, said he can't wait another 30 years for court ruling on free speech issue. "Chairman Minow is right in the law until he is challenged in the courts," Mr. Novik asserted. He added that he feels proposed fall radio conference should be called by FCC itself, not by outside group.

John W. Guider, president of WMTW-TV Poland Spring, Me., felt two-day meet had "cleared the air" of many misconceptions and wished all licensees could have attended.

Peter Goelet, president of National Audience Board, expressed appreciation for wide industry support in his group's mission to tell positive side of broadcasting to public. He hoped for "qualitative" ratings in addition to hoped quantitative measurements to aid TV progress.

Curtis buys NBC-TV pieces

Three NBC-TV participating shows for next season are nearer sell-out status with order Friday (Aug. 4) from Helene Curtis industries for segments in Saturday Night at the Movies, 87th Pre-


Meanwhile, NBC-TV picked up additional summer order from Procter & Gamble, through Benton & Bowles, for minutes in Laramie and Michael Shayne. P&G's schedule starts this week and continues through mid-September.

Network regulation again asked by FCC

FCC has renewed its plea to Congress for authority to regulate networks. Commission said its present regulatory authority, which extends only to individual station, is not sufficient to assure that airwaves will be used in public interest.

Request was contained in Aug. 1 letter to Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Letter, being released by senator's office today (Aug. 7), adds that authority to license networks, proposed by some congressmen, is not necessary.

Commission's letter was in response to series of questions put to FCC by Sen. Pastore in April, and amounts to progress report on status of its continuing study of networks. Sen. Pastore said he wanted information to help him in preparing program for his subcommittee.

MGM-TV plans legal drama

MGM-TV said Friday (Aug. 4) it is developing hour-long series for 1962-63 season based on life of Jake Ehrlich, famed San Francisco criminal lawyer, entitled 33 Montgomery, address where Mr. Ehrlich does his business. Series will be "non-violent" legal drama. Format is being developed by E. Jack Neuman, who wrote pilot for Dr. Kildare, MGM-TV-produced show starting on NBC-TV in fall.

United votes to buy 12 Friendly outlets

Stockholders of United Printers & Publishers Inc., Boston, voted (404,253 to 8,397) approval late Aug. 3 for acquisition of Friendly Group's 12 broadcasting properties (Broadcasting, July 24).

New York stockholder Bertram Field (owns 100 shares of United Common) protested proposed acquisitions at company's annual stockholders meeting at Dedham, Mass., and said through his attorney, Mortimer Shapiro, New York, that he has filed suit against company in Delaware (where United is incorporated).

Among Mr. Field's complaints: United is overpaying for stations and did not list full extent of its indebtedness on proxy statement. He also charged Friendly Group owes $900,000 to Follansbee Steel Corp., which is controlled by Louis and Jack Berkman, who in turn hold several thousand shares of United.

Friendly Group (WSTV Inc. and WPIT Inc.) includes WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; and WRDW-TV Augusta, Ga.

United, which makes greeting cards and specialty items, is offering $1,350,000 and transfer of an estimated 175,000 shares of company stock for stations.

Application for approval has not yet been filed with FCC.

Conferes okay FCC money

FCC's full budget request of $12,-525,000 was approved Friday by Senate-House Conference Committee. Action, which goes back to both Houses for final vote, represents victory for Senate. Upper chamber had voted to grant commission its total request after House cut it by $125,000 (see earlier story, page 74).

Senate names conferes

Senate on Friday appointed its members of joint Senate-House conference committee to work out differences between FCC-reorganization bills passed by both chambers (see earlier story, page 74).

Named to Senate delegation were Sens. John O. Pastore (D-R.I.), Strom Thurmond (D-S.C.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), and Norris Cotton (R-N.H.). All are members of Communications Subcommittee.

House will appoint its conferes this week.
what's the sense in a city fence?

the Charlotte TV MARKET is First in the Southeast with 651,300 Homes*

Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation.

Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison... BUT the total Charlotte TV Market is first in the Southeast with 651,300 TV Homes.*

Nailing it down: WBTV delivers 55.3% more TV Homes than Charlotte Station "B."**

* Television Magazine—1961
** ARB 1960 Coverage Study—Average Daily Total Homes Delivered

WBTV

CHARLOTTE 651,300 MIAMI 569,300 ATLANTA 549,800 LOUISVILLE 423,500 NEW ORLEANS 379,400 RICHMOND 258,800

CHARLOTTE 651,300

WBTV

Represented Nationally by Television Advertising Representatives, Inc.
WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations! That's quite a position—second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts... and you'll see why you should call your WLW Representative... you'll be glad you did!
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January-February 1961 NSI)

<table>
<thead>
<tr>
<th>Station</th>
<th>1,000</th>
<th>10,000</th>
<th>20,000</th>
<th>30,000</th>
<th>40,000</th>
<th>50,000</th>
<th>60,000</th>
<th>70,000</th>
<th>80,000</th>
<th>90,000</th>
<th>100,000</th>
<th>110,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station C</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station E</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CINCINNATI AUDIENCE (January-February 1961 NSI)

<table>
<thead>
<tr>
<th>Station</th>
<th>1,000</th>
<th>3,000</th>
<th>5,000</th>
<th>7,000</th>
<th>9,000</th>
<th>11,000</th>
<th>13,000</th>
<th>15,000</th>
<th>17,000</th>
<th>19,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station C</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station E</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WLW Radio Nation's Highest Fidelity Radio Station - Crosley Broadcasting Corporation
Earl Moreland, WMCT Station Manager holds the citation which reads:

1st PLACE AWARD
South Central Region

"THE STRIETMANN BISCUIT COMPANY" awards this plaque to station WMCT. In competition among thirty-one stations in fifteen markets, station WMCT, combining an imaginatively conceived, superlatively executed promotion plan with outstanding selling strength accounted for the largest sales increase in Strietmann's South Central marketing area during the period September through December 1960."

INVEST YOUR ADVERTISING DOLLARS WITH THE STATION THAT SELLS MORE PEOPLE OVER A LARGER AREA THAN ANY OTHER MEMPHIS TELEVISION STATION.
"This summer, the Seven Arts feature films are producing high ratings you'd be proud to get in the fall! These powerful attractions have given us what we needed to hold a lead in a town where leads are traditionally hard to hold.

"We're using Warner's 'Films of the 50's' on our 'Theatre 9', right smack in the middle of Los Angeles' Sunday night prime time. The show was sold out before we started, and you can see from the ratings what these Warner pictures are doing for our participating advertisers."

**Warner's films of the 50's... Money makers of the 60's**
If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Altoona Los Angeles San Francisco

RAB management conferences
Sept. 7-8 Haddonfield, N. J.
Sept. 11-12 White Sulphur Springs, W. Va.
Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas.
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
“Charlotte’s WSOC-TV... really beefed up sales for Bunker Hill”
—Edward Acree, CW&A

Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America’s 19th largest TV market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That’s why you get more for your advertising money on WSOC-TV... one of the great area stations of the nation.

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

BROADCASTING, August 7, 1961
OVERWHELMING DOMINANCE
proves merit of balanced programming

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed in Monroe

*ARB—March, 1961
PERCENTAGE LEAD KNOE-TV OVER COMPETITION

<table>
<thead>
<tr>
<th>Monroe Metro</th>
<th>Ouachita Parish (County)</th>
<th>Total Homes</th>
<th>Total Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign on-9 AM</td>
<td>120.0%</td>
<td>70.3%</td>
<td></td>
</tr>
<tr>
<td>9 AM-12 Noon</td>
<td>89.5%</td>
<td>232.5%</td>
<td></td>
</tr>
<tr>
<td>Sign on Noon</td>
<td>116.2%</td>
<td>161.5%</td>
<td></td>
</tr>
<tr>
<td>Noon-3 PM</td>
<td>95.7%</td>
<td>226.3%</td>
<td></td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td>109.0%</td>
<td>197.7%</td>
<td></td>
</tr>
<tr>
<td>Noon-6 PM</td>
<td>53.8%</td>
<td>172.7%</td>
<td></td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td>122.7%</td>
<td>105.8%</td>
<td></td>
</tr>
<tr>
<td>10 PM-Midnight</td>
<td>104.3%</td>
<td>101.3%</td>
<td></td>
</tr>
<tr>
<td>6 PM-Midnight</td>
<td>33.3%</td>
<td>104.9%</td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign on-6 PM</td>
<td>58.1%</td>
<td>111.1%</td>
<td></td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td>42.6%</td>
<td>159.7%</td>
<td></td>
</tr>
</tbody>
</table>

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

<table>
<thead>
<tr>
<th>Total Homes</th>
<th>Total Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
</tr>
<tr>
<td>9 AM-12 Noon</td>
<td>84.4%</td>
</tr>
<tr>
<td>Noon-3 PM</td>
<td>129.3%</td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td>129.3%</td>
</tr>
<tr>
<td>Noon-6 PM</td>
<td>96.8%</td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td></td>
</tr>
<tr>
<td>10 PM-Midnight</td>
<td></td>
</tr>
<tr>
<td>9 AM-12 Noon</td>
<td></td>
</tr>
<tr>
<td>Noon-3 PM</td>
<td></td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td></td>
</tr>
<tr>
<td>Noon-6 PM</td>
<td></td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td></td>
</tr>
<tr>
<td>10 PM-Midnight</td>
<td></td>
</tr>
<tr>
<td>9 AM-12 Noon</td>
<td></td>
</tr>
<tr>
<td>Noon-3 PM</td>
<td></td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td></td>
</tr>
<tr>
<td>Noon-6 PM</td>
<td></td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td></td>
</tr>
<tr>
<td>10 PM-Midnight</td>
<td></td>
</tr>
</tbody>
</table>

Feb. 28-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.
THE BEST TO YOU EACH MORNING is sold in the early evening. Kellogg’s uses the Emmy-winning Huckleberry Hound to do the job of selling. And Huck is demonstrating the power and impact of the spot medium. Kellogg’s schedules Huckleberry on a market-by-market basis, buying only the markets they want — the time periods they want. They’re successfully selective, too! Your nearest HR Rep will be glad to show you how to do it. Call him.

HR Television, Inc.

© HANNA-BARBERA PRODUCTIONS
Local radio programming: the unseen gem in the media mines

Recently a radio station program director called on me with a proposal to buy a 15-minute program on his local station. I was intrigued principally because of its novelty. You simply are not approached often enough to buy programs on radio these days.

It seems that sometimes we become so obsessed with the numbers game, circulation buys and the magazine concept we forget that program sponsorship can give a client many values over and above that of simply reaching large numbers of people for a given amount of money.

No two clients have the same broadcast advertising objectives. For many the blitz spot approach serves very well to get store action on a special promotion. There are, however, many clients who must not only sell their products—they must sell ideas. They must develop good will and they must keep their name in front of their customers and stockholders on a consistent basis. For these advertisers, the right kind of a radio program, on a good station, at the right time, proves to be an excellent advertising and public relations investment.

I have often wondered if a great deal of the dial-switching that goes on in radio is not, in part, because there is a great deal of sameness to an individual station's program schedule. I am thinking of the gal who uses radio as a companion to the drudgery of her housework during the day. I doubt that she is content to relegate her companion to a background noisemaker. She very likely would want to be stimulated by a succession of programming that would pique her interest, inform her, or entertain her.

There is certainly a need and place for what I call "service" radio. These are stations that can be depended on to provide instantaneous news, weather reports and some entertainment values. My flag-waving is merely on the point that all radio cannot and should not be the same.

During the past 60 days, there have been a rash of people who have discussed with me why sponsors no longer have any program identification. Invariably, they cite Jack Benny Jello and Lucky Strike Hit Parade programs as classic examples of the finest in sponsor-program tie-ups. I really have not had a good answer except to point out that radio programming and radio buying have assimilated most of the trends of television programming and buying. When television costs started increasing and more individual sponsors were split

Sherman J. (Jack) McQueen spent 17 years in radio and TV, starting with a Los Angeles radio station while still in high school. He later served as network program director and station relations manager of the Mutual-Don Lee network and business affairs manager of CBS, both in Hollywood. Before joining FC&B in early 1960, he spent three years with D'Arcy Advertising. He currently is vice president and director of broadcast for both the Los Angeles and San Francisco FC&B offices.
When you measure them ALL...

...ONE stands out!

Take the full measure of the medium — one station is always a standout. In the rich New Haven-centered market it serves, WELI radio is your most productive buy. Ask your H-R man for a WELI Plus-Radio* plan. In Boston call Eckels.

*Full-scale merchandising — from Sound to Sales

The Sound of New Haven 5000 watts
talk about
The recent debut of NEWS CLOCK . . . WCKY's total news and information programming . . . has Cincinnati talking, and LISTENING to talk on WCKY. And that word "listening" is the key one to WCKY advertisers. For, total news and information programming is "pay attention" radio . . . radio that is no longer a background . . . radio that commands the listener's attention for both the program AND the advertising message . . . against a backdrop of the SOUND OF BEAUTIFUL MUSIC . . . the world's finest, most listenable music . . . There's lots of talk in Cincy about WCKY, and WE'RE doing a lot of talking via: Billboards, air promos, bus sides, newspapers, direct mail, movie trailers, and contests. Talk about WCKY with your AM Radio salesman.
On spear carriers

EDITOR: . . . Thanks to Broadcasting for a warning (and wonderful) line in a late editorial (EDITORIALS, July 3) that indicates our fast trend to the authoritarian state: “Television may have deficiencies but it is not an animal to be baited by every bureaucrat in Washington who happens to be given a spear.”—Ranulf Compton, President, WARN Fl. Pierce, Fla.

Yearbook-Marketbook

EDITOR: Broadcasting Yearbook-Marketbook has been recommended to our organization by Mr. E. MacDonald Nyphen, acting director of electronics division, U. S. Dept. of Commerce, Washington.

We would appreciate very much if you could send us by air mail the latest copy . . . Rod F. Raymond, American Reference Service, Paris.

Wrong rep

EDITOR: . . . You carried a statement (BROADCAST ADVERTISING, July 17) that representation of WRR was being taken over by [Robert E. Eastman & Co.] . . . This is not true. We are being represented by the Gill-Perna organization. . . —Durward J. Tucker, Managing Director, WRR Dallas.

[Broadcasting’s] error resulted from misinformation concerning the result of negotiations between rep and station.)

Wide area phones

EDITOR: VERY INTERESTED IN STORY (BROADCAST ADVERTISING, JULY 24) WHICH SAYS AVERY-KNODEL CLAIMS TO BE FIRST STATION REPRESENTATIVE FIRM TO ACQUIRE WIDE AREA TELEPHONE SERVICE FACILITIES. TO KEEP THE RECORD STRAIGHT, CBS RADIO SPOT SALES HAS BEEN USING WIDE AREA TELEPHONE SERVICE SINCE MARCH 14. . . Maurie Webster, vice president and general manager, CBS Radio Spot Sales, New York.

Plea for price data

EDITOR: Why don’t the manufacturers of broadcast equipment—who use your magazine to tell us of their products—mention what the products cost? . . . Most of us haven’t the time to write the factory to see what it costs and then determine whether or not we want it.

I can understand that the price of a service may vary from market to market and the rate structure in an advertisement might be confusing. But a cartridge tape, for instance, should have the
Here's the big three from ABC FILMS—each available for local stations for the first time. Turn the page and take a good look at three big ways you can build more audience, more sales with ABC FILMS INC.
Praised by Sen. Thomas DODD (D., Conn.) chairman of the U.S. Senate Subcommittee on Juvenile Delinquency, as an example of a "good" action-adventure show that could be successful without being unduly violent.

(from BROADCASTING, June 19, 1961)
LEGEN D OF
EAR P

78 EPISODES* OF TV'S MOST OUTSTANDING ACTION-ADVENTURE SERIES AVAILABLE NOW IN SYNDICATION!
*Up to 226 episodes available in some markets. Check your ABC Films representative.

"WYATT EARP" after a six year network run with a record breaking 37.6% share of audience.

"WYATT EARP" on network this season has an average rating of better than 20.0—reaching more than 13,000,000 homes each week.

"WYATT EARP" is pulling powerful ratings in market after market... big and small... north and south... east and west!
NOW is the time to get with the biggest syndicated buy of them all... The Life and Legend of Wyatt Earp. For complete information, call or write

ABC FILMS, INC.
1501 BROADWAY—LA 4-5050
NEW YORK 36, NEW YORK
NOW LOCAL STATIONS CAN GO ‘ONE STEP BEYOND’

John Newland hosts 94 episodes representing the most exciting dramas in or out of this world. Top names star in the incredible, true life dramatic experiences beyond man’s ken. It’s another fascinating, first-run off network, first quality series from ABC Films. Every episode a chilling, supernatural spectacular, to help you achieve supernatural sponsor and rating success this Fall. On the network — as “Alcoa Presents” — this superbly produced series gained top local ratings, all across the country. And the largest segment of this audience was the family “buyer”—the adult female. That’s why these half hours are geared to take you that one step beyond the reach of all local competition. Use the phone, telegraph, mail or mental telepathy—but do it at once—contact your sales representative from ABC Films, Inc.

ABC FILMS, INC.
1501 BROADWAY,
NEW YORK 36, NEW YORK LA 4-5050
NOW AVAILABLE FOR LOCAL STATIONS
170 POST '50 CARTOONS 'CASPER THE FRIENDLY GHOST
& COMPANY'
(Co-starring HERMAN & KATNIP, BABY HUEY the Baby Giant, LITTLE AUDREY, BUZZY the CROW)

Here’s the cartoon package that’s got everything:
Top production value because they were produced by Paramount for theatrical consumption — each at the cost of over $50,000. And they’re available in color or black and white up to date story line and look because they’re post 1950. Longer program life because they run 6 to 8 minutes each — 20% longer than the “made for TV only” product. They’re a complete package with timed openings, closings and bridges for better station programming.
More kid appeal because they’re fully animated with complete and original scoring effects.
Top track record because they outrated everything in sight — pulled an astonishing 55% share of audience against network competition.
Pre-sold popularity because these are the most highly merchandised cartoons in TV today.
That’s right, Casper The Friendly Ghost and Company gives you everything you need to program a brand-new, top-rated kid’s strip or to add tremendous new rating power to an existing show.
These are going to go and they’re going to go fast. Do it now — phone or wire ABC FILMS, INC.
1501 BROADWAY, NEW YORK 36. LA 4-5050
there is nothing harder to stop than a trend

Like the weather, ABC-TV continues hot in the run for summer ratings. Again places first where first place means most: in the competitive TV markets offering viewers a three-network programming choice. They choose...Nielsen tallies...and the trend keeps right on trending.

ABC Television

TV NETWORKS PUSH FOR SELL-OUT

- Only small pickings still available in prime-time slots
- $7.1 million production tab will be biggest in history
- Program profile similar to '60 despite 34 new shows

Sales as well as the programs on the television networks' fall schedules are now virtually locked in, with little more than remnants left for late-buying advertisers.

For the most part, the remnants consist of bits of participating shows or co-sponsorship positions in some hours.

The networks look forward to a near sell-out season despite critics' advances in condemnation of a program charting that on the surface at least would not appear essentially different from that of the past season.

The big advertiser chips already are stacked. And there's this at stake:

- Weekly production costs will be the biggest in history. A new record will be set of $7.1 million in regularly scheduled shows, according to Broadcasting's estimates. This is up some $300,000 from the 1960-61 season's $6.8 million, a previous high.
- A total of 34 new shows will be on the air in the fall, subject to the usual (and probably more critical) test of public acceptance. This is 12 fewer new shows than were scheduled at the outset of last season.

On page 36-37 Broadcasting lists all the nighttime shows now in the network prime-time schedules. Here is an accounting based on these lists:

- Of the 34 new shows, 11 will be on ABC-TV, 10 on CBS-TV and 13 on NBC-TV.
- There will be 68 shows returning from last season. Of this number 24 will be on ABC-TV, 28 on CBS-TV and 16 on NBC-TV.
- Advertisers now attempting to place their business on the network schedules would find a little less than 2½ hours open, unless they were to accept a place in periods in which they would be but one out of several participating sponsors.

Each of the networks indicates the chance of change in programming to be slim from this point to the season's start. Where viewers will detect differences (as to toning down of violent action in some cases, or so-called "uplift" in content) will come in content of existing shows.

Here, by network, is a rundown of programming that can be purchased in whole or part:

**ABC-TV** • Except for Straightaway all of the network's unsold time is in small pieces of the following programs: Bugs Bunny, Tues., 7:30-8; New Breed, Tues., 9-10; Cheyenne at 7:30, and Ben Casey at 10, both Mon.; Bus Stop at 9, and Adventures in Paradise at 10, both Sun.; Roaring 20's at 7:30 and Leave It To Beaver at 8:30-9; both Sat.; Steve Allen on Wed., 7:30-8:30; Ozzie & Harriet at 7:30-8:30 Thurs., and Hathaways at 8-8:30 Fri.

**CBS-TV** • Half of Ichabod and Me, Tues., 9-9:30, of Pete & Gladys, Mon., 8-8:30, and of Twilight Zone, Fri., 10-10:30; a quarter of Eyewitness to History, Fri., 10:30-11; and a full hour of CBS Reports, Thurs., 10-11. There are openings in the participating shows, Frontier Circus and Investigators, both Thurs., at 7:30 and 9 respectively.

**NBC-TV** • Aside from one-half of Tall Man, Sat., 8-8:30, the open periods on this network include participations in 87th Precinct and Thriller both Mon. at 9 and 10 respectively; Laramie at 7:30, Dick Powell at 9 and Cain's Hundred at 10, all Tues.; Outlaws at 7:30 on Thurs.; International Showtime at 7:30 on Fri., and Tales of Wells Fargo and Saturday Night Movies on Sat., 7:30 and 9 respectively.

---

A crisis conference in Chicago

A score of leaders in broadcasting, government and the law met at a special Northwestern U. seminar (see photo) to debate the great questions that have been raised by the FCC's new, tough policies on programming. Is broadcasting protected by the First Amendment? Is the FCC acting as a censor? For full report see page 62.

A question on figures in Washington

Did the 1960 census short-change radio? A 4-point loss in radio penetration turns up in preliminary census report. Can radio be declining? Or are the government's figures wrong? For a deep look at a problem that could get serious for radio see page 82.

A spot clearing house nationwide

Now announced: a central billing agency to lift the load of paper work off agencies, reps and stations in the placement and billing of spot tv and radio. The Bank of America will handle the data processing. See page 38.

A hope for bigger U. S. tv system

The FCC puts out new bait to lure broadcasters into building uhf stations. Will they take the bait? And if they do, will the FCC have succeeded in expanding the system or merely giving present vhf broadcasters the means to keep out competition longer? Page 54.
DETAILED WRAPUP OF FALL TV SCHEDULES

This table details next fall's nighttime programs, how much they cost, who packages them, the time of night they are scheduled and the date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-run against reruns, although invariably there are exceptions.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing shows titles or familiar formats (e.g., 'Binah Shore Show') are in italics. Since no program straddles the periods before 7:30 p.m. in any of the network lineups, all nighttime programs are shown from 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

**WEDNESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Steve Allen Show $90,000 Peps Cola (BBDO) U.S. Time (W&amp;L) Con Cigar (EWR&amp;B) Mayfairline (P&amp;O &amp; More) Sandusky (H&amp;G) Calgen (S&amp;CBG) Brillo (JW&amp;T) Time Available [ABC] 9/27</td>
<td>The Alvin Show $42,000 Gen Foods (B&amp;B) [Format Films] Father Knows Best (Repeats) $34,000 Scott (JW&amp;T) M. Omaha (CB&amp;R) F. Montgomery (L&amp;N) [Screen Gems] 10/4</td>
<td>Wagon Train R. J. Reynolds $100,000 (Est) Natl. Fm. (M-E) Ford (JW&amp;T) [Howard Christie] 8/27</td>
</tr>
<tr>
<td>8:00</td>
<td>Top Cat $50,000 Bristol-Myers (Y&amp;R) Kellog (Burnett) [Screen Gems] 9/27</td>
<td>Checkmate $90,000 L&amp;M (D-F-S) Revlon (W&amp;L) Colgate (Bates) [Revue-Jack Benny] 10/4</td>
<td>Joey Bishop $60,000 American Tobacco (SCC&amp;B) P&amp;G (B&amp;B) [Belmar Prod.] 9/20</td>
</tr>
<tr>
<td>9:00</td>
<td>Hawaiin Eye $30,000 Apple (Grey) Alberto Culver (Compton) Am. Chicle (Bates) Carter (D&amp;H) Noszema (S&amp;CBG) Whitehall (Bates) [Warner] 10/4</td>
<td>Perry Como's Music Hall $125,000 Kraft (JW&amp;T) [Reno Show] 10/4</td>
<td>Mrs. G. Goes to College $48,000 Gen. Foods (Y&amp;R) [Four Star] 10/4</td>
</tr>
<tr>
<td>9:30</td>
<td>Naked City $115,000 B&amp;W (Bates) Bristol-Myers (O-B-M) Am. Chicle (Bates) Beecham (K&amp;E) Brillo (JW&amp;T) Speidel (M-E) [Screen Gems] 10/11</td>
<td>U.S. Steel Hour $70,000 U.S. Steel (BBDO) [Theatre Guild] Alternating with Circle Theatre $50,000 Armstrong (BBDO) [Talent Assoc.] 9/20</td>
<td>Bob Newhart $22,000 Doug. Fire-Flywood (C&amp;W) PPG (BBDO) [NBC] 10/12</td>
</tr>
<tr>
<td>10:30</td>
<td>Still $15,000 B&amp;W (Bates) Bristol-Myers (O-B-M) Am. Chicle (Bates) Beecham (K&amp;E) Brillo (JW&amp;T) Speidel (M-E) [Screen Gems] 10/11</td>
<td>U.S. Steel Hour $70,000 U.S. Steel (BBDO) [Theatre Guild] Alternating with Circle Theatre $50,000 Armstrong (BBDO) [Talent Assoc.] 9/20</td>
<td>untouchables $120,000 Miles (Wade) J. B. Williams (Parkson) Alberto Culver (Compton) Armour (F-PI-E) Whitehall (Bates) Beecham (K&amp;E) [Desilu] 10/12</td>
</tr>
<tr>
<td>Day</td>
<td>Network</td>
<td>Time</td>
<td>Program Details</td>
</tr>
<tr>
<td>-------</td>
<td>---------</td>
<td>-------</td>
<td>-----------------</td>
</tr>
<tr>
<td>MONDAY</td>
<td>ABC-TV</td>
<td>7:30</td>
<td>Cheyenne (BD&amp;D)</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>7:30</td>
<td>American Tobacco</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Edw. Dalton</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>7:30</td>
<td>Time Available</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8:00</td>
<td>P&amp;G (BD&amp;B)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Time Available</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8:30</td>
<td>Riffmen</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Four Star]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9:00</td>
<td>Surfside Siz</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[B-A]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Esty)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9:30</td>
<td>Denny Thomas</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[BD&amp;B]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10:00</td>
<td>Ben Casey</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Compton]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10:30</td>
<td>Cooksey</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[CBD&amp;B]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10:30</td>
<td>Alco Premiure</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[F&amp;S&amp;R]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
</tbody>
</table>

FRIDAY

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>7:30</td>
<td>Straightaway</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Racer Prod.-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Desilu]</td>
</tr>
<tr>
<td></td>
<td>8:00</td>
<td>Hathaways</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Compton]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td>9:00</td>
<td>Sunset Strip</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Bates]</td>
</tr>
<tr>
<td></td>
<td>9:30</td>
<td>Target: The</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Corruptors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td>10:00</td>
<td>Father of the</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bride</td>
</tr>
<tr>
<td></td>
<td>10:30</td>
<td>Twilight Zone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$40,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>L&amp;M (D-F-S)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
</tbody>
</table>

SATURDAY

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>6:00</td>
<td>NASCAR Night</td>
</tr>
<tr>
<td></td>
<td>6:30</td>
<td>$200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[At the Beach]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td>7:00</td>
<td>Defenders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Bates]</td>
</tr>
<tr>
<td></td>
<td>7:30</td>
<td>Tales of Wells</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fargo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td>8:00</td>
<td>Tell Me a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Story</td>
</tr>
<tr>
<td></td>
<td>8:30</td>
<td>Gunsmoke</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[F&amp;R]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td>9:00</td>
<td>Make That</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spare</td>
</tr>
<tr>
<td></td>
<td>9:30</td>
<td>Rain Gun, Will</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel</td>
</tr>
<tr>
<td></td>
<td>9:45</td>
<td>Tales of Wells</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fargo</td>
</tr>
<tr>
<td></td>
<td>10:00</td>
<td>Leave It to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beaver</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[F&amp;S&amp;R]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Eady]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Eady)</td>
</tr>
</tbody>
</table>

BROADCASTING, August 7, 1961
A central billing service for spot radio and television, designed to tidy up the paper jungle of timebuying and to increase spot business by making it easier to transact, was announced last week.

The announcement came from a new firm, Broadcast Clearing House Inc., which said it had completed arrangements with the Bank of America to handle the data-processing for "an industry-wide system of automated billing and processing" which it hopes to get in operation by early next year.

BCH is headed by President John E. Palmer, who currently is western sales manager for Mutual, Executive Vice President Lee P. Mehlig, now vice president, general sales manager and co-owner of KGMC Englewood (Denver), Colo., and Secretary Arthur Wyman Sawyer, an account executive with the Garfield, Hoffman & Conner agency in San Francisco.

Their announcement came at a time when at least two other groups in New York are known to be working on plans for similar central billing services. One is a group of former Remington-Rand systems experts working with a company experienced in broadcast advertising (CLOSED CIRCUIT, July 24). The other centers around a second company currently active in the broadcast advertising field. Although neither would reveal details pending completion of its plans, both said they would not be deterred by BCH's beating them to the wire with an official announcement.

Promising Response = BCH officials said their plan had been received favorably in private presentations to a large number of agencies, station and station-representative interests, including the Station Representatives Assn. They said formal solicitations would be started by December or earlier—as soon as price schedules have been worked out. For this they said they are awaiting completion of cost estimates by Arthur Young & Co., nationally known accounting firm.

Although they could not estimate what the charges would be, they said the saving for all participants would be "substantial." They suggested that 50 to 60% of the cost should be borne by stations and the rest divided about evenly between agencies and reps.

They estimated that such a service would need the support of about 80% of the principal agencies, reps and stations, and said their target date for operation was January or February and in no event later than March 1. They said the biggest delay at the moment was in completing cost estimates on which to base price schedules for the service.

A Cherished Idea = Need some sort of "clearinghouse" arrangement for the processing of spot radio and television orders has been widely proclaimed for many years. SRA has been actively supporting and promoting the idea since 1954.

One of the biggest arguments, especially in the case of spot radio, is that the paper work is so voluminous it discourages buying, and that, therefore, if the paper work were simplified more time would be bought. BCH noted that some agencies estimate that handling spot radio takes three times as many hours as television and five times as many as a print buy.

Another argument is that a "one bill, one payment" system for agencies would put spot bookkeeping on a par with network in this respect and hence would encourage wider use of spot. BCH said its system achieves the "one bill, one payment" objective and also will insure quicker payment for the stations. Payment by the 25th of the month following broadcast is BCH's goal. Achieving it would of course depend on the speed with which agencies and advertisers settle their obligations.

BCH officials quoted a number of industry executives in varying degrees of interest in or approval of their plan's objectives. These were Lawrence Webb, managing director of SRA; Lewis H. Avery, president of Avery-Knodel and of SRA; John Ennis, vp and media director of Foote, Cone & Belding; Shelby Page, vp and treasurer of Ogilvy, Benson & Mather; John Broomhead, manager of accounting and billing, Kenyon & Eckhardt; James O'Grady Jr., executive vice president of Young Television Corp.; Robert E. Eastman, president of the rep firm bearing his name; Kenneth Godfrey, vice president of the American Assn. of Advertising Agencies; William Kistler, vice president of the Assn. of National Advertisers and Frank Groner, vp and media director of Foote, Cone & Belding.

Some of these quotes—notably those of the AAAA and ANA officials—were essentially noncommittal, but others were enthusiastic:

Mr. Avery expressed enthusiasm and
WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

Every time your marketing strategy calls for radio in America's top radio markets... 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa PLUS!" (96 of Iowa's 99 counties plus a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have proved that WHO is Iowa's most listened-to radio station. A 95-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

WHO for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., National Representatives
said the SRA board of directors "heartily endorses the objectives of BCH" and "fervently hopes that someone will lead the industry out of broadcasting's 'paper jungle.'" Mr. O'Grady said Adam Young Inc. and Young Television Corp. "would probably be willing to participate in your project, depending upon the cost factor." Mr. Ennis said the project "is important to our industry" and "it is therefore axiomatic that we support you in what you are doing to the utmost."

Mr. Ennis called the BCH presentation "most impressive." Mr. Gromer thought its possibilities "extremely interesting." Mr. Broomhead considered the idea "sound" and thought a "more efficient manner of handling a particular medium will undoubtedly generate greater use of that medium by clients." Mr. Page noted that "under the BCH plan, we will receive the benefit of a standardized bill from your organization and the advantage of preparing one check instead of many."

Mr. Webb, SRA's managing director, emphasized to Broadcasting the SRA's endorsement applied to the idea advanced by BCH, not to BCH itself because SRA does not endorse private companies. "No matter who does it," Mr. Webb said, "the important thing is that it get done. It could be the greatest boon to spot radio and television that ever came down the pike."

**Biggest Bank Involved** – The BCH system employs new, standardized reporting forms to gather information that is then processed by the Bank of America.

This "bookkeeping" would be done at Bank of America's data-processing center in San Francisco (see cut), which prompted industry observers to ask what effect this distance from New York, where the biggest volume of spot business is transacted, might have on the efficiency of the BCH operation. BCH officials said this question had given them some concern, too, but that after checking with stations and reps and making test runs with "jet mail" between New York and San Francisco, they were confident of cross-country delivery within 9 to 12 hours, or overnight, and that the distance therefore would pose no problem.

**How It Works** – Here is the way BCH describes its procedures:

BCH suggests that the standardized order form originate with the station rep, be confirmed by the station and sent on to the agency, and then, upon agency acceptance, forwarded to BCH. BCH then codes each item on the order: client, product, agency, rep, station, type and class of time bought, cost of time, total cost of schedule, etc.

From this data BCH prepares a pro forma or prima facie billing statement for the agency to submit to the client. On one form this statement shows everything ordered by the client for a specific month. The information is listed and sub-totaled by states and cities and by stations.

BCH prepares its station billing form at the same time, listing all national spot business placed on a station, with accounts and products shown alphabetically. This form, according to BCH, "completely eliminates station copying errors, since there is nothing to copy." At the end of the broadcast schedule the station notes any deviations from the ordered schedule, reports any make-goods that have been authorized, and returns a copy of the billing to BCH.

When it gets this copy, BCH adjusts the bill to conform with actual station performance "and sends payment (one check) for all national spot billing for the preceding broadcast month to the station."

BCH then prepares for the agency its adjusted billing form, which shows what was ordered (as on the pro forma billing form), what deviations occurred, the amount by which these deviations added to or subtracted from the pro forma billing, and the amount of payments actually made. The entire bill for each product campaign is submitted on a single form.

BCH next prepares the representative's statement, showing for each rep all business ordered for all accounts on each station he represents. With this statement, according to BCH, goes the payment due the rep.

**New York Office** – With announcement of its new service BCH also announced the opening of New York offices at 475 Fifth Ave. (telephone Lexington 2-8874). Mr. Mehlig, who was sales manager of WNMP Evanston, Ill., and subsequently general sales manager of KTLN Denver before he became a partner in KGMC, heads the New York operation.

Mr. Palmer, BCH president, is a radio management, sales and programming consultant in San Francisco in addition to his duties as western sales manager for Mutual. He operated his own rep firm and was with the John E. Pearson representation organization before joining Mutual. He has primary responsibility for selling the BCH concept to stations and reps.

Mr. Sawyer, BCH secretary, will work primarily among agencies and stations in New York, Chicago, Boston, Philadelphia, Detroit, Minneapolis and Atlanta, as well as on the West Coast. He has been engaged in radio sales at stations and at CBS Radio and also has had agency experience as media buyer and supervisor with Young & Rubicam and media director of John & Lewis, both in San Francisco.
"GAGS IN ABUNDANCE!"

Bob Hope, Fernandel, Anita Ekberg, Martha Hyer

Paris Holiday

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK TIMES

THE A-O.K.A.S. 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS
IDEA MAKES TV AD: BURNETT
Advertising leaders give views on creativity at workshop sponsored by 'Advertising Age'

The only thing that makes a good tv buy a bargain is a good creative idea in the commercial, Leo Burnett, board chairman of Leo Burnett Co., said Wednesday in Chicago before the fourth annual summer workshop on creativity in advertising sponsored by Advertising Age.

Another "hard reality" for advertisers and agencies today, he said, is that there is nothing right about a "right" media schedule until the right selling idea is found. The only thing that makes good research work is to help produce a working idea in the ad, he said, and warned that there's nothing good about a good copy platform that "straits-jackets" an idea.

Other Speakers - Mr. Burnett shared the three-day workshop spotlight with a number of agency and advertiser leaders including Marion Harper Jr., board chairman and president of Interpublic Inc., New York, and Donald S. Frost, vice president of Bristol-Myers Co. The workshop director was Dr. Stuart Henderson Britt, professor of marketing, Northwestern U. School of Business.

George G. Huntington, vice president and general manager of TVB, told the workshop that if total advertising is to grow it cannot reply entirely on the increased budgets of current clients. "We all must find new clients by showing more basic material manufacturers that they have an obligation to their customers' customers, that only by going to the public through their own advertising can they have a vote in the future of their own industry," Mr. Huntington showed TVB's "Progress of Discontent" film presentation.

Mr. Burnett outlined growing pitfalls in today's chain of command at both agency and client which too often may serve to stifle the creative process and result in "watered down" advertising. Among these he listed "coddling of un worthy eges," rule by committee, presentation by relay and revision by chain reaction.

May television network billings up 7.3%

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>TVB/LNA-BAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>260,773</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>1,245,192</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>3,829,492</td>
</tr>
<tr>
<td>Beer, wine, spirits</td>
<td>589,755</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>869,676</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>1,772,077</td>
</tr>
<tr>
<td>Consumer services</td>
<td>400,054</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>6,560,135</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>37,637</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>11,480,826</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>270,010</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>1,898,885</td>
</tr>
<tr>
<td>Horticulture</td>
<td>26,162</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
<td>2,775,722</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>272,121</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>1,131,010</td>
</tr>
<tr>
<td>Insurance</td>
<td>875,230</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>1,426,167</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>481,102</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>207,223</td>
</tr>
<tr>
<td>Radio, tv sets, phonographs-musical instruments, accessories</td>
<td>191,269</td>
</tr>
<tr>
<td>Retail or direct by mail</td>
<td>40,177</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>7,036,374</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>7,245,663</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>2,583,585</td>
</tr>
<tr>
<td>Toiletries &amp; toilet goods</td>
<td>10,038,364</td>
</tr>
<tr>
<td>Travel hotels &amp; resorts</td>
<td>755,228</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>51,680,110</td>
</tr>
</tbody>
</table>

### ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>TVB/LNA-BAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ancin tablets</td>
<td>$913,170</td>
</tr>
<tr>
<td>2. Winston cigarettes</td>
<td>714,105</td>
</tr>
<tr>
<td>3. Crest tooth paste</td>
<td>689,427</td>
</tr>
<tr>
<td>4. Metrecal</td>
<td>620,882</td>
</tr>
<tr>
<td>5. Salem cigarettes</td>
<td>605,764</td>
</tr>
<tr>
<td>6. Du Pont paints (home)</td>
<td>601,576</td>
</tr>
<tr>
<td>7. Swan liquid detergent</td>
<td>585,326</td>
</tr>
<tr>
<td>8. Kent cigarettes</td>
<td>536,115</td>
</tr>
<tr>
<td>9. Palm Mail cigarettes</td>
<td>526,180</td>
</tr>
<tr>
<td>10. Chevrolet passenger cars</td>
<td>525,844</td>
</tr>
<tr>
<td>11. Beech-Nut gum</td>
<td>499,992</td>
</tr>
<tr>
<td>12. One-A-Day vitamin tablets</td>
<td>483,743</td>
</tr>
<tr>
<td>13. Tide</td>
<td>478,294</td>
</tr>
<tr>
<td>14. Viceroy cigarettes</td>
<td>542,728</td>
</tr>
<tr>
<td>15. Butferin</td>
<td>437,398</td>
</tr>
</tbody>
</table>

He said that the protection of creative people against the realities of the advertising business is another reason "why we have so much tired and ineffective advertising. These creative people by their withdrawal from reality have forced the responsibility for making decisions on the clients and account executives—the very situation they decry."

Lint-Picking - Mr. Burnett felt the recent increase in legal lint-picking in advertising is understandable. Some of its worst aspects, however, have not come from government agencies such as the Federal Trade Commission but from super-safe, over-protective legal advisers of both advertisers and agencies, he said. Both agency and client must shoot for honesty, truth and clarity, he said, but felt young lawyers "too often seem to make it their mission to qualify and sterilize copy to the point that it loses its birthright."

Mr. Harper told the workshop that "revolutionary" results are coming out of the experimental creative climate that Interpublic has formed in the unique penhouse offices of Jack Tinker and Partners at New York's Hotel Dorsett. Although he could not give specifics because the Tinker projects are "classified," Mr. Harper said the
WMCA 570 kc
The ears have it!
The best in
entertainment, news
and public affairs
reaches 2 1/2 million
ears every day on WMCA
where 86% of the
listeners are adults.*

*Pulse Cume March '61
and Aud. Comp. Feb. '61
Three-year experiment, now at the halfway mark, is producing considerable positive results from putting four top creative minds in a free atmosphere and relieving them of all administrative and deadline pressures. The four partners are John H. Tinker Jr., Donald G. Calhoun, Dr. Herta M. Herzog and Myron C. McDonald.

The mixture is a form of intellectual adrenalin on their individual ability to think, Mr. Harper explained. The frictions of creative conversation, tackling only one problem at a time and seeing it through, he said, brings about a valuable “third viewpoint about a problem distinct from that of either agency or client. The hope of advertising in the future is in experimentation, Mr. Harper said. He cited a great need for innovation and better advertising to raise the profit curve of American business.

Eight-Second Spot • Perhaps the biggest creative challenge in television today is the eight-second spot, according to Lawrence E. DuPont, vice-president and director of TV-radio, Tracy-Locke Co., Dallas, who outlined the basic do’s and don’ts of the successful ID commercial. “The copy man must employ almost surgical discretion deciding how much he can remove without killing the patient,” he observed.

“ID producers by and large are melancholy folks,” he said. “All day long their beat their fists in claustraphobic frenzy against the walls of the tiny eight-second world in which they are imprisoned. Then in the evening they go home only to see a spectacular, 2½-minute commercial featuring thousands of beautiful girls, gorgously attired, complete with hot and cold running fountains, palatial sets and music by David Rose... It makes it easier to understand why on some occasions he has a compulsion to beat his wife, poison the cat and kick the hell out of every clock in the house.”

Mr. DuPont said the most successful eight-second spot is a production in itself, not an edited clip from a longer spot. It is simple and sticks to one idea. It is “mostly effective as reminder advertising. Those who expect it to do more are kidding themselves.” It has an advantage in driving home a dominant sales theme because of brevity.

It is necessarily “succinct and to the point. If the viewer remembers anything you said, the only thing he can remember is your sales theme.” Research experiments, he said, show that the picture overlays other elements, including print, voice and sound, but all must be properly blended.

Music Function • Mitch Leigh, president of Music Makers Inc., New York, described how music in broadcast commercials today has evolved into a highly effective dynamic tool to produce “emotional memorability” for the sales message. Music well scored, he said, can immediately establish the mood of the commercial message and eliminate the need for the first paragraph of the copy script. Music sets the quality tone for a product promptly, too, he added.

Music in the TV commercials sets the “image” for what is being talked about while in the radiospot “music must make the picture itself,” Mr. Leigh said. Music can be used to give visual depth to the flat screen of the TV commercial, he said, explaining that to be most effective music must be carefully coordinated with both copy and art.

Practical tips and a demonstration showing how to cut costs in production of TV commercials without losing quality or effectiveness was given by Hooper White, manager of New York commercial production for Leo Burnett Co. Oversimplified: “Hire good writers.” Mr. White said no amount of production “lilypad-gilding”—which is expensive—can cure bad writing or a poor sales idea in the first place.

An even 20 of the top current TV commercials were reviewed by a panel consisting of Donald S. Frost, Bristol-Myers Co.; management consultant Edgar Kobak, and Hildred Sanders, vice-president in charge of radio-TV, Honig-Cooper & Harrington, Los Angeles. But they could not agree on any spot as the

**List of Top Advertisers Using WHLI to Reach Big, Rich Long Island Market**

- Buick
- Chrysler Corp.
- Comet
- Dodge
- Dodge Trucks
- Fisher Bodies
- Ford
- General Motors
- Lincoln-Mercury
- Plymouth
- Prestone
- Presto-Lite
- Valiant

*Hassau-Suffolk, (Sales Management 1961)*

** Arbitron’s Daily Choices**

Listed below are the highest-ranking television shows for each day of the week July 27-Aug. 2 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

- **Date**
- **Program and Time**
- **Network**
- **Rating**

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., July 27</td>
<td>The Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>18.5</td>
</tr>
<tr>
<td>Fri., July 28</td>
<td>The Law &amp; Mr. Jones (10:30 p.m.)</td>
<td>ABC-TV</td>
<td>18.5</td>
</tr>
<tr>
<td>Sat., July 29</td>
<td>Have Gun, Will Travel (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>22.0</td>
</tr>
<tr>
<td>Sun., July 30</td>
<td>What’s My Line? (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.3</td>
</tr>
<tr>
<td>Mon., July 31</td>
<td>Adventures in Paradise (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>14.8</td>
</tr>
<tr>
<td>Tue., Aug. 1</td>
<td>Thriller (9 p.m.)</td>
<td>NBC-TV</td>
<td>14.5</td>
</tr>
<tr>
<td>Wed., Aug. 2</td>
<td>Naked City (10 p.m.)</td>
<td>ABC-TV</td>
<td>15.7</td>
</tr>
</tbody>
</table>

Copyright 1961 American Research Bureau
best, opinion ranging widely as to individual likes. They did agree that they liked the Dristan spot the least. The talk disclosed one success story: the Jax Beer cartoon spots, a southern regional account, have proved so popular people phoned to ask when they will be aired. As a result, Jackson Brewing Co. lists the times in its newspaper ads.

Compton-Saussy affiliation

Compton Adv., New York, announced July 31 it has acquired an interest in and affiliation with Walker Saussy Adv., New Orleans. The only personnel change involves Donald H. Halsey, Compton vice president, who also will serve as senior vice president of Walker Saussy.

Business briefly...

U. S. Time Corp., N. Y., will sponsor four full-hour entertainment specials on ABC-TV during the 1961-62 season. This in addition to the company's partial sponsorship of the Steve Allen Show on the network (Wed., 7:30-8:30 p.m. EDT), and one-half sponsorship of two Bing Crosby specials. Agency: Warwick & Legler, N. Y.

Oldsmobile Division, General Motors Corp., Detroit, has signed for alternate-week, full-hour sponsorship of Garry Moore Show (CBS-TV, Tues., 10-11 p.m. EDT), starting Sept. 26. Agency: D. P. Brother, Detroit.


Chevrolet Division, General Motors Corp., will sponsor the 24th annual Soap Box Derby on CBS Radio Sunday, Aug. 20 (5:30-5:45 p.m. EDT). Agency: Campbell-Ewald Co., Detroit.

The Professional Drycleaners of Oklahoma will launch a state-wide television advertising campaign Aug. 13-19, on WKY-TV Oklahoma City, KVOO-TV Tulsa and KSWO-TV Lawton. The campaign was prepared by Ackerman Assoc., Oklahoma City.

Rep appointments...

- KHEY El Paso, Tex.; KCHAR Anchorage, Alaska; Venard, Rintoul & McConnell, N. Y., as national representative.
- KFRM Concordia, Kan.: Spot Time Sales, N. Y., as national representative.
- KRLD-AM-TV Dallas: Advertising Time Sales, N. Y., as national representative.
- KODA Houston: Advertising Time Sales, N. Y., as national representative.
The Conestoga Wagon, a pioneer in transportation, originated in Lancaster County, Pennsylvania. It was the principal medium of westward travel, prior to the railroads.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.
AD EXECVS AGAINST 40-SECOND BREAK
Nowland survey finds 78% opposed, 12% in favor

Almost eight out of 10 of the men who should know the consequences of the move best, are opposed to the coming extended station-break time on network TV. This is the conclusion of a national survey of advertising executives released Friday (Aug. 4) by Nowland & Co., Greenwich, Conn., marketing research and consulting firm.

Of the 419 people canvassed (included were 140 executives employed by either advertisers or advertising agencies) 78% were against an increase in station-break time to 40 or more seconds, 12% favored the extension, and 10% were undecided.

The survey also revealed that agency executives were more reversed against the added commercial time in station-break periods than were their advertiser-based counterparts. About 82% of the agency men were opposed to the plan with 8% for it, compared to 75% of the advertiser executives opposed and 15% in favor. Among other conclusions of the survey:

- Too many commercials now being used in station-break time and the problem of triple spotting under the current set up, were the chief reasons given by 48% of the executives for opposing the plan.
- Another 19% of the advertising men felt that increasing station break time would be detrimental because it would lead to a loss of audience during this period, while 18% more said the move would dilute or reduce the value of the commercial message.
- Of those in favor of the move, 45% stated that any increase in the available spot TV time would also increase the inherent values of this type of advertising buy, while another 18% felt the increased time would decrease the value of the commercials, and 16% were convinced the move would have no effect at all.

An earlier national survey, also conducted by Nowland & Co. and released July 31, indicated that a large majority of advertising executives are attuned to FCC Chairman Newton Minow's public cries that TV is not operating as well as it should in the public interest. Of 437 major advertising executives questioned, 80% agreed with Mr. Minow that TV is in need of large-scale repairs. But only 34% believe that sponsors would jump on the bandwagon and stump for improved programming policies, while 52% felt sure that sponsors would take no action.

SCBA opposes savings & loans fetters
Southern California Broadcasters Assn. has gone on record as opposing some of the proposed changes in the California regulations for savings and loan association advertising as unfairly discriminating against radio and TV.

The particular target of SCBA, which includes about 50 am stations (and all in the Los Angeles metropolitan area), is the proposed rule that no claims of superiority can be made in savings and loan association advertising unless the ad "sets forth in detail valid reasons for its claim."

In a letter to Preston N. Silbaugh,

NIELSEN

First Report for July, 1961
(Based on two weeks ending July 9, 1961)

NIELSEN TOTAL AUDIENCE (t)

<table>
<thead>
<tr>
<th>% No. TV</th>
<th>TV homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>homes</td>
<td>(000)</td>
</tr>
<tr>
<td>homes</td>
<td></td>
</tr>
</tbody>
</table>

1. **Gunsmoke** 30.8 14,445
2. **Untouchables** 26.7 12,522
3. **Andy Griffith Show** 24.9 11,678
4. **Have Gun, Will Travel** 24.9 11,678
5. **What's My Line?** 24.8 11,631
6. **Garry Moore Show** 24.7 11,584

(10:30 p.m.)
7. **Wagon Train** 24.6 11,537
8. **Candid Camera** 24.2 11,350
9. **Garry Moore Show** 24.1 11,308

(10:00 p.m.)
10. **77 Sunset Strip** 23.7 11,115

Background: The following programs in alphabetical order, appear in this week’s BROADCASTING TV ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

**Gunsmoke (CBS-177):** General Foods (B&B), Mon. 9:30-10 p.m.
**Gunsmoke (CBS-201):** Lippert & Meyers (DFS), Remington Rand (Y&R), Sat. 10:10-10 p.m.
**Have Gun Will Travel (CBS-164):** Lever (JWL), American Home Products (Bates), Sat. 9:30-10 p.m.
**Garry Moore (CBS-161):** Chrysler Corp. (Ayer), S. C. Johnson (NLB), Polaroid (DBB), Tues., 10-11 p.m.
**My Three Sons (ABC-188):** Chevrolet (C-E), Thurs. 8-9 p.m.
**77 Sunset Strip (ABC-174):** American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.
**Untouchables (ABC-179):** L&M (E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thurs. 9:30-10:30 p.m.
**Wagon Train (NBC-186):** R. J. Reynolds (Esty), Ford (JWL), National Biscuit (M-E), Wed. 7:30-8:30 p.m.
**What’s My Line? (CBS-147):** Sunbeam (Perin-Paul), Kellogg (Burnett), Sun. 10:30-11 p.m.

Copyright 1961 by A. C. Nielsen Co.
strumenital in setting up local improvement programs."

The committee said its help can be offered only if requested and if local advertisements are criticized "on grounds of taste or opinion" but that it will not deal with "factual validity of claims" and it doesn't plan to duplicate the work of government regulatory agencies or the BBB in this area.

Votes and Comments • The committee said that in view of the importance of the local ad area, local groups in charge of "truth" projects may wish to forward cases to the committee for its votes and comments. It was noted that a legal restriction demands that votes and comments be sent directly to the local advertiser and agency concerned and cannot be given to "other local people."

If a majority of the committee's 20 members holds the particular advertising to be objectionable, its opinions are sent to the advertiser and the agency. If the majority regards the advertising "seriously" harmful to the profession it asks both parties to take corrective action.

The committee, which said it considers the local programs for truth and taste in advertising in cities throughout the country extremely important for advertising's welfare, noted an estimate of at least 30 such panels formed by advertising clubs and another 15 planned by other ad clubs.

Smith-Corona Marchant names BBDO as agency

Smith-Corona Marchant Inc., which pulled its approximately $1.5 million account from Cunningham & Walsh last June (Broadcasting, June 26), appointed BBDO to handle its advertising last week. The move came after the typewriter company had interviewed several agencies.

BBDO will handle all of the Smith-Corona product lines: portable typewriters, office typewriters, a new "compact" electric typewriter developed by the company, calculators, photocopy equipment and other office machines. Smith-Corona currently is pushing its new electric product line on all fronts and an increase in broadcast billings for the year is indicated. Last year, through Cunningham & Walsh, about $350,000 of the company's billings went into broadcasting. This year, as the result of a first-quarter spring promotion on NBC-TV's Today show and increased activity in radio spot, it's indicated that the typewriter manufacturer may double its broadcast billings.

Smith-Corona left Cunningham & Walsh after 26 years. Its departure contributed heavily to the shake-up of C & W's higher echelon last month (Broadcasting, July 24).

CBS Radio Pacific signs AHP for 'news/dimension'

American Home Products has become the first advertiser to buy CBS Radio Pacific's new regional split-run "news/dimension" package.

The plan offers run-of-schedule segments in virtually all the 10-minute CBS Radio news and five-minute news supplements aired between 9 a.m. and 5 p.m. seven days a week. Advertisers can buy one-minute announcements in five-minute segments or 30-second announcements in 2½-minute segments. They also have a choice between buying Group I (20 stations in California, Arizona, Oregon and Washington) or Group II (Group I plus 18 additional outlets in Colorado, Utah, Wyoming, Nebraska, Montana, Nevada, New Mexico, South Dakota and Texas).

The plan is available in three run-of-schedule packages, based on audience composition. There is "weekday" (66% women in audience), "weekend" (50% women, 50% men) and "total week" (combination of the two). The one-time rate for a five-minute segment is $275 for Group I, $375 for Group II, dropping to $245 and $345 for 12 or more spots per week for 52 weeks. For 2½-minute segments, the Group I rates begin at $195 and drop to $165, the Group II rates start at $280 and end at $250.

The plan includes 81 programs a week, the regular network newscasts plus Information Central, Your Man in Paris, Woman's Washington, To Your Health and Moscow Scene.

American Home Products on Aug. 31 starts using the "news/dimension" package on Group II (38 stations) for 20 weeks on behalf of Dennison's foods. Young & Rubicam is agency.

Agency personnel shifts

Harry B. Cohen Sr., board chairman of Cohen & Aleshire, became senior vice president and member of the executive committee of Donahue & Coe Inc. when the latter agency acquired Cohen & Aleshire's major accounts and key executives on Aug. 1 (Broadcasting, July 24).

Other C&A officers who became vice presidents at D&C include: Edward Aleshire, president; Frank Brady, executive vice president and Harry B. Cohen Jr., vice president, secretary and treasurer. Some 15 other Cohen & Aleshire personnel will be absorbed by Donahue & Coe, which gains $3.5 million in radio-tv billing as a result of the merger. No change in the name of the Donahue & Coe agency is contemplated. Grove Labs., a division of Bristol-Myers, with billing of about $2.5 million, is the largest account involved in the move.
Announcing GREATLY INCREASED POWER!

TO REACH MORE LISTENERS IN SOUTHERN CALIFORNIA THAN EVER BEFORE!

2 POWERFUL STATIONS FOR 1 PRICE!
When you buy time on KPOL AM, you automatically get equal time on KPOL FM. The attractive program format of great popular music 24 hours a day, news on the hour, headlines on the half hour, and commercials only on the quarter hour, have resulted in a high number of adult listeners from higher income families. This combined with low rates and soon new top power make KPOL THE BEST BUY IN LOS ANGELES For all the facts, call WEBster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California.
Represented Nationally by Paul H. Raymer Company
In Chicago
...world's busiest rail center...the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York plus St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation!"

In Chicago

WGN TELEVISION

offers better programming through dedicated community service!

WGN IS CHICAGO

Quality • Integrity • Responsibility • Performance
Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Phoenix Studios Inc., 420 Lexington Ave., NYC 17
National Biscuit Co. (Millbrook Bread), one 60, one 45, animation, film. Agency: Goulding-Elliott Graham for McCann-Erickson Inc.; Ed Graham a.e., G-E-E; Gus Guckenberger a.e., McCann-Erickson; Chet Gierack prod. mgr.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22
Colgate-Palmolive (Fab), one 60, live, film.


Lionel Corp. (Lionel Trains), four 60s, live, film. Agency: Grey Adv. Inc.
P. Ballantine & Sons (Ballantine Ale), one 60, live film. Agency: William Esty
Nestle Co. (Nestea), two 60s, one 40, one 20, two 10s, live, film. Agency: F. H. Hayhurst.
Continental Baking Co. (Wonder Bread), two 60s, two 20s, two 10s, live, film. Agency: Ted Bates.
Revlon Inc. (Living Curl), one 60, live, film.
Agency: Warwick & Legler.
Greyhound Corp. (Greyhound Buses), four 35s, 12 10s, live, film. Agency: Grey Adv. Inc.
Minneapolis-Honeywell, three 60s, live, film.
Agency: Campbell-Mithun.
RCA (RCA Records), one 60, one 20, live, film.

TvB pitch asks: is tv price too low?

Is television's price too low?

A new Television Bureau of Advertising brochure raises this question. TvB offers evidence to substantiate the claim that "it costs less to be a television advertiser than to be a newspaper advertiser."

To tell how much a medium costs, and whether it's worth the price, TvB asks first that advertisers check any medium on these two counts: "what you actually pay to become an advertiser in a given medium, and what you buy with what you pay (a way to sell people and an audience)."

In terms of dollars, the brochure lists the costs of a one-minute tv commercial and a 1,000-line newspaper ad in the average of the country's top 100 markets (take the total costs and divide by 100). The costs: daytime tv minute, $100; late-night minute to reach the husband and wife together, $150; prime time minute for maximum family audience, $230; the 1,000-line newspaper ad, $624.

TvB declares the easiest way to look at the comparative price situation is to start with a hypothetical budget, for example, $300,000, which would buy: one 1,100-line ad in each of the nation's 1,763 daily newspapers with a combined circulation of 59 million copies; or, a full-page black and white ad in all 13 magazines with circulations over 3 million (combined circulation: 74 million copies), or one of the 14 most expensive nighttime network tv shows with a potential reach of 46 million homes.

Continuing, TvB says: "Assume the almost impossibly high readership figure of 50% for both newspapers and magazines and compare with the actual measured audience of the television show." The table as shown in the brochure:

<table>
<thead>
<tr>
<th>Sales calls</th>
<th>Cost per 1,000 sales calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>29</td>
</tr>
<tr>
<td>Magazines</td>
<td>37</td>
</tr>
<tr>
<td>Television</td>
<td>49</td>
</tr>
</tbody>
</table>

To put it another way, TvB adds: "If you wanted to create a million sales impressions in each of the three media, it would cost: newspapers, $10,000; magazines, $8,000; television (most expensive show), $6,290."

Revlon drops specials for scheduled shows

Revlon Inc. and Harry Belafonte parted company last week. In the past two years the cosmetic firm and the entertainer collaborated on two successful hour-long specials on CBS-TV, and had a contract calling for two more original shows during the coming season.

Revlon attributed its move to a change in basic advertising policy—from sponsorship of specials to regularly scheduled shows. In the past the company sponsored only specials, but last spring began to pick up alternate-weeks of NBC-TV's Alfred Hitchcock Presents and Wagon Train. Plans for the coming season call for alternate-week sponsorship of CBS-TV's Ed Sullivan Show and Checkmate, and possibly an hour-long Christmas special.

A company spokesman denied that Mr. Belefonte's dissatisfaction with the number or content of commercials used on past Revlon specials had anything to do with the discontinuance of the programs. He said the first program, presented in December, 1959 (it won an Emmy Award), only contained two commercials, and the other one, telecast last November, carried "a not excessive" four commercial messages during the hour.

'Negro Group Plan' offered by Howard

A "Negro Group Plan" for advertisers that claims a radio coverage area reaching 54.2% of the national Negro market was announced last week by radio-tv representative Bernard Howard & Co., New York, which reps a major list of Negro-programmed radio stations. Included are five separate groupings: national, northern, southern, western and a selected "first 15" Negro metropolitan area.

The plan accommodates variations in schedules, a rate card issued showing costs for 12, 18 and 24 announcements plus 6 quarter hours per week for 13, 26 and 52 weeks for each of the groups offered. "National" coverage rates, for example, show a cost range from $32,472.18 for 12 weekly minutes for 13 weeks to $209,118 for 24 weekly minutes for 52 weeks, and $63,997.57 for six weekly quarter-hours for 13 weeks to $212,122.56 for the same amount of time purchased for 52 weeks. The firm represents stations in 27 markets.

Pepsi forms Teem Division

The Pepsi-Cola Co., New York, has formed the Teem Division to implement marketing of Teem, Pepsi's lemon-lime drink, and other new beverage products.

Robert M. Worden, a 10-year Pepsi veteran, has been elected a vice president of the company and placed in charge of the new products unit.

A full-scale advertising campaign, including radio and television spots, has been prepared for use by Teem's 250 bottlers. BBDO, New York, is the agency.

Burma-Shave appoints Scott

Burma-Vita Co., Minneapolis, has appointed R. Jack Scott Inc., Chicago, as agency to handle its new one-year saturation spot tv test for Burma-Shave in major markets this fall, starting with Chicago (Closed Circuit, July 24). The historic roadside signs are to be preserved, but they may be curtailed some.

L. C. Odell, vice president and director of sales for Burma-Vita, said "we're shooting for the moon" in the television drive and spots "will be running out of your ears." He said the test is for a full year because no advertiser should expect any medium to do an effective job in any lesser period. Former agency was Bozell & Jacobs, Minneapolis.
KRON is TV in SF

San Franciscans are sold on KRON-TV

NUMBER 1
LOCALLY-PRODUCED
NEWSCAST IS ON
KRON-TV
(June 1961 Nielsen)

- S.F. CHRONICLE - NBC AFFILIATE - CHANNEL 4 - PETERS, GRIFFIN, WOODWARD
any chance for uhf build-up?

FCC tries forcing action to get broadcasters into high band but some see it as re-run of an aid-to-fm policy that failed

The FCC has taken another step down the road to uhf television—and this time it is holding out a carrot to persuade reluctant broadcasters that it would be a good idea to move into the upper band.

In a clear attempt to whet broadcasters’ appetites for uhf, the commission proposed last week to give these benefits to uhf applicants:

- Dual operation in both vhf and uhf for those already broadcasting in the vhf band.
- A pool of uhf channels to be reserved for existing commercial broadcasters for about three years.
- A first come-first served policy in uhf applications whereby an applicant will be guaranteed the channel he seeks without a hearing.
- Relaxation of various technical requirements that will make it less expensive to build and operate a uhf station.
- Abolition of the uhf table of allocations so that applicants may apply for any uhf channel—with some restrictions, however, to prevent a concentration of desirable, low band uhf stations.

As a further nod to uhf, the FCC proposed to deintermixture eight cities by removing the single vhf outlet now in each community and converting the eight to all-uhf markets (see table this page).

At the same time, the commission proposed to add a third vhf channel at less than minimum mileage spacing to eight cities to create competitive facilities for the three networks (see table, page 55).

And, in three other cities the commission issued final orders to add a vhf to each, but without shortening mileage separations (see table, page 55).

The proposals to beef up the uhf system had the support of five of the seven FCC commissioners, but the proposal to remove the v’s from the eight markets carried by a one-vote majority. Chairman Newton N. Minow, Commissioners Robert T. Bartley, Robert E. Lee, Frederick W. Ford, and John S. Cross were in agreement on the moves to expand the use of uhf, with Commissioners Rosel H. Hyde and T. A. M. Craven opposing.

On the proposals to delete the vhf’s in the eight markets, the chairman and Messrs Bartley, Lee and Ford continued the majority, with Messrs. Hyde, Craven and Cross the opposition.

The rule-making notices to drop new v’s into eight cities were made by unanimous vote. The commission split in different ways on the final orders dropping new v’s, without changing mileage separations, into three cities (see table, page 55).

All the actions were announced July 28 (Broadcasting, July 31), but it was not until last week that the details became available.

Insurance — The commission’s proposals were greeted with dismay by many broadcasters and Washington lawyers and engineers. The consensus of their views is that the FCC is trying to force telecasters into uhf—just as it tried several years ago to force standard am broadcasters into fm.

“The only thing they’ll succeed in doing,” one knowledgeable Washington observer stated, “is to force a tv broadcaster to take out uhf insurance. It’s just what they did in fm.”

The managing director of one of the larger group owners said his company would have “no interest in duplicating our v’s with uhfs.” Spokesmen for networks and other major group owners begged off answering on the ground that they had not had time to study the document and the FCC’s reasoning.

The move to drop an extra vhf into cities, even though at short spacing, was considered all to the good by network executives. ABC found it all for the best, and CBS and NBC found some good in the proposals—in that it would relieve some of their affiliates of handling two networks.

Uhf to the Fore — If the FCC notification and action can be taken at face value, the ultimate for tv is a heavier reliance on uhf—either on an area basis, or conceivably as the basic service throughout the country.

But the FCC’s actions cannot be taken without reservations.

First, the moves are proposals only
and must go through the rule-making routine of comments, replies, and final orders that are reviewable in the courts. Second, the FCC majority seemingly has tied up its approach with the hope that Congress will legislate a requirement that all TV receivers must be capable of receiving both VHF and UHF. There is serious doubt—to which some FCC executives in a more candid moment might acknowledge—that Congress will do this, particularly in the face of the intense opposition of TV manufacturers.

If, however, the future of TV is UHF—in whole or in part—the whole war on TV in the United States is in for some radical changes:

- Instead of the 500-odd TV stations on the air, there are only about 1,500. But many would be stations whose coverage is smaller than present TV's because UHF receiver coverage is less than that of VHF. That the commission is aware of this is plain since it suggests that UHF coverage might be extended through the use of boosters and translators.

- The three TV networks which are on the begging side in markets where there are only two VHF stations might find themselves in the driver's seat if there is a plethora of stations seeking affiliation. The threat of disaffiliation is stronger when there are other outlets to which a network can turn.

- Independent program producers may find that their market has exploded into a myriad of buyers, all seeking program material. Certainly those stations not affiliated with a network would need independent programming—and more stations per market are the entire justification for UHF development.

- A fourth TV network might come into being.

- If more UHF TV stations begin broadcasting, a sizeable market might be established for UHF TV receivers. Since TV manufacturers, like all businessmen, will produce whatever can be sold, there is a feeling that at some point the set maker might find it more efficient to produce a single, all-channel set—rather than running two production lines, one for VHF and another for UHF.

**Third vhf proposed for eight markets**

**WOULD BE AT LESS THAN MINIMUM MILEAGE SPACINGS**

There are eight cities to which the FCC proposes to add a third vhf channel at less than the minimum mileage spacings required under the present rules.

In the兴致 of the eight is less than 120 miles from a co-channel station and, in fact, the FCC said it would not approve any transmitter site that is less than 120 miles from its companion on the frequency. Specific mileage separations cannot be ascertained until applications are submitted and granted, since in some instances as much as 10 or 20 miles of variation may be involved in the transmitter-to-transmitter distance.

Comments on these rule-making are requested by Oct. 2.

The added vhf channels, plus protection to be afforded co-channel stations and existing operating stations, are as follows:

- **Baton Rouge, La.—** Add ch. 11, from Houma, La., with radiation suppressed in direction of WDKT-TV Meridian, Miss., less than 220 miles from Baton Rouge. Use of this channel at Baton Rouge would also result in less than standard spacing to adjacent ch. 10 KLFY-TV.

**Final orders add vhf to three markets**

**BENEFICIARIES: ROCHESTER, SYRACUSE, GRAND RAPIDS**

In the midst of all the proposals put out by the FCC last week for deinter- 
mixture, added vhf channels at below-

mileage separations and the moves to 

to enhance UHF, the commission issued 

two final orders adding an extra vhf 

channel to Syracuse and Rochester, 

N.Y., and to Grand Rapids, Mich.

All three of the channels meet the sep-

aration requirement, that is, that a 

necessary reshift of channels between 

Rochester and Syracuse a 4.5 mile 

shortage exists on another channel.

Here's what the FCC did:

- **City** | **Present Allocation** | **New Allocation** |
- Syracuse, N.Y. | 3- | 8, | 43+3- | 5- |
- Rochester, N.Y. | 5- | 10- | 8, | 10- | 13- |

Note: Ch. 9 in Syracuse and ch. 13 in Rochester are required to protect Canadian stations. Ch. 5 in Syracuse is 4.5 miles short of minimum separation with WPTZ (TV) North Pole, N.Y. The switch of ch. 5 and ch. 8 between Syracuse and Rochester requires that WROC-TV Rochester, now on ch. 5, must move to ch. 8. WHEN-TV in Syracuse, now on ch. 8, must move to ch. 5, under certain conditions.


**Second, the FCC majority seemingly has tied up its approach with the hope that Congress will legislate a requirement that all TV receivers must be capable of receiving both vhf and uhf. There is serious doubt—to which some FCC executives in their more candid moments might acknowledge—that Congress will do this, particularly in the face of the intense opposition of TV manufacturers.**
WHERE THIRD VHF WOULD GO

Lafayette, La. Operating in Baton Rouge: WAFB-TV, ch. 9; WBZR (TV), ch. 2. In Houma, cp for ch. 11 held by St. Anthony Television Corp.

Birmingham, Ala. Add ch. 3 minus, with radiation suppressed in direction of WRSP-TV Chattanooga, Tenn., and WRLB-TV Columbus, Ga., both less than 190 miles from Birmingham. In and in the direction of WREC-TV Memphis, Tenn., and WEAR-TV Pensacola, Fla., since ch. 3 would be operated non-offset with these stations. Operating in Birmingham: WAFI-TV, ch. 13; WBRC-TV, ch. 6; educational WBGIA (TV), cp for ch. 42 held by Birmingham Television Corp. (WBBM (TV)).

Charlotte, N.C. Add ch. 6, with radiation suppressed in direction of WECT (TV) Wilmington, N.C.; WBIF (TV) Augusta, Ga.; WHIST-TV Bluefield, W.Va.; WATE-TV Knoxville, Tenn., all less than 170 or 190 miles from Charlotte. Although no adjacent channel station must be changed, the most efficient utilization of ch. 6 at Charlotte requires offset by WECT, from ch. 6 even to ch. 6 minus. Operating in Charlotte: WBTI (TV), ch. 3; WSCIG (TV), ch. 9; cp for ch. 36 held by Century Advertising Co. (WUTC (TV)).

ANY CHANCE OF UHF BUILD-UP?

There were only 536 commercial stations and 56 non-commercial stations in 282 communities. Most significantly, it adds, only 75 of the 1,543 uhf assignments are in use. Also, it continues, only 65 markets are served by three or more competitive tv services.

The root cause of this difficulty, the FCC states, is the inability of uhf stations to compete with vhf outlets— in coverage and in audience.

Back in 1959, the commission recalls, it held out the possibility of five alternatives for the future—but three of them, all involving the idea of contiguous bands of uhf channels, have had to be retired since they involved conflicts with national defense requirements.

The Two Choices: This leaves only two alternatives: an all-uhf service or continuance of the present vhf-uhf combinations.

"It is not yet clear," the FCC states, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, for the present our efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combinations with the now virtually saturated 12 vhf channels."

The finger points, the FCC strongly intimates, to the day when uhf can be used in densely populated areas where communities are close together (the northeast and north central areas and the West Coast), with uhf channels used for wide area coverage in the less populated areas or where terrain difficulties cannot be overcome otherwise. Uhf propagation is extremely difficult in mountainous terrain.

The hope is, the FCC says, that its latest proposals for dual operation of vhf and uhf outlets by the same licensee in the same market will "mitigate" any dislocations required if it is finally decided to enlarge the uhf areas.

Cheaper Uhf: In a bid to make it less expensive to build and run uhf stations, the commission proposes to liberalize a number of technical requirements. It plans, it said, to (1) eliminate the requirement that vestigial side bands be attenuated (a saving of $10,000-$12,000, it is calculated by consulting engineers); (2) reduce visual-audio ratio requirements to obviate the need for a sound amplifier in the tv transmitter, running to a saving of $10,000-$50,000; (3) permit the use of directional antennas and (4) permit remote control (the last a means of reducing personnel costs at the transmitter).

One of the questions that the FCC specifically asks is in the area of programming of the uhf outlet by the existing uhf station. Should the uhf be required to program independently, or should duplication of the vhf program be permitted? Those responding to the rule-making are invited to answer that question. There seems to be some belief at the FCC that independent programming might foster the sale of all-channel sets.

The commission says it will waive the duopoly rule in order to permit dual operation of uhf and vhf stations in the same market by the same licensee. This waiver policy would continue, the FCC says, "to such future time as developments would call for a return to the present policy of limiting licenses to one tv station in any single market."

Uhf Pool: In establishing a pool of uhf channels for existing vhf operators, the commission declares that this would be held in reserve for three years from the effective date of legislation for an all-channel receiver, or until Dec. 31, 1965, whichever is earlier. Uhf channels for education would be held longer.

The FCC's document contained a list of cities where uhf channels will be released for this dual operation. It does not identify the channels but it does list the number to be held (for example, New York, 7; Washington, 5; Houston, 4; etc.).

That the FCC majority has embarked on a calculated push toward uhf is made plain by its report on squeeze-ins of vhf at short spacings. The assignment of additional uhf channels, the commission says, "must be regarded as an interim measure. . . ."

It further states: "The basic issue is clear. Either the major stress henceforward will be placed upon an evolving uhf service, or the industry and the public will continue to face the prospect of a television service severely hampered by inadequate numbers of operating outlets in many cities where there is need and demand for added stations. In these circumstances we think there is undoubtedly a warrant for confining the expanded use of uhf frequencies to those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the uhf band."

The criteria for selecting those cities

56 (GOVERNMENT)
VIEWMANSHIP

at its best in Baltimore—
the Nation's 12th Market!

WMAR-TV leads in weekly
daytime, average daily daytime,
weekly nighttime, average
daily nighttime, weekly total
and average daily total homes.*

MORE

*Breakdown of ARB 1960
Coverage Study credits
WMAR-TV with 5% or
better weekly circulation
in 43 counties. Of this
number, WMAR-TV reach-
es more homes than any
other Baltimore station in
37 counties.

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

CBS TELEVISION

Channel 2

THE KATZ AGENCY, INC.
National Representatives
Whenever all three networks cover
the same event at the same time...

more people watch it on NBC

When Gus Grissom rocketed into space, an estimated 43,000,000 people watched it—and throughout the show NBC TELEVISION attracted 61% of the network audiences.* It happens that way all the time. FOR INSTANCE: 1. During the National Political Conventions NBC News attracted greater viewing audiences than both other networks combined. 2. In the Great Debates, viewing on NBC was substantially greater than on either competing network. 3. More families turned out to watch the Election returns on NBC Television than the total for both other networks. 4. And it happened that way again for the Inauguration. 5. And again for coverage of Alan Shepard's history-making flight. 6. When President Kennedy reported to the nation on his trip abroad, NBC News again won the biggest audience, this time by margins of 5% and 136%. 7. And in Presidential Press Conferences covered by all three networks, NBC averaged an audience pull 37% stronger than its closest competitor.

Sources: *Trendex. Nielsen Television Index: Items 1-6, National (Average Audience Ratings). Items 6 & 7, MNA.
All-channel set bill appears doomed

NO HEARINGS PLANNED FOR CURRENT SESSION

The FCC's all-channel-receiver legislation—the proposal central to the commission's effort to break the uhf-vhf impasse—appears headed for trouble on Capitol Hill.

It is doubtful that hearings will even be held on the bill in this session, which is expected to be wound up by the middle of September. The Senate and House Commerce Committees have hearings booked almost to the end of August, and the all-channel bill isn't on either committee's agenda. Nor do committee staffers expect it to be.

But more importantly, key members of both committees are registering either skepticism or outright opposition to the proposal, which would permit the shipment of only all-channel sets in interstate commerce. If the bill should die, it would take much of the steam out of the over-all attack planned by the commission on the uhf-vhf problem.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he "doesn't like the idea of forcing" purchasers to pay the additional price of all-channel sets when only a vhf or uhf signal may be available in their area. The senator, however, said he would want to hold hearings before taking a final position.

Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, expressed a similar view, and added: "I think the bill will run into a lot of opposition."

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, was reported last week to be opposed to the legislation on at least two grounds: that it provides for FCC regulation of manufacturers and that it is putting the cart before the horse to require manufacturers to build only all-channel sets before both uhf and vhf signals are available in all areas.

for added vhf channels, the FCC states, were based on seven factors, among the most important being that the markets were within the 75 top tv cities, that two vhf stations were already in operation, and that no assignments be made at less than 120 miles co-channel and 40 miles adjacent channel.

In discussing this policy, the commission points out that the move of ch. 7 into Louisville is already under consideration but is faced with heavy difficulties—although the FCC says that if it finally decides to move ch. 7 into Kentucky city it will give consideration to permitting minimum mileage separation. A similar discussion covers Providence, R. I.

Chairman Minow concurred in the policy on adding vhf channels, but added a statement stressing his feeling that the FCC has assigned the drop-ins for commercial use; he would have spelled out a policy that if educational groups feel they have a greater need for these channels the FCC will consider such a reservation.

Commissioner Cross went along with most of the proposals on uhf but registered dissent at the moves deleting existing vhf in the eight cities. He feels, he said, that up to 275,000 people now receiving service from vhf stations in those areas will be deprived of their only service by this move. This is on the basis that uhf stations cannot cover as wide an area as vhf outlets.

Gerico's tv channel to go to etv group

Gerico Investment Co., formerly operator of ch. 17 WTIV (TV) Fort Lauderdale, Fla., was found in default for failure to prosecute its license renewal application by FCC Hearing Examiner Asher H. Ende last week. He issued an initial decision looking toward granting ch. 17 there to The Board of Public Instruction of Dade County.

Mr. Ende said notification of hearing was sent by registered mail, return receipt requested, to Gerico and its president, Mortimer W. Leewi. No reply was received.

The educational group was found by the FCC's hearing order to be "legally, technically, financially and otherwise qualified" to operate the station. The major point at issue was whether Gerico had abandoned the station, which has been off the air since February.

Ch. 5 applicant asks Maguire clarification

Massachusetts Bay Telecasters, one of three applicants for Boston ch. 5 in the court-remanded ex parte case, suggested last week that the FCC investigate whether the activities of Richard Maguire, a former 2.77% stockholder in competing Greater Boston Television Corp., should disqualify GBT.

WHDH Inc., the third applicant and incumbent on the channel, had asked the FCC to disqualify GBT because Mr. Maguire's sale of his interest makes GBT an entirely different applicant (Broadcasting, July 24). The FCC Broadcast Bureau replied last week that this WHDH pleading does not warrant serious consideration.

MBT said Mr. Maguire had left Boston for Washington, "where he is reported to be working for the executive branch of the government or working closely with the executive branch." MBT asked the FCC to determine if Mr. Maguire has arranged to resume an interest in Boston ch. 5 upon his return from government service and whether he would receive fees while in service from his law firm's efforts on behalf of GBT.

MBT said it is not charging Mr. Maguire with violating the letter or the spirit of the executive order concerning ethics and conflict of interest, but feels the situation should be clarified and put into the record of the case.
NOT LOOKING FOR WORK.
JUST WANT A JOB.

Agency Z was reportedly the most difficult place in town to get a job. Their psychological testing process was most rigorous. Their exhaustive reference checks were rumored to include evaluations from candidates' kindergarten teachers on group cooperation and aggression patterns. People went in for interviews in depth and didn't come out for days. Sober men got the spins. Applicants developed circulatory diseases*.

Preliminary screening consisted of “The Walk.” Applicants were simply told to find the door marked PERSONNEL, buried at the center of the maze shown above. Then the tests were administered.

See if you can find your way to Personnel. Draw the shortest route on this page, send it to us, and we'll send you an exciting new prize. It may be straight or in the round, thick or thin.


*If you're suffering from low circulation, try WMAL-TV, the station first in Washington, D. C. market, 6 PM-Midnight, Mon. thru Fri. (June ARB '61)

wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.


BROADCASTING, August 7, 1961
Bang! you're dead or you're dead, bang!

CENSORSHIP CAN BE BEFORE OR AFTER, CHICAGO SEMINAR IS TOLD

The FCC's position that it has legal foundation to review past program performance in license renewal proceedings and that this does not violate the First Amendment's no-censorship principle ultimately must be decided in a court suit whose issues go directly to those arguments.

This appeared to be the strongest conclusion among broadcaster participants at the half-way point Thursday night in FCC Chairman Newton N. Minow's "homecoming" seminar at Northwestern U. Law School, Chicago, on the topic of freedom and responsibility in broadcasting. Participating in the two-day conference were 20 national leaders representing all principal shades of opinion in the mass communication field.

The high points of the exhaustive intellectual exchange, which involved as much prepared-text presentation as "discussion" (for Friday talks, see AT DEADLINE), included these developments:

- Harvard Law School Prof. Louis L. Jaffe's brief "lecture" on constitutional law to Chairman Minow at the public session Thursday afternoon just after Mr. Minow's elaborate legal defense of the FCC's right to consider programming. Prof. Jaffe suggested Mr. Minow's position might contain some holes.

He questioned Mr. Minow's definition of "censorship" as confined only to prior restraint and as not involved in sanction after the fact. Prof. Jaffe, however, supported Mr. Minow's premise that the FCC may look at a station's "total" programming picture to determine whether a balanced-service responsibility has been met. Chairman Minow indicated they appear to agree in principle and did not contest Prof. Jaffe's legal distinctions.

- Chairman Minow's opinion that a television affiliate of a network at license renewal time—assuming that in all other respects he has met his licensee responsibilities—should not be held liable for airing network programs containing "violence." Given in answer to a question by broadcaster John W. Guider, Mr. Minow's view was based on the position that "in many cases the problem is out of the hands of the owner" since he doesn't see the show until his audience does.

The "major responsibility" for violence on network shows, Mr. Minow said, lies in our "system" of producing and distributing programs and it is for this reason he said he supports proposals for the FCC to regulate the networks.

- The prospect that later in the fall an informal but national conference on the current problems of radio broadcasters may be called, with particular attention to the mounting paperwork and reporting demands being made on them by the FCC. The proposal was advanced by NAB President LeRoy Collins and was personally endorsed by Chairman Minow.

- An offer by the FCC chairman to use his good offices with the U. S. Justice Dept. to clear the way for local radio station operators in a given market to get together to consider a joint approach to a balanced programming offering that would best meet local needs—if such a proposal were to be initiated by the stations.

- Another view by Mr. Minow that he is sympathetic to specialized programming by radio stations (but not by tv stations) to compete in high-density markets, although legal precedent calls for each station individually to offer fully-balanced programming.

- A sincere hope by Fairfax Cone, executive committee chairman of Foote, Cone & Belding, that "someday there will be a meeting at which 99% of all the attention is not devoted to what is bad in television."

He made a special effort to impress upon the gathering that "most broadcasters are trustworthy" and so are most advertisers and agencies.

- A hypothesis by Cincinnati Law School Dean Roscoe Barrow, author of the FCC's Network Study and recently-named consultant to the FCC, that the marketing function necessary to televisions' well-being may have the effect of causing "good" programs to be driven out of television by more highly-rated programs of lesser quality.

- A flat contradiction to the Minow and Barrow positions by W. Theodore Pierson, Washington communications lawyer, who is convinced the whole Minow philosophy is propounded on censorship, pure and simple. Though unrestrained programming may have imperfections, he said, it is much to be preferred over a "vast wasteland of withered liberties."

Participants in the two-day symposium, in addition to Messrs. Minow, Collins, Jaffe, Barrow, Pierson and Cone, included: the conference chairman, J. Leonard Reinsch, executive director of the Cox stations and tv-radio advisor to President Kennedy; the conference director, John E. Coons, Northwestern Law School professor; Warren...
"Make a noise in the east . . . but strike in the west"

Long before Mao Tse-Tung gave us the headline for this ad, Sun Tzu, another Chinese militarist, said in 500 B.C.:

"To fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting."

In today's terms, this strategy is called "Protracted Conflict." In today's world it is being vigorously practiced by Mao Tse-Tung and his brothers in the Sino-Soviet block.

This is Mao's formidable formula for Protracted Conflict:

I. Eliminate your enemies one by one. Kill the straggler in a group of men . . . penetrate the straggler in a group of nations.

II. Keep the enemy off balance. Example: Berlin, Laos, Viet-Nam — the basic communist policy of international thrusts and feints.

III. Use all possible propaganda and cultural warfare to sap the enemy's will to resist.

IV. Avoid a frontal assault until it can succeed without powerful retaliation.

V. Split the battlefield into a Peace Zone and a War Zone. (Today's Peace Zone is simply the full area of the communist empire. According to communist tactics, all international tensions lie within the War Zone. Thus, the question of colonialism may be debated in regard to Congo, never in regard to Hungary or Tibet.)

Americans can be fortified through facts. We may not know what the commists will try next, but the communist blueprint convinces us that whatever it is, they are going to try it. We need not be surprised or shaken.

We don't think these ads will change the tide of any battle. But through them, and the prime time announcements to our viewers and listeners, a few more facts about communism are being published . . . and, our knowledge of the facts of the case is our mightiest defense — and offense.
Which Collins comments d’ya read?

ARE FCC FORMS ‘NET IMPROVEMENT’ OR ‘INTOLERABLE BURDEN’?

Hottest debate of the broadcaster’s summer: Where does NAB President LeRoy Collins stand on revision of the FCC’s program form?

He has commented three times on the subject—in a July 13 memo to member stations, in the July 31 NAB Highlights (privately circulated to members) and in an Aug. 3 address to the Northwestern U. School of Law’s Conference on Freedom and Responsibility in Broadcasting (story page 62).

Is he consistent? Or has he done an abrupt switch?

The new form isn’t too bad but might be improved—in any case “a net improvement”—Gov. Collins was reported as saying in Broadcasting (July 17).

And then the lid blew off at NAB. Gov. Collins charged Broadcasting had misrepresented his views in reporting the July 13 memo. He said in the July 31 Highlights, after observing he had received helpful comments from some members: “These responses indicated that some have misinterpreted our position on the proposed new forms, and this has been stimulated further by distortions in Broadcasting magazine.”

Gov. Collins continued, “In order to clarify the matter, this is to advise you that we here at the NAB staff have not given blanket approval or endorsement of the FCC proposal.”

He continued in Highlights: “... The most uniform, single item of concern received thus far, however, is over the tremendous added burden envisioned in the proposed logging requirements. ... The public-service accomplishments of broadcasters, generally, are not reflected adequately in the present form, I am told. It also is my understanding that the proposed form will enable the broadcaster to log and report all identifiable program material regardless of length or category. This would appear to recognize the great flexibility of radio and not confine it to strict five-minute or 15-minute segments. In this regard, especially, do I believe it represents a ‘net improvement over the old form.’”

Different Tack: But what appeared to be an entirely different approach to the program forms was taken by Gov. Collins Aug. 3. In his Northwestern speech Gov. Collins showed concern for the mechanical burden placed on stations by the proposed program form.

To clarify all this, Broadcasting presents the full text of Gov. Collins’ comments on the proposed forms in his July 13 memorandum to NAB members and the full text of his Aug. 3 comments on the subject at Chicago. Here is the text of his July 13 letter (excluding introductory matter):

“The proposal for changes in the logging requirements is completely new and would be necessary in order for the logs to reflect the factual information required in order to complete the application form.

“The proposed amendment to the program form represents a substantial revision of the proposal of the FCC, issued last Feb. 21 in the same proceeding, which we forwarded to you on March 1.

“You will recall that upon our initiative, following the issuance of the earlier proposed form, a series of conferences was held, attended by representatives of the NAB, the Federal Communications Bar Assn. and staff members of the commission. The purpose of these conferences was to seek ways of simplifying and improving the form in areas where mutual agreement could be easily obtained, leaving, of course, open for further consideration positions of likely deeper conflict in opposing views.

“The proposed form of the FCC represents a refinement and extension of the program forms that have been utilized by the commission for the past thirty years.

“On balance, it is our opinion that the new form represents a net improvement over the old form.

Gov. Collins
Moment of reflection

K. Agee, executive director of Sigma Delta Chi; Peter Goelet, founder of the National Audience Board.

Former FCC member Charles H. King; Clair R. McCollough, NAB board chairman and general manager of the Steinman Stations; Ralph McGill, editor of the Atlanta Constitution; Sig Mickelson, vice president of Time Inc.; Nathan L. Nathanson, Northwestern Law School professor; consultant Morris S. Novik; Ward L. Quaal, executive vice president-general manager of WGN Inc.; John Taylor, general manager of educational WTTW (TV) Chicago; Sol Taishoff, editor and publisher of Broadcasting.

Unable to attend were Presidential News Secretary Pierre Salinger and public relations counselor Edward L. Bernays. It was just 11 years ago that Chairman Minow sat in the same university hall as a law student. Mr. Reinsch also is a Northwestern U. alumnus.

Surprise: Prof. Jaffe appeared to be the surprise of the symposium. He made no secret of his belief that the First Amendment of the Constitution does cover broadcasting. And in his exchange with Mr. Minow he said the First Amendment’s protection is not limited merely to protection from censorship before “publication.” He thought it might also cover “the imposition of sanctions after the event.”

Nor, said Prof. Jaffe, “is the First Amendment’s protection inapplicable on the ground that the licensee is exercising a ‘privilege’” as is afforded the broadcaster through his license.

Prof. Jaffe later explained to news...
“True, more detailed information is being requested of licensees and applicants. The form itself, however, does not represent any basic change in the philosophy of regulation of the industry by the FCC.

“In our judgment, there exists no substantial question of legality. If the commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans, and this has been accepted in practice since the advent of radio regulation, the amount of such information required is a matter of sound official discretion.

“Against this backdrop the proposed form has the advantage of reflecting more accurately past and proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs.

“However, our NAB staff believes that it is possible for any licensee to complete this form without outside special assistance. This was a prime objective of the committee that worked with the commission on revision of the form proposed last February.

“We at NAB are working on (1) possible improvements to be sought in the proposed form, and (2) the development of guidelines of assistance for our members after a final form has been approved. Your comments, of course, will be welcomed.”

Switch at Chicago • Following is the text of Gov. Collins observations on program form revision Aug. 3 at Northwestern U.:

“Another concern facing broadcasters, and especially radio broadcasters, and one which bears directly on their ability to perform with maximum responsibility, is the matter of the FCC’s proposed new license application and renewal forms.

“I have made it clear that I can find no legal objection to the FCC requesting information from licensees regarding programming.

“But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters—especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms.

“In many of the smaller stations this will place an intolerable burden on already overloaded personnel. And these stations simply cannot afford to increase their staffs.

“I have seen first hand the mountains of paperwork this entails in terms of the day-to-day operation of the smaller stations. I recommend that every member of the FCC take the time to make such an examination if he has not already done so.

“I am certain that it is not the desire of the commission to keep a station from doing a proper job by imposing an unfair and unreasonable administrative burden on it, and yet this will be the result in many cases unless modifications are effected.

“And while we are on the subject of the proposed forms, as they apply to programming in radio, I would like to oppose the concept that each station in a multiple-station market should broadcast what might be called a ‘balanced’ or ‘diversified’ schedule of programming.

“I do not know that this is the intent of the FCC. But I do feel strongly that it would be foolish to expect each station to carry such a ‘balanced’ program diet. This would not produce real diversification of programming but rather insidious conformity, in which every station would be sounding much the same as any other.

“What I hope the FCC has in mind—and it seems to make very good sense, from the standpoint of the broadcasters as well as the public—is an encouragement of specialization among stations where there is a large number in a given market, so that a person might be able to tune in one station for the best in good music, another station for needed foreign-language programming, another for special teen-age programming and so on across the scale of diversified interests.

“If the FCC will spell out that it has this in mind in asking the questions about programming on the new forms, it will prove extremely helpful.

“One of the most frequently expressed concerns of broadcasters is that the FCC and its staff have little appreciation of the administrative complications—the burdensome details—facing licensees in their day-to-day operations. The FCC, on the other hand, I am sure, feels that the industry does not appreciate the FCC’s burdens, problems and goals.

“Therefore, I propose that in mid-September of this year we hold a meeting to be attended by the commissioners and appropriate staff members and by a representative group of radio broadcasters.

“The purpose of the meeting would be to exchange freely and frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere. I would not contemplate this meeting taking on the aspects of a formal hearing of record, but I believe it should involve the proposal of the commission to modify its application form and logging requirements.

“This would be entirely in order, procedurally, for the commission has expressly stated that it would not be limited to comments of record, but would further take into account any relevant information obtained in any manner from informal sources.

“I feel that such a meeting would be of significant help all around, and we offer the services of NAB in making appropriate arrangements.”

men that the Supreme Court for perhaps 20 years has held that to punish after an event is just as much censorship as prior permission to “print.”

Prof. Jaffe told the conference he does agree with Chairman Minow’s position that it is not censorship nor a violation of the First Amendment to determine on the basis of the whole program schedule whether the licensee has met his responsibility for providing a general balanced television service.

Shuler Case • Elaborating on this point, Prof. Jaffe ventured that “there is a limit to the imposition of sanctions after the event” and said he feels that a “refusal to renew a license” could be such a penalty if based on the “character” of the program content. His personal view, he said, is that if the Supreme Court today were to review the famed Shuler case (including an issue of religious bigotry) possibly five of the justices would find that refusal to renew the station’s license violated the free speech principle. (An appeals court in 1932 upheld the Federal Radio Commission’s refusal to renew a radio station license held by the Rev. Bob Shuler who was charged with defamation and other damaging broadcasts.)

The Harvard professor earlier in the day had sparked sharp ideological exchanges among the participants with his paper which began the symposium’s initial closed meeting. He observed that even since the 1946 Blue Book, the industry has come to loosely follow its precepts and Congress “has maintained a resounding silence, but the echo is probably adequate to demonstrate congressional ratification of the principle
of responsibility for balanced programs, even though it leaves unclear the powers of the FCC to police the obligation.

What should the government do about an excess of sex and violence on the air? Prof. Jaffe asked if the government should “measure out the quantity of sex and sadism that will be tolerated?” He said that except for cases of hard-core obscenity, the Supreme Court “might hold that the Constitution forbade censorship, though it is at least possible that censorship of the hours when children are ordinarily viewing might get by.”

Prof. Jaffe felt, however, “that a determined and continuing effort by the organized citizenry brought to bear on advertisers and licensees will bring about some amelioration. Given our prevailing culture, not much more can be expected.”

Beyond Help • Of general entertainment programs, Prof. Jaffe said, “The most alarming thing about tv is not its undeniable dullness, but the apparent fact that so many people have nothing better to do than to sit constantly before it. I insist that these passive sponges are so completely bereft of culture that for them the quality of programs is immaterial.”

As to whether “policing” of programming is feasible or desirable, Prof. Jaffe felt that it is, “but primarily through enforced publicity and reporting.” He sees government “as a grand court of inquiry” to stimulate public discussion. But he contends that in areas of opinion “it is a precisely flat legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even entrench on the Constitution.”

Prof. Jaffe delved at considerable length into the legal nuances of his proposition that a general responsibility for balance is constitutional because of the present limited number of frequencies. It was on this broad premise that he concluded that the government “has a prime responsibility for end product of tv” and that this responsibility “can best be discharged by the official formulation of standards, by unrelying publicity and by an obligation on the industry to study the programmatic needs of its constituencies, to report on and to defend its performance.”

Minow Position • Mr. Minow devoted his entire prepared statement to a treatise of legal and legislative precedent supporting his position that the programming controls he advocates do not constitute censorship. His 21-page speech was backed by a 76-page legal memorandum prepared by legal assistant Joel Rosenbloom.

Legal precedent and the history of legislation and regulation of broadcasting are consistent in the area of censorship and establish these two things, Chairman Minow said: (1) the no-censorship provision of the Communications Act refers to prior restraint, and (2) the commission has the authority and duty to consider past and proposed programming of applicants. Those who cry censorship ignore these two facts, he said.

“They argue each time as if the slate were completely clean,” he charged. “Don’t study the law books... Their argument to the commission... is often the same as their answer to their critics: ‘If you don’t like it, turn your set off.’” For many years, Chairman Minow said, the word “censorship” has smothered and obscured analysis about the relationship between government and broadcasting.

The FCC chairman charged that there is much censorship in broadcasting today—but that it is by ratings, advertisers and broadcasters and not by the federal government. He said this censorship should be examined, spotlighted and deplored just as any form of censorship should be. “When a broadcaster defers to the advertiser in permitting the private interest to have priority over the public interest, the result is censorship—and in a most pernicious form,” Chairman Minow charged.

The Other Hand • The commission clearly does not censor anything, the chairman maintained. “We never view a program in advance of broadcast and prevent its being seen by the public,” he said. The commission does examine over-all program performance and proposals of licensees and applicants, he said.

“It is this that is called censorship,” he said. “It is this, they tell us, that violates the First Amendment and the Communications Act.” The analogy to newspapers is nonsense, Chairman Minow maintained.

The First Amendment applies differently to print media and broadcast media because broadcasting is different, he said. “There is a prior restraint [for broadcasting]—because it is necessary—but this restraint is against getting into the business in the first place unless you have a license.”

Pointing out that the Communications Act bestows upon the FCC the right to require stations to keep program logs, Chairman Minow asked: “Records of programs? What for if the

----------

KRAFT COLOR TV COMMERCIALS ARE 75% MORE PERSUASIVE

Commercial persuasiveness study of Kraft commercials on "Perry Como's Kraft Music Hall" indicate that color TV is 75% more persuasive in creating desire to buy than black-and-white (Burke Marketing Research Survey). Kraft has already learned the value of color TV. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900
This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

★ GUNSMOKE ★ RAWHIDE
★ ANDY GRIFFITH ★ JACK BENNY
★ DANNY THOMAS ★ BONANZA
★ GARRY MOORE ★ DUPONT SHOW
★ HAVE GUN WILL TRAVEL ★ DENNIS THE MENACE
★ G. E. THEATER ★ TO TELL THE TRUTH
★ CHECKMATE ★ (SYNDICATED)
★ RED SKELTON ★ DOBIE GILLIS
★ CANDID CAMERA ★ ED SULLIVAN
★ I'VE GOT A SECRET ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV
Channel 13
Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.
No vote by Ford

FCC Commissioner Frederick W. Ford did not participate in the commission's instructions to its staff aimed at granting Moline, Ill., ch. 8 to Moline Television Corp. as reported in AT DEADLINE, July 31. The FCC voted to reveal the vote following charges of political favoritism in the grant by Rep. Robert H. Michel (R-Ill.). An FCC spokesman incorrectly informed BROADCASTING that Commissioner Ford had voted to reverse the hearing examiner and grant the channel to Moline TV.

THE "BIG THREE" AUTO MANUFACTURERS ARE SOLD ON COLOR TV!

Why are the auto manufacturers sold on color TV? They know they can't afford not to be. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

68 (GOVERNMENT) BROADCASTING, August 7, 1961
A lot goes on in Western New York that's not seen by the nation's eyes — but the millions in the WBEN-TV area (more than 2,800,000 in the U.S. alone) get a graphic glimpse of it all. WBEN-TV public-service programming sees to this — through seasoned crews, up-to-the-minute mobile equipment and a guiding station policy that regards public service programming as a public trust.

Niagara power, international regattas, Seaway progress, urban renewal, regular church telecasts — all come into the field of WBEN-TV cameras. These telecasts and award-winning features contribute to the public service image that WBEN-TV has created among millions of viewers.

This image builds loyal viewers who watch more often and with confidence. That is why your TV dollars count for more — on Channel 4.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV
The Buffalo Evening News Station
CBS in Buffalo
fluenes and reviewed various proposals that have been advanced for improving program quality and variety. He declined to propose any "solutions" because of the author's relationship as a consultant to the FCC.

Mr. Barrow asked if tv's marketing function possibly is getting in the way of its public service function in the light of today's international survival battle.

Need for Stimulation • Dean Barrow continued: "What is television doing to stimulate and extract excellence in this time of conflict with totalitarian ideology? Is not the ultimate question one of the degree to which this great public resource—television—is furthering a strong, confident democratic spirit, and the degree to which its use as a marketing instrument impedes television's service in the public interest?"

Mr. Barrow noted that the desire of the national advertiser is for a national market and the aim of the network is to deliver a national audience. Audience ratings show that stereotyped programming such as westerns, mysteries and quiz shows get the highest ratings. These factors working together, he found, under Gresham's Law mean that the high quality shows are driven off the air even though they may attract "a substantial but not maximum" audience. As a result, broadcasters place a practical reliance on networks to select programming and "in this way the licensed broadcaster's responsibility to serve the tastes, needs and desires of his community is impinged."

Dean Barrow said commercial motives "loom large in the program selection process" because the advertising dollar turns the industry wheels. TV, he said, "has the greatest sales impact of all advertising media," and for this reason advertisers have been quick to take advantage of this mass sales power.

His paper examined in detail the relationship of advertiser and agency, the network and station individually as well as their inter-relationship, network part ownership of programs, the NAB and its codes, the industry's "powerful" lobby in Washington and such other topics as talent agency and network control of talent.

In discussing group pressures such as that encountered by the Untouchables, Dean Barrow felt that due care should be given in characterization of sensitive groups, but he argued that the "network or broadcaster should not introduce changes which render the program unfaithful to the message which the program was intended to communicate."

Pierson Answer • Answering Messrs. Minow and Barrow, attorney Pierson said that the course they advocate will result in a high degree of centralized government control of TV programming.

How FCC members plan to spend the month

Surcease from the daily grind of decisions, actions and oral arguments comes to FCC commissioners in August. But vacation plans vary from long trips to "hoping to get a day here and there."

Commissioner Robert T. Bartley will be on duty throughout August as acting chairman. He will pass on routine matters and act on certain motions.

Chairman Newton N. Minow started his "vacation" last week at the Northwestern U. Conference on Mass Media (see page 62). He will attend the American Bar Assn. meeting in St. Louis and spend most of the rest of August in Washington, D. C. He hopes to get away for a week or so to one of the nearby beaches with his family.

Also remaining in Washington and environs are Commissioners Frederick W. Ford and Robert E. Lee.

Commissioner Ford will be at home in Alexandria, Va., with his family, including his month-old son. Commissioner Lee is braving the Washington heat and hoping to sharpen his golf game.

Travelers • Commissioner John S. Cross will be at home in Eureka Springs, Ark., during the recess at the Riverview Resort Motel, which he operates with his wife.

Commissioner T. A. M. Craven leaves for Lascoting, N. H., Aug. 10 after extended testimony on Capitol Hill before the Senate Small Business Committee on the possibility of monopoly in space communications.

Commissioner Rosel H. Hyde will vacation at home in Downey, Idaho, after going to his son's wedding in Logan, Utah, Aug. 9. He intends to visit another of his three sons in Westport, Conn., on the return trip to Washington.

“Still more bluntly, it is censorship,” he charged.

"Indeed, I believe that the greatest threat to TV's achievement of its proper role in our free society is the restrictions and restraints that the censors and controllers have placed and would place upon the medium,” Mr. Pierson, a partner in the Washington law firm of Pierson, Ball & Dowd, said.

Mr. Pierson paraphrased Chairman Minow's NAB speech thusly: "Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our commission to broadcast anything." This view, the Washington attorney stated, is a prior restraint on broadcasting's censorship and violates the First Amendment.

Further, he said, Mr. Minow stated that he (Minow) would suppress programming which does not meet with "bureaucrat tastes. If you are a bureaucrat and you tell a broadcaster that he may operate if he broadcasts what you favor and may not operate unless he suppresses what you disfavor, what are you doing but requiring broadcasters to conform to your taste?" Mr. Pierson asked, "Did he (Minow) mean that in his few months as chairman he had been able to discern what no one else has ever known or been able to define—the public interest in programming?"

Minow Stereotype • If the commission pursues the Minow plan, Mr. Pierson said, the agency will be the direct cause of the suppression of many programs and the release of many others, all tending to be stereotyped after the Minow pattern. Such a plan must constitute censorship; otherwise the First

ANOTHER NEW SHOW FOR COLOR TV

Bob Newhart's new show for Sealtest will be on color TV this season. The agency is N. W. Ayer & Son. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

70 (GOVERNMENT) BROADCASTING, August 7, 1961
the price is right on WWJ-TV

40-second prime time announcements will be available on WWJ-TV this fall on a fair and reasonable basis:

Basic rate for both 40-second and 60-second announcements will be $900.00.
Rate for 20-second announcements remains at $700.00.
30-second announcements will also be available at $700.00.

WWJ-TV management believes this new category of announcements is thus equitably priced, permitting use by advertisers of these expanded announcements for increased exposure, additional copy points, and exclusivity at rates commensurate with good advertising principles.

Moving into the new season, WWJ-TV is pleased to be able to offer excellent availabilities in 40-second breaks adjacent to the fine offerings of NBC's attractive fall programs.

WWJ-TV continues its long-standing policy which precludes triple-spotting.
Amendment is inapplicable to the most effective means of communication yet devised by man—television, he stated.

"It would mean that free speech and press are only for the less efficient and most ineffective modes—books, newspapers, magazines, handbills and movies. It would mean admitting that technological advance inevitably and progressively takes its price in loss of liberty.

"I say, Mr. Minow cannot have it both ways... He cannot free us from our own imperfect tastes by binding us to his imperfect tastes without denying the principle of freedom... diversity and liberty instead of conformity and restraint."

No Justification • Pointing out that advocates of program control offer numerous justifications and excuses, Mr. Pierson said most of them are "old and hackneyed." It is impossible, he said, for the FCC to consider "overall" programming and "balance" without considering individual programs. The chairman, Mr. Pierson said, has dealt with specific programs and types with which he approved or disapproved.

"I submit that the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found in one long boring day and night before his tv screen." Also, Mr. Pierson charged, in actual practice the FCC has used the term balance to coerce licensees into carrying types of programs the commission favors at the expense of programs the agency dislikes.

The commission has a right to require programming information of licensees, but only to test their character qualifications, Mr. Pierson stated. However, "in view of Mr. Minow's threats to deny applications where the program structures do not conform to his specifications, can it be said that the program representations in an application are uncoerced and voluntary?" he asked.

Referring to an earlier speech by Dean Barrow, Mr. Pierson agreed that tv is an imperfect instrument and added that it always will be unless a perfect machine is developed that does not require an "imperfect human being to perform tasks or make judgments. The pall of imperfection that is cast on commercial tv shrouds all human activity, including above all, government action."

Mr. Pierson attacked the dean's proposal for a centralized program control in the FCC, NAB and outstanding citzens. "I would go the other way...[and] permit stations to unbalance the types of programs they broadcast at will and with abandon," he said. "The sum of such specialized program formats would result in overall balance in the industry output." He said that the "costly Barrow investigation" was not needed to establish that profit influences tv programming. "This was and is one of the most open and notorious facts within my knowledge," Mr. Pierson stated.

McGill Comment • Mr. McGill felt that tv problems seem to be a part of an overall cultural evolution that now is in process. "Our culture is being whacked and convulsed and what comes out of it may be a national culture instead of regional cultures," he said. To meet the challenges of the day, "we must come up with a positive approach."

Prof. Nathanson suggested that "it is very debatable that television at the present time represents our culture." He said he personally is not able to keep up with all the good books, magazines and films, but he has no problem keeping up with really "good" tv shows.

To a question of whether increased competition means improved programming, Mr. Quaal disagreed with Prof. Jaffe over a "monopoly" situation in network tv. Mr. Quaal asserted "there is plenty of competition in tv today."

On the competition issue, Mr. Agee noted that in some single-newspaper towns the sole paper is doing a much better public service job than multiple papers competing in other markets. He said the "history of the broadcast media in meeting challenges has been very great."

Cone Remarks • Mr. Cone answered several comparisons of high class magazines which put tv in poor light. He observed that Harper's and Atlantic Monthly comes out but once a month, Sunday newspaper supplements once a week, but tv programs hour after hour, day after day. "Sure, there are poor shows telecast," he said, "but there are a whale of a lot of good shows on the air too." He also pressed for his "revolving spot" magazine carrier concept, similar to the pattern used in space buying. This would give lower-rated public interest programs much better insurance of getting on the air, he declared.

Mr. Novik pointed out to the conference that although the radio station population has increased sharply in recent years, the diversity of what is offered has decreased. He attributed this to the music-and-news formula stations which have "forced the quality of other stations down to meet the competition."

Mr. Goelet felt that publicity about government concern over programming in itself has had a very beneficial effect on programming. Mr. Minow's "wasteland" speech he said was a good example of the effectiveness of this publicity impact.

Prof. Coons asked if the producers of Untouchables could do better if given a chance. Agency executive Cone observed he personally liked the show, but pointed out there actually is difficulty in getting scripts for good drama programs today. He recalled the recent contest for drama scripts brought in 1,500 entries, but that the judges could find only "two or three" that were of sufficient quality to accept or use on a broadcast.

Taishoff on "Scarcity" • During references to uhf, Mr. Taishoff asked if there really is a scarcity issue in tv today. With 70 uhf channels available, 150 permits surrendered in recent years, he suggested scarcity can't be used as an argument if plenty of channels "can be handed out for the asking."

Mr. Taylor said he hoped the vacant channels wouldn't go too soon because educators in the next few years are going to need them a half-dozen in a bunch in some markets to meet the teaching manpower challenge that is rapidly developing. He said educational tv will need all the uhf channels it can obtain "plus all the class D time that's available on commercial stations, too."

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England.

WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

9:00-11

WRGB
BROADCASTING, August 7, 1961
We're selling disregard factors today

A funny thing happened to LVN' on the way to the studio the other day. He had a daymare. "What would happen," a dream figure asked him, "if an advertiser purchased an infinite number of announcements on Station B in Eastern Iowa?"

"Money would be coming out of the holes in his head." LVN answered, "and he'd spend an infinite sum."

"And for Station C?"

"Ditto."

***

This fascinating hard-sell hallucination is brought to you by Station A to dramatize a Fact: No matter how many announcements an advertiser purchases on Station B or Station C, he disregards a substantial part of the Eastern Iowa market.

This gives rise to the LVN Theory of Improbability, or Disregard Station A in Eastern Iowa at Your Peril, not to be confused with an old movie serial.

Taking Station A's tv home potential as 100%, Station B's home pot. is 79%; Station C's, 84%. On an average daily daytime basis, on Station B alone an advertiser disregards 54% of the market; on Station C, 55%. On an average daily nighttime basis, an advertiser on Station B disregards 50% of the market; on Station C, 26% of the market.

---

1Graffiti appearing at end of memos beginning "To All WMT Sales."
2Not to be confused with a nightly daytime basis.
No more automatic grants to survivors
OTHERS MAY FILE BIDS AFTER

Rulemaking was finalized by the FCC last week which no longer makes it "automatic" for the remaining applicant to receive a grant after merging or securing the withdrawal of a competing applicant for the same facility in a nearby city.

Under the new rules, the withdrawing applicant is required to give local notice of such intentions. The FCC will then take no action on the remaining application for 30 days during which time it will accept new applications for the same facility requested by the dismissing party.

The new rule, first proposed by Commissioner Robert T. Bartley (Broad cast ing, Jan. 16), is designed to carry out more efficiently Sec. 307 (b) of the Communications Act. The section requires the commission to distribute frequencies among states and cities in a "fair, efficient and equitable manner."

Any new applications filed under the rule will be entitled to a comparative hearing with other pending applications for the same facility. In adopting the change, the commission said the rule will serve the public interest by acting as a deterrent to those who would use the FCC processes for private gain. Sec. 311 (c) now acts in much the same manner in the area of pay-offs with the two rules complementing each other, it was pointed out.

Commissioner Robert E. Lee dissented.

Small business group plans radio-tv study

A subcommittee of the Senate Select Small Business Committee is planning a wide-scale inquiry into broadcasting activities. Its point of departure will be advertising opportunities available to small business firms on television and radio.

Rep. Dale Alford (D-Ark.), chairman of the Small Business subcommittee No. 6, feels there may be evidence of national advertisers putting small firms at a disadvantage by "monopolizing the choice advertising times."

In a memorandum to subcommittee members, he said that the subcommittee could help small business firms by determining whether their complaints in this area are justified.

The hearings would also seek to determine whether the small firms are capable of participating in broadcasting to improve their business, he said.

One of eight subjects that Rep. Alford suggested the hearings could develop, however, appears limited to big business: "Do the national advertisers unduly influence the networks and their programming?"

Another question he feels should be discussed is pay-tv. The hearings would also get into the pay-tv question, according to the memorandum, to determine whether that system would stimulate the establishment of outlets in communities outside major metropolitan areas.

Other possible subjects listed in the memorandum follow:

- Under existing law, what broadcasting practices have developed that adversely affect small business?
- What time slots on television are reserved exclusively for large network advertisers?
- What programming and time periods are available to regional and local advertisers?
- If certain time periods are not available, why are they unavailable?
- What new legislation would help small business in the field of broadcast advertising?
- What has the FCC done to enhance competition and provide greater opportunities for small business?

Rep. Alford suggested no date for the hearings, but told subcommittee members he would like to hold them "at an early date."

The subcommittee announced plans for hearings on the same subject two years ago, but they were never held.

Senate would restore FCC budget cut

The FCC's total budget request of $12,525,000 was approved by the Senate last week in passing the $9,098,769,-500 Independent Offices Appropriations bill.

The final say on the matter will not be heard, however, until the bill comes out of a Senate-House conference that began work Friday (Aug. 4) to resolve differences between the Senate bill and an $8,49 billion appropriation passed earlier by the House.

It appeared unlikely that the House conferees would go along with the Senate in restoring the entire $125,000 cut.

FCC revamp passes House in 198-150 vote

REP. ROGERS' FLOOR FIGHT FAILS TO STOP APPROVAL

The House of Representatives last week approved the FCC-reorganization bill (HR 7856), but not without a fight. Rep. Walter Rogers (D-Tex.) waged a one-man floor battle against the bill, and forced a roll-call vote. The final tally was 198-150.

The reorganization legislation, which permits the commission to delegate adjudicatory functions to its staff and gives it the power to choose among the cases it will review en banc, now goes to a House-Senate conference. The House bill differs in several respects from the Senate bill (S 2034) on FCC reorganization passed two weeks ago (Broadcasting, July 31).

Rep. Rogers vigorously opposed the bill on the grounds it would give civil service employees the power to make final decisions in review cases. He said this had been the intent of the President's FCC-reorganization plan, which the House rejected (Broadcasting, June 19).

Rep. Oren Harris (D-Ark.), author of the reorganization bill and chairman of the House Commerce Committee, and Rep. J. Arthur Younger (R-Calif.), ranking minority member of the committee, introduced four amendments to tighten up the bill and allay Rep Rogers' fears. But he remained unconvinced.
TV BIBLE SCHOOL The overwhelming response to her bible instruction for parents and children brings us infinite gratification ... one of the many significant rewards of this unique television experience.

Maine Broadcasting System

WCSH-TV • Portland / WLBZ-TV • Bangor
WITT HEARING IGNORED
Main Street shows apathy to station's plight; little concern over whether license renewed

Local interest in the Lewisburg, Pa., license-renewal hearing last week of WITT, that city, was non-existent—both within the hearing room and on the streets of the community of 5,523 people.

The hearing was held on charges that Wireline Radio Inc., the licensee, had transferred control of WITT without prior FCC approval.

"We are guilty of two sins—not making any money and being dumb," a WITT official said in describing the difficulties of the station and its 44 stockholders with the FCC.

During all sessions of the hearing, Monday and Tuesday, the hearing room was empty except for parties to the proceeding, witnesses, area broadcasters and two reporters.

The one exception to the above was a short visit by the wife of a Bucknell U. (located in Lewisburg) professor. She said that she had heard about the hearing on WITT and was mildly curious about what was happening. The housewife disclaimed any knowledge of the issues involved but expressed the hope that WITT would remain on the air.

Up and Down the Street • Well over half of some four dozen Lewisburg residents interviewed on the street did not know that the WITT hearing was in progress. And, a surprising number of the local citizens did not even know that the radio station was having difficulty with the federal government—despite announcements over WITT Sunday (July 30) that its renewal hearing would be held the next day and front-page coverage for the past several months by the Sunbury (Pa.) Daily Item, the principal daily newspaper serving Lewisburg. (Sunbury is 10 miles from Lewisburg).

None of the area radio stations, including WITT, reported the hearing in their newscasts. WITT, however, carried periodical announcements July 30 that the hearing would begin the next day.

Except for those directly involved, the WITT hearing just was not a topic of conversation or interest in Lewisburg. Among most residents there was a general apathy toward the local radio station with no feeling one way or the other whether WITT retained its license.

An exception to this general feeling was Karl Purnell, publisher of the Union County Record, Lewisburg's weekly newspaper. Mr. Purnell just purchased the Record a month ago and was a communications expert to ex-Rep. Douglas Elliott (R-Pa.). He said WITT is a valuable asset to Lewisburg as its signal is heard throughout several Pennsylvania counties.

The Record did not report in advance that the hearing would be held in Lewisburg. The paper's Thursday issue, however, printed a front-page story on the testimony. Six weeks ago when WITT returned to the air after going dark for 10 days, the Record carried a page-one story with picture of the station's return to the air. This article included a plea by the WITT manager for advertiser support.

Merchants, Too • Most of the businessmen, while expressing a knowledge of the WITT hearing, were little concerned over the station's fate. Here are some of their reactions:

"I know they are in some kind of trouble but I'm too busy to care."

"I haven't talked to anybody about WITT."

"What is the FCC . . . Minow, who's that?"

"I didn't know the station had been

A powerful pitch for Sec. 315 repeal

A powerful pitch for amendment if not repeal of the political broadcasting law was made before a Senate-FCC audience last Monday through the simple device of a kinescope of a campaign address last fall by a third party senatorial candidate in Colorado.

At the invitation of Sen. Gordon Allott (R-Colo.) the successful candidate, the audience saw and heard William R. Casey, independent candidate, harangue for 30 minutes. The kinescope was made by KLZ-TV Denver which, along with other Denver tv stations and numerous radio stations, gave Mr. Casey time under the equal time mandate of Sec. 315 of the Communications Act. Mr. Casey polled about 3,300 votes of more than 785,000 cast.

Hugh B. Terry, president and general manager of KLZ-AM-TV, said performances of this type will discourage stations from carrying political broadcasts unless the statute is changed and discretion is given station management. Many viewers were critical, he said. He argued that stations can be relied upon to exercise good judgment in handling political broadcasts and that relaxation of the 315 requirements along the lines proposed by Sen. Pastore (D-R.I.) would go a long way toward alleviating the problem. Mr. Pastore has introduced a bill to exempt candidates for the Presidency, Vice Presidency, Senate, House and state governorships from Sec. 315. Mr. Terry indicated that he personally favored outright repeal of the section. Sen. Pastore and Sen. Andrew Schoeppel (R-Kan.) were present. Sen. Allott was unable to attend because of the death of his brother.

All FCC members except Commissioner John S. Cross attended the luncheon in the Senate Office Building. Others present included Nicholas Zapple, communications expert of the Senate Commerce Committee, and President LeRoy Collins and Vice President Vincent Wasilewski of the NAB.
You roll it...let ASC ride it!

RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality...Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you... assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming... give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than 1/2 second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment... plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

RCA Broadcast and Television Equipment, Camden, N. J.
An open letter to Newton N. Minow

NORTH DAKOTANS' QUESTIONS POSE 'SECOND VIEWPOINT' ON ISSUES

The North Dakota Broadcasters Assn. has asserted broadcasting deserves the same freedoms accorded the press and has taken issue with many of FCC Chairman Newton Minow's views. The association's position was stated in a letter sent to Mr. Minow July 28 and signed by Leslie E. Maupin, secretary-treasurer of the association and commercial manager of KLPM Minot, N. D.

Here is the text:

The North Dakota Broadcasters Assn., through majority approval, submit the following questions on certain viewpoints and contentions we feel were expressed in your recent speech [May 9] before the NAB.

We submit these questions to point out a possible second viewpoint on some issues; in some cases, to point out a possible opposite viewpoint. Please believe we do not question your sincerity nor the "public benefit" of your motives. We only question the ultimate result of certain practices or procedures we feel were intimated or expressed in your speech.

1. "The airwaves belong to the public."

We certainly agree accessability to the airwaves does belong to the public; but, in that broadcasting is entirely independent of government subsidy or support, we question whether "public ownership" actually applies. We surely agree the public own the right to tune in or turn off their sets and select which programs they prefer. We question a government agency having a greater right to "dictate" broadcast programming than a right to dictate newspaper content or format; types of movies to be made and shown; types of stage plays to be produced, and so forth.

2. "Mere popularity should not be the test of what to broadcast."

Assuming, of course, that programming satisfies moral and decency principles, we wonder if the public should be denied free choice in broadcasting, as they have in all other forms of entertainment? And from the standpoint of listener-viewer acceptance, we question the public's likeliness to watch or listen to programming they may not like, in preference to not watching or listening at all.

3. "It is not enough to cater to the nation's whims—you must also serve the nation's needs."

We agree "serving the nation's needs" is obviously vital and necessary. And we are honestly doing our individual best to our own abilities and time availabilities. We believe a check of all radio and television stations will show a greater percentage of time (value) devoted to "public service" than by any other media.

4. "Commercial messages should be limited." (Radio's present 18 commercials per hour regulation). This is not from your NAB speech, other than your reference to tele-

off the air until I read it in the paper."

"WITT got off on the wrong foot four years ago and has never recovered. It has had poor publicity and bad management."

"Nobody seems to care one way or the other."

"I depend on WITT. We need the station and it has been persecuted by the government."

While WITT has lost money every month it has operated, the license renewal problems have compounded a lack of revenue. Many past and potential clients have told the station they would not advertise "until your government problem is settled," station personnel reported.

This was verified by at least one businessman who said that he and others have been repeatedly told that WITT would be taken off the air by the government "the first of the month."

Among those Lewisburg citizens who knew that the hearing would begin last Monday, there was a general feeling the station would be taken off the air that night. Without an understanding of FCC procedures, they expected an immediate order from "the government people."

The Official Proceeding = The hearing itself, before Examiner Asher Ende, was fairly routine. The commission alleged that an unauthorized transfer took place in December 1959 when Robert L. Wilson, owner of WKVA Lewistown, Pa., contracted to purchase the station for $26,100. As part of that contract, which was reported to the FCC, Mr. Wilson took over operation of WITT immediately and loaned the station operating funds. This fact was freely testified to by Mr. Wilson and WITT witnesses and it was shown that no attempt to hide the operation from the FCC was made.

Arthur Stambler, Washington attorney for WITT, called only three witnesses—Harold E. Pray, WITT stockholder and treasurer, William Nesbit, chief engineer, and Peter Ferrell, stockholder and former general manager. Mr. Pray said that WITT is insolvent to the tune of over $35,000 in debts, including approximately $18,000 to former and present employees who worked without pay. The station went off the air June 1 for 10 days when the telephone company disconnected service for non-payment of bills.

Mr. Nesbit and Mr. Farrell testified on technical violations for which WITT was cited by the commission. Testimony by these two and Carolus Spencer, FCC engineer in charge of the Buffalo office who issued the citations, brought out that many of the violations were not personally seen by Mr. Spencer but were admitted to him by the station. Mr. Spencer inspected WITT again July 29 and stated that the station's technical operations now conformed with commission regulations.

Mr. Wilson stated that he cancelled his contract to purchase WITT after the deal was questioned by the commission. All concerned said that they did not know FCC rules were being violated and stressed that the entire deal was spilled out for the agency.

Mr. Pray told of numerous other negotiations for the purchase of WITT after the Wilson deal fell through. One offer of $1.50 per share with 4,000 shares outstanding ($6,000) was received from Sam Booth, at that time owner of WMPL Milton, Pa., according to Mr. Pray. Milton is only five miles from Lewisburg and Mr. Pray said that WMPL planned to take WITT off the air.

Commission counsel Ernest Nash and Donald Rushford questioned Joseph Pelletier and Richard Fenstermacher, presently general manager and assistant general manager, respectively, of WITT, on whether they now exercise control over the station in violation of FCC rules. Both of the station officers assumed their part-time jobs when the station returned to the

BROADCASTING, August 7, 1961
vision's "endless commercials."

We honestly question whether the ability of the people to tune in or turn off their sets shouldn't be the prevailing right. We think the public, through program acceptance, proves they like commercial—perhaps because commercials are actually news; news about products and services in which they are generally interested.

5. (The idea) that the public must be given what is "best" for them, rather than what they (merely) prefer.

Couldn't this often result in the sometimes disappointing result of "leading a horse to water"? We question the public's acceptance of controlled programming over the uncontrolled "programming" of competing entertainment and news media.

6. (The idea) stations must have "balanced programming" according to standards which are (or will be) set by the FCC.

 Couldn't this be likened to forcing all restaurants and hamburger stands to serve only balanced meals? No sandwiches. No quick snacks. Balanced meals only! We wonder if such a restriction, even though in the "public interest," would actually prove to be of public benefit. This again raises broadcasting's singular responsibility "to the public" in being the only entertainment media required to give the people not what they want, but what someone else states they should have.

7. Finally, the present right of the FCC to dangle license renewal as a weapon to force broadcasters to "get in line" with FCC programming requirements and/or preferences, regardless of apparent public preferences.

We wonder if this situation is not only undemocratic, but if an additional moral principle isn't involved. We wonder if the FCC should be considered more representative of the people than the people themselves? We also wonder if the FCC isn't taking the stand that "the majority is wrong," and that the commission, not the people, knows what is best for the people. Isn't the FCC an agency of the people; not an agency to represent, promulgate and instill (only) the tastes of a minority?

We submit these questions and contentions in the interest of better broadcasting, and to request "freedom of the press" for the broadcasting industry as a whole.

PLUGOLA COMMENTS

General disapproval voiced to FCC

Networks, stations and communications attorneys were unanimous in their disapproval of the FCC's proposed "plugola" rules in comments submitted to the commission last week.

The rule would require stations to make an announcement on the air whenever a product or service is promoted in which a licensee or any of his employees has 10% or more interest, beyond such promotion as is "ordinarily necessary" in program presentation.

Almost all comments said such a rule is unnecessary. Many pointed out that such plugs represent advertising for which the licensee is not paid and therefore undesirable to him. All four networks and the NAB suggested that since the FCC is primarily interested in full disclosure of such interests, periodic reports to the commission be substituted for on-air announcement.

Many comments pointed out that announcements of station interests in products would constitute "undesirable program interruptions" and would annoy broadcast audiences. Also, it was generally agreed, making a list of the financial interests of all employees (including janitors, secretaries and other non-programming [personnel]) would constitute a great burden on the station and be further burden on announcers to memorize or keep constant surveillance.

The FCC rule was frequently characterized as "too broad, too ambiguous, too difficult to observe."

Several parties questioned the legality of the FCC instituting such a rulemaking. These held that if it were the intent of Congress or of the Dept. of Justice to pass such restrictions, Congress would have done so in the payola and quiz-rigging laws or the Attorney General would have recommended such steps in his 1960 report on broadcasting.

In branding the rule unnecessary, petitioners pointed out that hidden broadcast plugs were unfair trade practices and could be dealt with by the Federal Trade Commission. If a licensee willfully persists in inserting plugs, one comment said, the FCC can consider this as a reflection on his character qualifications at license renewal time.

Among the counterproposals it was suggested: that an announcement be made only when the financial interest of licensee or employees is "substantial"; that the announcement be made at any time (such as all at sign-off) or inserted in any form making the broadcaster's financial interest apparent to the public; that an announcement of an employee's interest be made only if that employee is concerned with the selection of the particular program material to be broadcast.

Opponents desperate, says favored Moline TV

Charging three competing applicants for ch. 8 Moline, Ill., with "a desperate attempt to get in one more argument," Moline TV Corp. last week asked the FCC to strike their joint petition seeking reassignment (BROADCASTING, July 24).

Moline TV, favored for ch. 8 in commission instructions to its staff (BROADCASTING, July 3), said it "will not engage in a polemic with material contained in a pleading of this character." Community Telecasting Inc., Illiway TV Inc. and Midland Broadcasting Co. asked for a reassignment on the grounds Moline TV is the only ch. 8 applicant which did not survey local program needs. They also held the FCC could not grant ch. 8 to Moline if it fully understood the record.

Moline TV replied that none of the three petitioners could receive a ch. 8 grant "under the oldest and most basic criteria of all—character. Each of them bears the mark of Cain of gross character deficiencies bordering on absolute disqualification."
THREE SHOTS FROM A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION.'"

"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC WITH AUDIO."

"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC WITH AUDIO."
FCC SATELLITE PLAN TAKES BEATING

Smythe, Brophy, Loevinger see flaws; defense this week

The FCC’s proposal to permit private companies to form a private consortium of international common carriers to own and operate U. S. communications satellites under government regulation came under heavy fire on Capitol Hill last week.

The Senate Small Business Committee’s Monopoly Subcommittee, the latest congressional unit to hold hearings on U. S. space communications policy, provided the forum, and a former FCC official, Dallas W. Smythe, provided most of the fire. Mr. Smythe, a professor of communications at the U. of Illinois who was chief economist at the commission from 1943 to 1948, raked the FCC plan from stem to stern.

He said a satellite cannot be “owned” since, in space, “no law exists as to ownership,” and he challenged the FCC’s assumption that “the first practical application of space satellites must be restricted” to private interests.

He denied also that communications satellites are analogous to cables or wireless circuits between stations, or that private companies offer the best hope of the U. S. being first with space communications system. Both assumptions are cited by the FCC in defense of its plan.

Unlike conventional communications systems, he said, satellites require government aid for launching and tracking. And “the amount of time wasted by private corporations fighting among themselves for their spheres of influence in the process of creating the consortium will also be enormous,” he said.

As the 10 Gathered • Mr. Smythe, who testified on Thursday as the 10 companies chosen by the FCC began gathering in Washington to open negotiations for the joint venture operation, added that private companies would be unable to deal with the many international problems that space communications will entail.

He said there is a need for negotiations with the Soviet Union to keep communications satellites out of the cold war. In this connection he noted that Russia has announced it is developing a cosmic transmitter capable of color television broadcasting.

He said communications satellites should be operated by a government authority and ultimately by a United Nations agency.

Disagreement with Mr. Smythe’s proposal as well as with the FCC was voiced by officials of General Telephone & Electronics Corp., domestic common carrier excluded from the joint venture plan under the rules laid down by the commission.

Theodore F. Brophy, GT&E’s vice president and general counsel, said ownership of the satellite should be open to all domestic and international common carriers, and should not be restricted to international carriers.

He added that a private enterprise system would be the least costly to the public, the most efficient, and would best demonstrate to the world “that a capitalistic, democratic republic” can lead the world in peaceful uses of space.

Loevinger’s Surprise • Early in the hearing, the Justice Dept.’s antitrust chief, Lee Loevinger, repeated his view, already given to several congressional committees, that ownership of the satellite system should be broadened. One new twist to his testimony, given in response to questions, was the disclosure that AT&T, one of the companies in the FCC’s joint-venture scheme, is under scrutiny by the Justice Dept. for alleged antitrust violations.

The FCC will have a chance to defend its position against the criticisms leveled at its plan when it testifies before the subcommittee on Thursday.

The line of questioning pursued by Subcommittee Chairman Russell B. Long (D-La.) indicated the commission would have a lot of explaining to do. Sen. Long appeared concerned that the commission’s proposal for the joint-venture plan fails to provide sufficient safeguards against monopolistic practices.

FCC on Spectrum Study • At an earlier hearing on space communications last week, the commission endorsed the objectives of a proposed study of the manner in which spectrum space is allocated. But it suggested that the proposal be completely revamped.

As called for in S. Res 32, the study would be conducted by a five-member commission, last six months and be expected to lead to recommendations for changes in the administration of the spectrum. The resolution was introduced by Sen. Vance Hartke (D-Ind.).

The commission, in a statement presented by Chairman Newton N. Minow, said the study should be conducted by the FCC, which has "plenary authority" regarding non-government frequencies, and an "adequate counterpart" on the government side. The commission added, however, that it doesn’t know if such a government counterpart exists.

The commission said the study should last at least a year and that the FCC and its counterpart “should stand ready to implement the results . . .”
Census figures may not lie but...

They SHOW RADIO PENETRATION DOWN; RADIO WANTS TO KNOW WHY

Radio has been dealt a stiff blow by the 1960 U. S. Census. Or has it? A statistical tussle was brewing at the weekend to determine if:

- Radio home saturation really dropped from 95.7% in the 1950 census to 91.3% in 1960, or
- Hasn’t changed much during TV’s growth.

Principals are the U. S. Census Bureau, which compiled the figures, Radio Advertising Bureau, which doesn’t like them, and NAB, which has called for a re-check.

Both NAB and RAB question the authenticity of the 1960 figure and the way it was compiled.

They argue that 91.3% is a sample figure obtained by a quick bite at a mountain of uncompiled census data that eventually will show complete results of the 1960 radio-tv count.

A Broadcasting check into the way the 1950 and 1960 radio set counts were obtained raises serious doubts that the figures are comparable (see box this page). Auto sets aren’t involved in the dispute.

By the time the feeding is settled it’s possible the difference in the methods that were used may account for the decline in the saturation rate. And there already is contention the 91.3% figure in the 1960 census may reflect about the same saturation as the 95.7% figure in 1950.

In any case, it’s obvious there has been a significant increase in the total number of radio homes.

Here are controverted points:

- The definition of a household was broadened, adding 300,000 to 500,000 homes to the 1960 statistical base.
- Of critical importance—the 1950 census included homes with radio sets temporarily out of order or at a service shop; in 1960 only homes with sets in working order were counted.
- The 1950 census was conducted personally by enumerators who pressed for answers; the 1960 figures were part of a formidable 12-page housing questionnaire left at one out of 20 homes for someone in the home to fill out and mail.

That raised another basic question: Are the personally gathered results of 1950 comparable with the mailed results of 1960?

Conrad Taeuber, assistant director of the Census Bureau, told Broadcasting the 91.3% figure was based on a sampling of the national statistics and was subject to a sampling error. He said the primary figure was used and made public to meet industry demands for nationwide radio and TV saturation figures gathered in the April 1960 census.

TV’s saturation in 1960 was placed at 86.7% (see story page 83).

Industry Questions Figures • Richard M. Allerton, NAB research manager, said NAB has “challenged the 91.3% figure.” He told Broadcasting, “The generally accepted industry figure is 96%.” This new Census Bureau figure is preliminary and based on sample data. I have asked the Census Bureau to re-check the figure and am keeping in close touch with bureau officials.”

Miles David, RAB vice president, said, “The results coming out of the Census Bureau this week are based on a fragmentary sample and, as we understand it from the Advertising Research Foundation, were the results of a test run made to check the programming of the computer. The 91% figure therefore could be far too low, as is also borne out by other indicators showing audience growth.”

Mr. David also said that “RAB, when it learned about the questioning technique to be used in the 1960 census, protested vigorously to the Census Bureau. Based on numerous research projects of its own and on a project done in conjunction with the Census Bureau and ARF, RAB knew that the census technique could not faithfully reflect U. S. radio homes. As a result of this protest, the Census Bureau agreed to add a separate study of radio in 1960.

“This was done apart from the census but specifically as a check on the census results. It used personal interviews in a sample of about 5,000 homes and employed more effective questioning techniques to measure radio homes than were used in the census itself. This will be available simultaneously with...
the expected release of the census radiohomes figures in January 1962. In
effect, this study will provide a correction for the figures coming out of
the census itself."

Warren Cordell, vice president and
chief statistical officer of A. C. Nielsen
Co., told Broadcasting: "It is ex-
tremely difficult to compare figures 10
years apart when there are differences
in terminology and in the universe."

"Were it possible to make an accu-
rately check," he said, "the radio saturation
figure might be as high as 98%."

Nielsen used a 98.1% saturation for
radio in 1952. Currently it is using a
two-year-old frozen figure of 96.3% sat-
uration, or 49.3 million radio homes.

He suggested that if the Census Bu-
reau could translate its 1960 census
figure to include homes with radios
temporarily out of order the result
would be much higher. He recalled that
a 1954 Politz study, widely regarded as one
of the best surveys of the type
ever conducted, showed that the "in
working order" limitation cut the na-
tional saturation by nearly 4%.

Mr. Cordell said he had been wor-
ried about the 1960 radio figure follow-
ing a 1959 sample survey made by the
Census Bureau. This showed just under
89% saturation, a figure that caused
concern in media circles.

The Bureau’s Position • "We’re check-
ing the 91.3% radio figure," Mr.
Taeuber, assistant director of the Cen-
sus Bureau, told Broadcasting, "but
have found no errors so far."

He said the bureau has evidence the
do-it-yourself census in 1960 was more
satisfactory in some respects than the
historic enumerator technique but added
there is a lot of evaluation work to be
done.

Asked if he felt householders may
have been influenced by the 1960 ques-
tionnaire in its "in working order" re-
quirement, he said that the possible influence
could exist in the two-thirds of homes
that reported only one set in the home.

Mr. Taeuber said the final bureau
total might be as high as 93% or as
low as 89%. He recalled that a 1959
check made for the bureau’s own use
showed an estimated radio saturation
of just under 89%, a marked drop from the
1957 figure of 95.7%. The 89% figure was
rechecked at the time but no significant error was reported.

The 91.3% sample figure was based on
620 out of a total of 275,000 census
districts. Mr. Taeuber said the sample
was developed for internal use but when
some of the results checked with the
100% population census it was decided
to develop national figures based on the
sampling of national data. In the case
of radio-tv the technique yielded na-
tional saturation figures months in ad-
ance of a complete tabulation.

There is no measurable effect in the

TV NEARING SATURATION
Census sample finds video in 89.4% of homes
and multiple sets in 13.4% of video homes

Nearly nine out of every 10 homes (89.4% or 47.7 million homes) have
one or more tv sets, according to a na-
tionwide sample survey conducted last
May by the U. S. Census Bureau. The
study was conducted for Advertising
Research Foundation and financed by
ARF, Television Bureau of Advertising
and the networks.

The 89.4% tv saturation compares
with 87.5% in May 1960 when a similar
sample study was made. The U. S.
decennial census taken in April showed
that 86.7% of homes had tv sets in
working order, according to a prelimi-
nary estimate by the Census Bureau
story page 92.

Since ARF U.S. sample studies were
started through the bureau, tv satu-
ration has grown this way: June 1955,
67.2% (32.1 million tv homes); Feb-
March 1956, 72.8% (35.5 million tv
homes); Aug. 1956, 76.1% (37.4 mil-
ton tv homes); April 1957, 80.2% (39.8
million tv homes); Jan. 1958, 83.2%
(41.9 million tv homes); May 1959,
86.3% (44.46 million tv homes); May
1960, 87.5% (46.2 million tv homes);
May 1961, 89.4% (47.72 million tv
homes).

The ARF-Census Bureau study for
May 1961 shows 13.4% of tv homes
have more than one set, with the total
number of tv sets in some places at
54.67 million.

Standard metropolitan areas show a
tv home saturation of 92.2% compared
to 85.3% for areas outside cities, ac-
cording to the study. An urban-farm
breakdown shows 90.3% saturation in
urban areas, 90% in rural nonfarm
and 79.8% saturation in rural farm
areas. Four-person households have the
highest tv saturation, 96.2%.

New England has the highest tv sat-
uration followed by Middle Atlantic.
Lowest saturation was found in the East
South Central region. The regional fig-
ures follow: New England, 95.1%;
Middle Atlantic, 93.2%; East North
Central and Pacific, 90.8%; West North
Central, 90%; Mountain, 86.7%;
South Atlantic, 85.9%; West South
Central, 84.5%; East South Central,
82%.

The percentage of multi-set homes
was highest, 16.9%, in standard meta-
politan areas.

The 1950 and 1961 surveys included
Alaska and Hawaii and were based on
the new definition of households, which
includes many small housing units for-
merly not separately tabulated.

For the first time the number of multi-set tv households exceeded the
number that had no television.

The 1960 preliminary tv census saturation (April) of
86.7% is close to the May 1960 ARF
sampling figure of 87.5%. The tech-
nique used in developing the prelimi-
nary decennial census figure is subject to sampling error.

Some Other Facts • Over 100 million
home radios (including clock and port-
able models) have been produced by
U. S. manufacturers since the 1950
U. S. Census was taken. The total does
not include uncounted millions of im-
ported sets, radio-phono combinations,
tuners or kits.

Using the 1950 total households fig-
ure of 42,343,311, the census saturation
figure that year shows a total of over
40 million radio homes.

Eight million radio homes were
added in the 1950-60 decade, the 1960
census saturation of 91.3% (prelimi-
ary) indicating a total of 48.4 million
radio homes when the census was taken
in April 1960.

Just to keep everybody happy, the
official government economic encyclo-
pedia Statistical Abstract of the United
States shows 49.95 million radio homes
in 1960. This is attributed to Census
Bureau surveys and industry sources.
AFTRA strikes back with $5,000 fines

The strike of the Los Angeles local of the American Federation of Television & Radio Artists against KFWB Los Angeles was hotter last week than the August sun beating down on the pickets. As the strike entered its fourth week, both sides were trying to knock out the other, with no conciliatory gestures from either.

AFTRA threw the hardest punch—fines of $5,000 each, levied by the local union's board of directors against Chuck Blore, Jim Hawthorne and Don French, who were found guilty of "conduct prejudicial to the welfare of AFTRA" after a hearing Wednesday (Aug. 2). The trio was convicted of crossing the AFTRA picket line and entering the KFWB studios after the strike had been called "knowingly and with intent to act as strikebreakers." They were also found guilty of acting as strikebreakers on each day since the start of the strike.

The defense presented by the trio at the hearing was that Mr. Blore is vice president in charge programming for Crowell-Collier Broadcasting Corp. (KFWB, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul); Mr. Hawthorne is program director of KFWB and Mr. French is program director of KEWB. As members of management, they stated, they have a primary responsibility to management to keep KFWB in operation.

Resignations Ignored • As the union's charges against them were based on their membership in AFTRA, the trio submitted their resignations to the AFTRA tribunal before the end of the hearing, they reported. The AFTRA board, however, ignored this in its statement of findings. In addition to the fines, the board ordered the three to "cease and desist" from strike-breaking activities by midnight Aug. 4, or be expelled from the union.

KFWB's attack was the filing of charges against Mr. McCue and AFTRA with the National Labor Relations Board. First charge filed Monday, was that the union had attempted to pressure KFWB employees to leave their posts through intimidation and coercion. NLRB assigned Floyd Brewer to investigate this charge.

Later in the week, KFWB filed another charge against the union with NLRB. "We've claimed that [Mr.] McCue is failing to bargain in good faith and has failed to meet with us despite the fact that there is a strike in progress," Jim Simons KFWB station manager, stated.

This charge was based on two incidents. On Friday (July 28) at a meeting called by Jules Medoff, federal medi-
diator, AFTRA had presented a new wage demand for the newscasters at KFWB. These were for wages of $200 a week the first year, $212.50 the second and $225 the third of a three-year contract. KFWB rejected these and made a counter-proposal of $170, $177.50 and $185, with the further provision that all employees now on strike would be paid a minimum of $185 starting immediately. This was not acceptable to AFTRA. The meeting adjourned and no further get-together has been held or called since then.

On Monday (July 31), AFTRA representatives refused to join a negotiating session with a group of Los Angeles independent radio stations when representatives of KFWB were also present.

"KFWB claims that by these and other actions," Mr. Simons said, "Mr. McCue and AFTRA are restraining and coercing radio station's employees in the selection of their representatives in collective bargaining as well as KFWB. AFTRA's refusal to meet in negotiations with KFWB, its refusal to discuss wage offers, plus refusal to participate in meetings with KFWB is, in our opinion, a failure to bargain in good faith, and we have so charged."

KCOP (TV), RRTEA sign three-year pact

KCOP (TV) Los Angeles has signed a three-year contract with the Radio, Recording & Television Employees Assn., an independent union which represents 75 members of the station's production and technical staff. RRTEA was organized by a group which pulled out of the IBEW. The contract contains several unusual provisions, such as one permitting the 40-hour work week to be scheduled so an employee may do the stint in four 10-hour days rather than five eight-hour days, giving him a three-day weekend on a regular basis. Another enables the station management to make layoffs, when necessary, on the basis of ability, with seniority as a factor to be considered, rather than seniority as the only factor. The station also agrees to provide fully-paid major medical insurance for the employees.

The pact includes as a basic principle the right of management to run the station as it sees fit and management on its part agrees to maintain high standards of working conditions. The top wage scale is now $218 for engineering technicians, up from $207.50. Employees are entitled to vacations of up to five weeks.

State proxy conference

NAB's seventh annual Conference of Presidents of State Broadcasters Associations will be held Feb. 28-March 1, at the Shoreham Hotel, Washington, according to Howard H. Bell, NAB vice president for industry affairs. The conference provides a forum at which administrative officers of the state groups discuss their area problems and national issues affecting the industry.

Metromedia reports net down

Metromedia Inc., New York, reports gross revenues for the first 26 weeks of 1961, ended July 2, rose by more than $4 million over the first half of 1960. This year's first-half total was $23,397,580 compared with $19,177,895 grossed a year ago.

Metromedia announced Friday (Aug. 4) that net income, after taxes, amounted to $396,537 for the 26-week period, or 23 cents a share, as compared with $738,970, or 43 cents a share, for the same period in 1960.

Net income, after taxes, for the 13-week period ended July 2, amounted to $409,203, or 24 cents a share. The 1960 net income for the same period was $592,471, or 35 cents a share.


New fm stereo services

Three more fm stations have reported start of stereo service.

WSPA-FM Spartanburg, S. C., began stereo phononic broadcasting tests July 11 and went on the air Aug. 1 with a complete fm program featuring stereophonic sound.

WDTM (FM) Detroit began fm stereo broadcasting July 16 with the presentation of a Philadelphia Orchestra concert.

KCFM (FM) St. Louis held an open house to exhibit its new quarters and herald its inauguration of fm stereo. The new facility was built following a fire last year which nearly put the station out of commission. President-General Manager Harry Eidelman hosted the affair which drew 250 advertisers, agency personnel, civic leaders and members of the St. Louis press.
YOU MAY NEVER SEE THIS OLDEST CLOCK*

BUT... WKZO Radio Gets Results Day and Night in Greater Western Michigan!

You needn’t be a clock watcher to find lots of top-rated segments on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO Radio consistently reaches the largest share of the area’s radio audience. Pulse (see left) gives WKZO Radio an average of 73% more listeners than Station ‘B’ during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

Take advantage of WKZO Radio’s superior around-the-clock coverage of the fast-growing Kalamazoo-Battle Creek and Greater Western Michigan area. Avery-Knodel can give you all the facts.
THEATRES TO FIGHT
Arkansas okay of pay tv test to be opposed, says TOA unit

International Telemeter has won an important victory in the U. S. for its wired pay tv system, but members of the opposition—various film exhibitors—promise further legal battles before conceding pay tv is here to stay.

This was made apparent in the wake of the July 28 ruling of the three-man Arkansas Public Service Commission granting Telemeter, through its local franchiser, Midwest Video Corp., a clear mandate to conduct a wired pay tv test in Little Rock (AT DEADLINE, July 31). In a unanimous decision, the commission found the proposed test to be "in the public interest," directed Southwestern Bell Telephone Co. to establish rates and facilities for the pay tv system and dismissed a petition by intervening theatre owners—Independent Theatre Owners of Arkansas (an affiliate of Theatre Owners of America), Rowley United Theatres and United Theatres Corp.—which contended the commission lacked authority to rule on the matter because pay tv programs will be produced outside the state.

After studying the ruling, TOA's Joint Committee Against Toll Tv said late last week it will definitely fight the decision through legal channels. Dissenters have 30 days to file an appeal in Arkansas state courts, and may eventually take the appeal to the state supreme court.

An initial hearing was held in Little Rock May 15, and subsequently continued June 19 and 20 on a petition filed last January by Midwest Video to obtain facilities for its pay tv test from Southwestern Bell.

The commission ruling of July 28 is seen by some as a precedent for other affiliates of the American Telephone & Telegraph Co. to follow if and when Telemeter moves into other areas of the country. A spokesman for Telemeter, the pay tv subsidiary of Paramount Pictures, reiterated last week that a community on Long Island (New York) and another at an unnamed location on the west coast are Telemeter's next targets for pay tv experiments. (The company, through Trans-Canada Telemeter, has been conducting a pay tv test in Etobicoke, a suburb of Toronto, Canada, since February 1960).

At Least a Year • Telemeter also believes that, barring unforeseen legal difficulties, it will be at least a year before its programming will go over the Little Rock lines. It would take that much time for tv coin boxes and cables to be put into operation.

Louis A. Novins, Telemeter's president, hailed the Arkansas decision as "an important and basic victory," and saw it as "clearing away of a major roadblock" to the introduction of cable pay tv elsewhere in the U. S. He said that "it should now be apparent" that the forces of pay tv cannot be stopped by "self-serving groups," like movie exhibitors and cautioned "average" exhibitors to wake up "and stop being suckers for the 'big boys' with tv and other interests."

Major movie theatre circuits will be the first ones to hop on the pay tv bandwagon once it starts rolling, Mr. Novins predicted, and he indicated some exhibitors who publicly are the most vehement against pay tv, are already amenable to deals.

Mr. Novins singled out for attack the chairman of the Committee Against Toll Tv, who he said is associated with a company which will sponsor movies on tv on Saturday night this fall. "The chairman," he said, "would serve exhibitor interests far better if he headed a committee against free movies on Saturday nights. . . . At least pay tv charges an admission, for viewing a current motion picture."

Mr. Novins was obviously referring to Philip Harling, chairman of TOA's Joint Committee Against Toll Tv. Mr. Harling is vice president and executive secretary of Fabian Theatre Corp., whose president, Sy Fabian, is also president of Stanley Warner Corp., a non-affiliated company. International Latex Corp., a subsidiary of Stanley Warner Corp., will sponsor minutes on NBC-TV's Saturday Night at the Movies (9-11 p.m.) program in the fall.

Neither Mr. Harling nor a representative of TOA cared to comment on Mr. Novins' statements.

ABC Radio schedules regional affiliate meets

A series of four ABC Radio regional meetings with affiliates will be held Aug. 21-30 by a team of officials including Leonard H. Goldenson, president of AB-PT; Robert Pauley, ABC's vice president in charge of radio, and James Hagerty, ABC vice president in charge of news, special events and public affairs.

They will address station owners and managers (eastern regional district) on Aug. 21 at the Sheraton-East Hotel in New York and then proceed to regional sessions as follows: Mark Hopkins Hotel in San Francisco (Aug. 25), the Sheraton-Chicago Hotel in Chicago (Aug. 28) and Sheraton-Charles Hotel in New Orleans (Aug. 30). Reviewed will be sales report details with emphasis on the third-quarter report which ABC said last week indicates a 30% rise over that period last year.

Other ABC Radio officials taking part are Jim Duffy, national sales director; William Rafael, national programming director, and Earl Mullin, national director, stations department. Attendance of network executives in each of the regional areas also is planned.

NT&T gross income up 7%

National Theatres & Television reports a 7% increase in gross income for the third quarter of its fiscal year ended June 27. The gross for the quarter was $10,722,509, compared to $10,028,325 for the like quarter of last year. Net income rose to $114,306 or four cents a share, from a loss of $2,235,293 or 79 cents a share in the 1960 quarter.

These results "confirm the restoration of the business to a profit-making status," NT&T President Eugene V. Klein said in his message to stockholders. "The earnings are modest, but truly significant. . . . While $1,521,396 of the loss a year ago was a special provision for a decline in value of the company's investment in National Telefilm Assoc., the remainder of the loss came through regular operations and amounted to $713,897. The contrast between 1960 and current profits from operations thus further emphasize the progress made."

EASTMAN KODAK BUYS COLOR TV

Eastman Kodak certainly knows color. This Fall they will be sponsoring the new color tv show, Walt Disney's "Wonderful World of Color," Sunday nights. The agency is J. Walter Thompson. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N.Y., Tel: CO 5-5900

86 (THE MEDIA)

BROADCASTING, August 7, 1961
"Here's A Vertical Switcher That Really Does the Job"

"We noticed an immediate improvement in quality of program transmission and video tape recording when we installed our new Sarkes Tarzian solid state Vertical Interval Switcher. The unusual flexibility of the VIS-88 has substantially expanded our production capabilities. We're really quite proud of it," says R. F. Kinard, chief engineer of WLBT, Jackson, Mississippi.

Check these specs and see for yourself why the new Tarzian Switcher has won such immediate and enthusiastic acceptance in the industry. And remember, we will engineer your switching system requirements at no cost or obligation to you.

For immediate delivery, call or write:
SARKES TARZIAN, INC.
Broadcast Equipment Division
Bloomington, Ind. · EDison 2-7261

MAJOR PERFORMANCE SPECIFICATIONS

1 SWITCHING TRANSIENT
None

2 Phase Delay
.02 microseconds @ 3.58 (Ref. to 200 kc)

3 SWITCHING TIME
Less than .1 microseconds

4 Differential Gain
.2% max.

5 DIFFERENTIAL PHASE
.5° max @ 3.58 mc

6 Isolation (between any 2 channels)
60 db @ 3.58

This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.
Negro-Spanish division organized by Pearson

A group of Negro and Spanish stations represented by John E. Pearson Co. are being organized into a separate department at the representative firm, Mr. Pearson announced last week.

Key Broadcast Management Inc., New York consultancy operated by Ralph Weil and Arnold Hartley, has been named to set up the special division.

Mr. Pearson said the specialized broadcast field has now "come into its own" and that the Negro consumer is assuming "growing importance in our total economy."

He said proposals made to him by Key would result in a sharpening-up of the entire Pearson operation.

Senators fm network reaches into Georgia

An fm network reaching down to Tennessee and Georgia is being added for play-by-plays of the Washington Senators baseball club. A club spokesman said that as of last Wednesday (Aug. 2) networking arrangements were completed with 25 fm outlets and the number is expected to reach 40 by the first fm network broadcast, scheduled Aug. 11.

The baseball club invites other fm stations interested in joining the network to direct inquiries to the Senators headquarters, 7th & Florida Ave., N.W., Washington, D. C.

Washington: The Senators earlier (July 28) had announced expansion of its entire radio network to 64 stations in eight Middle Atlantic and Southern states. Senators baseball originates through WTOP-AM-FM-TV Washington.

Colorado chief justice defends radio-tv access

Public response to radio-tv coverage of court trials in Colorado has been good, Chief Justice Frank H. Hall of the Colorado Supreme Court said Aug. 2 in an address to the conference of Chief Justices of the American Bar Assn.

Chief Justice Hall spoke in St. Louis at a session which precedes the main ABA convention this week. "Our judicial processes are better understood," he said in commenting on ABA's Canon 35 (banning radio, tv and photographers from courtrooms). The canon has been adopted by 21 states and the District of Columbia.

The Colorado judiciary decided over five years ago to allow broad cast coverage of trials unless the trial judge rules otherwise. Chief Justice Hall said he has heard no protests since the state rejected Canon 35.

Frank P. Fogarty, Meredith Stations, speaking as chairman of NAB's Freedom of Information Committee, declared last week the banning of broadcast coverage from the courts of Kansas would penalize the public in its right to full freedom of information.

Writing Justice Clair E. Robb, of the Kansas Supreme Court, Mr. Fogarty said, "The public relies on radio and to keep informed. Broadcasting presents to the public exactly what is happening, not what some other person says is happening." His comment followed a ruling by the Kansas State Supreme Court banning radio-tv equipment in any courtroom in the state.

Media reports...

New affiliate - WMWM Westport, Conn., joined MBS July 31 as the 428th affiliate. The station, on 1260 kc with 1 kw, is owned by Westport Broadcasting Co., of which Sidney J. Flamm is vice president and general manager.

FHN appointed - Taft Broadcasting Co., Cincinnati, appoints Farson, Huff & Northlich, Inc., N. Y., as its agency. Taft stations are: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

Advisory committee formed - KHOL-TV Kearney-Holdrege, Neb., announced the formation of a permanent eight-member advisory committee consisting of leading citizens within the two channel area. The committee will meet periodically with executives of the station to advise on current needs of the communities.

September on 103.5 mc with 20 kw power. Described as the nation's first three-way sound center, the building will house WTFM, recording studios and a luxury sound salon (a retail outlet which will offer limited editions of custom hi-fi and stereo music systems, fine furniture, paintings, sculpture and art objects.)

Capped by a 20-story transmitting tower, the wrapped-in-glass structure is located at 173rd St. on the Long Island Expressway in Fresh Meadows, N. Y. Glass partitions will connect the radio station and sound salon allowing visitors to watch the station in operation. The entire center will be visible to some 120,000 cars which pass the location daily.

WTFM will be under the super vision of David H. Polinger, director of Friendly Frost Broadcast Div., who formerly was general manager of NTA Spot Sales and manager of NBC's San Juan, Puerto Rico affiliate, WAPA-TV. Friendly Frost also operates WGLI and WQMF (FM) Babylon. The broadcast division will be headquartered in the new building.

Fm showcase studio building

Friendly Frost Inc., Westbury, N. Y., expects its new WTMF (FM) Lake Success, N. Y., outlet to be the first metropolitan New York station to program stereo fm broadcasts when the station starts operations in
CHANNEL 10
Carries The Weight*
In Rochester, N.Y.
From 6:00 P.M. to Midnight Daily

62,700
HOMES REACHED

131,670
VIEWERS

1 OF TOP 10
TV FAVORITES

58,100
HOMES REACHED

122,010
VIEWERS

*NIELSEN 4-WEEK SURVEY  MAR. 6-APRIL 2, 1961

CHANNEL 10
BASIC CBS  AFFILIATE ABC
ROCHESTER, N.Y.

WHEC-TV
EVERETT MCKINNEY INC.

WVET-TV
THE BOLLING CO. INC.
FCC okays $30 million in station sales
CAPITAL CITIES' BUY OF WKBW, WPAT OUTLETS IS THIRD LARGEST

More than $30 million in station sales were approved by the FCC last week at its final meeting before the August summer recess, among them the third largest sale in broadcast history.

Among the approved transactions were two acquisitions by Capital Cities Broadcasting Corp. (Lowell Thomas-Frank Smith), totaling $19.35 million: WKBW-AM-FM-TV Buffalo, N. Y., for $14 million, and WPAT-AM-FM Paterson, N. J., for $5,350,000.

The Buffalo sale is the third highest in broadcast annals. CBS paid $20 million in 1958 for WCAU-AM-FM-TV Philadelphia plus real estate ($15.6 million for the station property and $4.4 million for the real estate). Time Inc. paid $15.75 million for the Bittner radio-TV properties in 1957, including stations in Indianapolis, Minnesota-St. Paul and Grand Rapids.

The 50-kw WKBW (on 1520 kc) was founded in 1925 by the Rev. Clinton H. Churchill, who is the sole owner. The tv adjunct, on ch. 7 with ABC primary affiliation, went on the air in 1958; it is owned 51% by Dr. Churchill.

Under the terms of the sale agreement, Dr. Churchill becomes a member of the Capital Cities board; Clinton D. Churchill, son of the pioneer Buffalo broadcaster, remains as vice president and general manager of Capital Cities' Buffalo stations.

Capital Cities bought the Paterson, N. J., stations—which in recent years have become a New York area top-rated audience-getter with a good music format—from Dickens J. Wright and associates. Mr. Wright remains as chief of the WPAT stations, which he and his group bought in 1954 for $300,000. WPAT has 5 kw on 930 kc.

New Lineup • Capital Cities, which got its start in tv in 1953 when it acquired what is now WTEN (TV) Albany, N. Y., now has six tv, three am and two fm stations. They include in addition to WKBW-AM-FM-TV and WTEN, satellites WDCA (TV) in Adams, Mass.; WROW Albany; WPRO-AM-TV Providence, R. I., WTVD (TV) Durham, N. C.

Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented to both Capital Cities acquisitions on the issue of concentration.

Among the major transactions approved by the FCC last week was the realignment of tv ownership in Rochester, N. Y.—WROC-TV (ch. 5) going to WVET-TV and WVET-TV's interest in ch. 10 going to the other shareholder, WHEC-TV (CLOSED CIRCUIT, July 31).

The Rochester actions are being worked out this way:

Veterans Broadcasting Co. (WVET-TV) and WHEC Inc. (WHEC-TV-Gannett) are paying Transcontinent Television Corp. (licensee of WROC-TV) $6.5 million for the real estate and equipment used in the operation of that station. This includes network affiliation contracts with NBC and ABC and an agreement not to compete for five years within 35 miles of Rochester.

Of this amount, WHEC Inc. is paying $3,692,500 for 58.7% of TTC's Rochester assets, and Veterans is paying $2,432,500 for 41.3% of these facilities. After this, Veterans will turn over to WHEC Inc. its license for shar- ing ch. 10 in exchange for WHEC's interest in the WROC-TV property. This leaves Veterans owning 100% of WROC-TV and WHEC-TV owning 100% of ch. 10.

Ifs and Buts • The FCC approval of the sale includes several conditions: that Veterans must agree to use ch. 8 instead of ch. 5 and go through various steps before beginning operation on ch. 8. Ch. 8 has been substituted for ch. 5 in Rochester as part of the FCC's rulemaking to add another channel in Syracuse, N. Y. (BROADCASTING, July 31).

In the order approving the Rochester transfers the commission denied objections by WSAY Rochester and the AFTRA and NABET locals.

Chairman Minow dissented to the entire transaction; Commissioner Bartley to that part which involved WVET-TV turning over its license to WHEC-TV. Both dissents involved concentration issues.

Changing hands
ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:
- KAPR Douglas, Ariz.: Sold by David V. Harman (Copper State Enterprises) to William and Katherine Mende for

avoid the hazards of selling on your own

Why take the risks involved in negotiating without our knowledge of markets, of actual sales, of responsible contacts? In speaking to any buyer, Blackburn's experience and reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own.

BLACKBURN & Company, Inc.
Radio • TV • Newspaper Brokers
Negotiations • Financing • Appraisals
WASHINGTON, D. C. CHICAGO ATLANTA BEVERLY HILLS
James W. Blackburn H. W. Cassill Clifford B. Marshall Colin M. Selph
Federal 3-9270 Financial 6-6460 Jackson 5-1576 Crestview 4-2770

90 (THE MEDIA) BROADCASTING, August 7, 1961
$60,000. Mr. Mende is news and program manager of WESO Southbridge, Mass. KAPR is 1 kw daytime on 930 kc. Broker was Wilt Gunzendorfer & Assoc.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 98):

- WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-TV and WHEC-TV, both Rochester, for $6.5 million. After intermediate steps, the WROC-TV facility will be owned by WVET-TV, with WHEC-TV remaining sole occupant of ch. 10 there (see separate story, opposite page).
- WPAT-AM-FM Paterson, N. J.: Sold by Dickens J. Wright and associates to Capital Cities Broadcasting Corp. for $5,350,000 (see separate story, opposite page).
- KUDI Great Falls, Mont.: Sold by D. Gene Williams and associates to James F. Hadlock for $300,000. Mr. Hadlock is majority owner of KBUC Corona and KDAN Eureka, both California.
- WZOK-AM-FM Jacksonville, Fla.: Sold by Carmen Macri to Peninsular Life Broadcasting Co. for $300,000. Peninsular Life Broadcasting is 80% owned by Peninsular Life Insurance Co. and 20% by Mr. Macri.

Pease forms own rep firm

Bernard P. Pease, for 14 years manager of Weed's Detroit office, has announced the formation of his own representative firm, Pease Sales, effective Aug. 1, with headquarters in that city. Mr. Pease will continue to represent the full list of Weed radio and television properties in addition to selected other stations in markets not in conflict with Weed.

AB-PT profits rise for first half-year

A favorable and record profit level for American Broadcasting-Paramount Theatres Inc. was reported last week for the first six months of this year by Leonard H. Goldenson, AB-PT president.

Estimated net operating profits in the period totaled $5,694,000, or $1.34 a share compared with $5,653,000 or $1.33 a share in the six months last year; net profits (including capital gains) were up to $11,843,000 ($2.79 a share) from $6,981,000 (or $1.64 per share). Second quarter net operating profits: 2,269,000 (53 cents a share) compared to last year's $2,317,000 (55 cents per share), and net profits (including capital gains): $4,- 504,000 ($1.06 a share) compared to $3,601,000 (85 cents a share) in 1960. (Second quarter capital gains came principally from the sale of half of AB-PT's stock holdings of Microwave Assoc. and reduced by a $2 million provision for reserve against foreign investments.)

Revenues from the broadcast operation (ABC-TV and ABC Radio) were up in the first half of the year, while

Out for a quick one?

Either KBON's announcers are mighty persuasive or radio, per se, doesn't realize its own power. It started July 4 when the Omaha station aired an intensive schedule for a local auto dealer. The first announcer advised, "At Ed Mitchell's used car lot, ask for Ken." A second announcer countered, " . . . If Ken is out, see Hans." Back came the first announcer, "If Hans is out, see Marvin." And announcer No. 2 had the topper, "If Marvin's out, steal it!"

Boxscore: Five cars were sold. And evidently Ken, Hans, and Marvin stepped out together. One car was stolen.

theatres also showed a gain in business. Mr. Goldenson reported continued advances in foreign tv, noting an agreement made to affiliate with a new tv station to be constructed in Panama City (as part of the Central American network which AB-PT helped establish last year). Panama is the 11th foreign country where AB-PT has interests in or agreements with tv stations.

Warren J. Boorom, Director of Advertising & Promotion for Metropolitan Broadcasting (Metro-Media Inc.), is resigning from that position to join the Washington Office of Hamilton-Landis and Associates, Inc., effective September 15th.
RKO General sales group replaces reps

RKO General's radio and tv stations in seven markets will be represented as of Oct. 1 by its own national sales organization in place of the four national reps now serving the stations (CLOSED CIRCUIT, July 31).

Hathaway Watson, vice president in charge of broadcasting of the wholly-owned subsidiary of the General Tire & Rubber Co., who is to announce the move today (Aug. 7), said: "It is our objective to improve our service to advertisers and their agencies. With four fully-staffed offices selling only RKO General stations, we can work more closely with buyers, understand their requirements, and provide detailed information and service to fulfill these requirements."

Offices of the RKO General sales group will be located in the offices of its stations in New York, Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

Mr. Watson observed that the company's decision to go ahead with plans for its own national sales operation did not stem from dissatisfaction with the existing national rep firms.

The affected companies are: H-R Representatives, Young Television Corp., Robert E. Eastman Co., and Avery-Knodel Inc.

The stations which will be represented by RKO General's national sales arm (no official name has been designated) are: WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KJH-AM-FM-TV Los Angeles; CKLW-AM-FM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco, and WGMS-AM-FM Washington, D. C.

NABET loses WBTV-WBTV poll

Technicians employed by Jefferson Standard Broadcasting Co. at WBTV-WBTV (TV) Charlotte, N. C., voted July 27 against representation by the National Assn. of Broadcast Employees & Technicians. The official vote was 23 to 6 against the union (30 eligible to vote). NABET had notified the company April 19 that it represented the WBTV-WBTV technicians and asked immediate negotiations. The Charlotte election was conducted by the Winston-Salem, N. C., regional office of the National Labor Relations Board.

EQUIPMENT & ENGINEERING

EMI/US acquires General Communications

PRODUCTS WILL BE INCORPORATED INTO BROADCAST DIV.

EMI/US, electronics subsidiary of Capitol Records, formally took over the manufacturing facilities of General Communications Inc. last Tuesday (Aug. 1). Capitol's expansion in the electronics field through purchase of the Fort Atkinson, Wis., firm for $500,000 had been announced July 28 by Glenn E. Wallichs, Capitol Records president.

Newly acquired company, specializing in solid-state system engineering, becomes the General Communications Div. of EMI/US and will incorporate the products and personnel of the former EMI/US Broadcast Div.

E. D. Peterson, president of General Communications during its 12 years in broadcasting, has accepted a long term management contract with EMI/US.

Among the General Communications products to be integrated into the EMI/US line of tv cameras and associated broadcast equipment are fully-transistorized tv switching equipment, mechanical and electro-mechanical switching devices, solid-state video and pulse distribution equipment, special effects generators, dial monitor systems, picture monitors, custom studio consoles, solid-state power supplies and automation systems.

EMI/US was activated last March for the manufacturing and marketing of a complete line of electronic products in the general communications field, many of which are provided by EMI Ltd. of England, the principal stockholder in Capitol Records. The British firm is one of the world's largest electronics companies and a pioneer in commercial tv.

EMI/US, with manufacturing facilities in Los Angeles and Fort Atkinson, now comprises four divisions: General Communications (formerly Broadcast Div.), Electron Tube, Magnetic Tape and Consumer Products. Executive offices are in Los Angeles and New York.

Vice president in charge of Capitol's electronics activities is Daniel C. Bonbright.

Washington firm plans $120,000 stock sale

A Washington, D. C., firm which plans varied electronic and broadcasting projects filed with the Securities & Exchange Commission to offer 30,000 shares of common stock to the public at $4 per share.

International Telecommunications Consultants Inc. revealed in its registration statement that the company is interested in purchasing and operating radio and tv properties, particularly uhf tv stations, "when the trend toward the use of these frequencies is more discernible and commercially profitable."

In a news release, the company said it is also about to start research on a new low-cost video recording system intended to complement the home tape recorder and expected to sell for under $1,000.

Muntz to export to Japan

Japanese imports may have become a competitive problem for some U. S. radio set manufacturers, but not Muntz TV Inc., Evanston, Ill. President Wallace A. Keil last week said that for a switch Muntz is going to invade the Japanese market soon with a $100 19-inch set which Muntz will produce in the U. S.
and which will compete with Japanese-made 14-inch sets that sell in Tokyo for $100-150. He said, today’s conventional set has 16-18 tubes but by using GE’s new three-in-one tubes the new Muntz “Metropolitan” model will have only seven tubes. During the past year Muntz sold 65,000 tv sets, Mr. Kell said, and is shooting for 180,000 sets a year by 1965.

Stereo fm session set for WESCON

More than 35,000 engineers, scientists and executives of the electronic industry are expected to attend the 1961 Western Electronic Show & Convention to be held Aug. 22-25 at the Cow Palace in San Francisco. In addition to the largest display of new electronic products and components in some 1,200 booths, the four-day meeting will encompass 123 formal papers, to be presented in 41 sessions. The meeting is presented under the joint auspices of the Western Electronics Manufacturers Assn. and the western chapters of the Institute of Radio Engineers.

Of interest to broadcasters will be the session on stereophonic fm broadcasting, to be held Wednesday morning (Aug. 23). Harold Kassens, chief, aural existing facilities branch, FCC’s broadcast facilities division, will open the session with a report on the new standards for stereophonic broadcasting. D. R. von Recklinghausen of H. H. Scott Inc. will discuss stereophonic fm receivers and adapters. James Gabbert, co-manager, KPEN (FM) San Francisco, will speak on converting fm broadcasting stations for stereo transmission. R. A. Isberg, U. of California, is session chairman.

Among the sessions is one in a new field for WESCON, that of coherent optical emission, with one paper describing the use of the ruby optical maser as an amplifier of light, rather than just as a generator. A special evening session will deal with the technical, military, politico-economic and psychological aspects of arms control.

Prodelin names Ameco

Prodelin Inc., Kearny, N. J., entering the community antenna television market, has named Ameco, a division of Antennavision Inc., Phoenix, Ariz., as exclusive catv products distributor, including Prodelin’s newly developed coaxial transmission line. Tradenamed Spir-O-foam, the 75-ohm, polyethylene foam, aluminum-sheathed, semiflexible cable is available in ¾-inch and ½-inch sizes.

25% of electronic sales, employment in the West

The 11 western states this year will account for just under 25% of the nation’s electronic sales and employment, Phillip L. Gundy, vice president of Ampex Corp. and president of the Western Electronic Manufacturers Assn., said last week.

Reporting on a WEMA survey based on reports of the trade association’s 320 member companies, Mr. Gundy said that projected sales of electronic equipment and components in the West for 1961 should reach a new high of $2,815 billion, 24.9% of the anticipated national electronic sales total of $11.3 billion. For 1960, the Western total was $2,465 billion out of a national total of $10.2 billion and for 1959 the West did $2.11 billion in electronic sales out of $9.4 billion for the nation. Electronic employment has kept pace with sales, the report stated, rising in the West from 160,000 in 1959 (out of 750,000 nationally) to 190,000 in 1960 (out of 825,000 nationally) and to 215,000 in 1961 (out of 875,000 nationally). These totals do not include broadcast, service and distribution revenues, Mr. Gundy explained.

WFBC-TV DOMINATES 42nd*MARKET

Greenville – Spartanburg – Asheville

In this Giant 42nd Market* . . . with more than 2-million people, $2.8-billion incomes, and $1.8-billion retail sales, WFBC-TV continues its dominance of the television audience, according to A.R.B. for June 1961.

*According to Television Magazine, Dec. 1960

From 9:00 A.M. to Midnight
Sunday through Saturday
WFBC-TV Leads . . .
Sta. “B” by 74% in Metro. Share
Sta. “C” by 65% in Metro. Share
Sta. “B” by 27% in Total Homes
Sta. “C” by 86% in Total Homes
From A.R.B. for June 1961
BROADCAST ADVERTISING

William P. Gordon, account executive, Dancer-Fitzgerald-Sample, N. Y., elected vp. Mr. Gordon joined agency in 1956 as assistant account executive and before that was marketing analyst for Grocery Mfrs. of America.

Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., and formerly executive vp of Foote, Cone & Belding, elected consumer relations vp of Lever Bros. Mr. Webber will take over duties of Henry Schachte, who is resigning as executive vp to join parent Unilever Ltd., London, as member of management committee of Unilever Marketing Div.


John Herdegen, member of special creative unit, Geyer, Morey, Madden & Ballard, New York, elected vp.

Jaye S. Niefeld, marketing director of Clinton E. Frank agency, Chicago, since last November, elected vp. He formerly was director of research and media at Keyes, Madden & Jones there.


Seaborn C. Langley Jr., formerly southeastern trade relations representative, Saturday Evening Post, Atlanta, appointed account executive, Harvey-Massengale, that city, division of Street & Finney, New York, advertising agency.

Richard J. Maylander, formerly account executive, Benton & Bowles, New York, joins BBDO, that city, in same capacity and on Pepsi-Cola Co. account.

George W. T. Mingels, traffic department, Young & Rubicam, New York, named assistant manager.

Robert H. Wesson and Roger Bye appointed vps of Miller, Mackay, Hoek & Hartung, Seattle, Wash., advertising agency. Mr. Wesson, who has been media director is newly assigned as vp-media director. Mr. Bye, who was copy chief, was named vp-copy director.

Cliff Brown, head of Palm Springs, Calif., office of McFadden & Eddy Assoc., pr firm, elected vp.

G. B. Work Jr., joins Zimmer, Keller & Calvert, Detroit advertising agency, as media coordinator.

James V. Cicco Jr., advertising editor for West Penn Power Co., Greensburg, Pa., joins Bachman, Kelly & Trautman, Pittsburgh pr and advertising agency, as account supervisor.

Thomas A. Casey, formerly executive vp and director of marketing services of Lili- nenfeld & Co., to Needham, Louis & Brorby, Chicago, as vp and director of marketing department replacing Walter W. Stumpe, who has become account executive. Mr. Casey also will be member of NL&B plans board. Earlier he was with Tatham-Laird, Chicago, and Knox-Reeves, Minneapolis. Mr. Stumpe was elected vp in 1959.

John L. Grayhurst, formerly account executive for Donahue & Coe, N. Y., joins Lambert & Feasley, that city, in same capacity.

David Carew, formerly with West Bend Outboard Motors, joins Aubrey, Pinley, Marley & Hodgson, Chicago advertising agency as copywriter. Charles Calkins, creative director of Beals Adv., Lennart Carlson, assistant retail ad manager of John Plain & Co., and Donald Wink, copywriter at Buchen Adv., also named copywriters.


Richard Feldman joins Doyle Dane Bernbach, New York, as tv producer. He formerly was director of NBC's Bell Telephone Hour, and also directed CBS-TV special Art Carney Meets Peter and the Wolf.

Max Glandbard, formerly tv producer, Kenyon & Eckhardt, New York, joins Nord Adv., that city, as tv producer-writer.


Jon Ross, account supervisor at Tids & Cantz, Los Angeles, and Joe Seideman, account executive at KTTV (TV), that city, are opening their own advertising agency, Ross & Seideman, Aug. 1 at 17000 Ventura Blvd., Los Angeles.

THE MEDIA


Douglas P. Collins appointed general manager of WCMW Canton, Ohio. Clark Dozer, who has been manager of station for past 12 years, named station manager under new ownership. Mr. Collins, executive vp of Douglas Properties Corp., now licensee of station, has served with stations in Youngstown, Ohio, and Syracuse, N. Y.

Dick Barrett, sales manager of WMFT Terre Haute, Ind., appointed general manager replacing Dick Beiser, resigned.

Richard K. Fife, manager of KLIX Twin Falls, Idaho, appointed station manager of KGHF Pueblo, Colo.

CHEVROLET BUYS MORE COLOR TV

This Fall Chevrolet through Campbell-Ewald will sponsor “Bonanza” on Sunday nights. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

FATES & FORTUNES

Mr. Webber Mr. Schachte

Mr. Casey

Mr. Bye

Mr. Reaves

Mr. Langley Jr.
Yes...six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown at right. Formerly distributed exclusively by Collins Radio Company, there are more than 4,000 units being used daily in over 600 radio and TV stations and the major networks. The ATC system gives you maximum use of staff voices with only one man on duty. It records spots, programs, special effects, music...anything up to 31 minutes in length...on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, presses a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage.

On all ATC units, there is a provision for a second auxiliary control tone which can be used to automatically start other equipment. And, ATC gives you true fidelity in reproduction with a frequency response of $\pm 2$ db from 70 to 12,000 cps; $\pm 4$ db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter under 0.2% rms.

NOW COMPLETE AUTOMATION AVAILABLE

ATC 55, our newest development, permits the automatic use of 55 consecutive magazines without reloading or resetting. Used in sets of two or more, ATC 55 allows completely automated broadcasting twenty-four hours a day.

ATC is made by the originator and largest manufacturer of automatic tape control equipment...more than 4,000 units in use in over 600 radio and TV stations.
Harold W. Gore, sales manager of WWNY Watertown, appointed station manager of WRVM Rochester, both New York. Gerald Irvine, announcer with WOTT Watertown, named program director of WRVM.

Catherine Peden, vp and general manager of WHOP Hopkinsville, Ky., elected president of National Federation of Business & Professional Women's Clubs.

Art Reuben, commercial manager and assistant general manager of KPLC-TV Lake Charles, La., named national advertising manager of T. B. Lankford Stations which include KALB-AM - TV Alexandria; KPLC-AM-TV Lake Charles, and KRMD Shreveport, all Louisiana.

Otis Dodge, commercial manager of WJLD Homewood, Ala., appointed general manager of Johnston Broadcasting Co., owners and operators of WJLD as well as WJLN Birmingham, Ala., and WDEB Pensacola, Fla.

Charles Dwyer, formerly general sales manager, WKRC-TV Cincinnati, appointed sales manager, ABC International TV, New York.

Martin S. Pollins, account executive for NBC Spot Sales, joins newly-formed ABC-TV National Station Sales, in New York office in similar capacity.

Keith Miller, station relations representative of SESAC in Pacific Northwest, appointed general sales manager of KTTN-TV Seattle-Tacoma, Wash.

Harchal Carey, with KTTN for past two years, promoted to national sales manager.

Kenneth H. Goldblatt appointed sales manager of WQXI Atlanta, Ga. Mr. Goldblatt had previously been associated with Headley-Reed (now Bolling) in radio sales department.

Fred Webb, manager of WNOO Chattanooga, Tenn., appointed national sales manager for Walton radio chain which includes KJET Beaumont, Tex., KMLB Monroe, La., and WNOO.

Jack Havey, promotion manager for WGAN-TV Portland, Me., appointed national sales manager. Robert W. Jennings, manager of local sales department, named regional sales manager and Richard E. Bates, director of sales, assigned to manage new marketing and sales development department.

Richard Holloway, general sales manager of WMSF-TV Greensboro, N. C., appointed regional sales manager of WLOS-TV Asheville, N. C. He succeeds Tom Burkhart who joins WTVJ (TV) Miami as assistant national sales manager. WLOS-TV and WTVJ (TV) are owned by Wometco Enterprises.

Francis H. Conway appointed director of sales for WGBI and WDAU-TV Scranton, Pa. Thomas J. Jones named sales service and merchandising manager for WGBI. He will continue as sales service manager for tv outlet.

Dwight L. Case, sales manager of KQBY San Francisco, named sales manager of The Gordon Group of stations (KBUZ-AM-FM Phoenix, KSDO San Diego and KQBY-AM-FM San Francisco) which has gone off air pending FCC approval of its sale to Atlass Broadcasting (BROADCASTING, July 24)). He will headquarter at KBUZ. Richard Venturino, national program director of The Gordon Stations, moved from KQBY to KSDO San Diego and John Miles, announcer, from KQBY to KBUZ. Roy Gadenby, returned to this country from his native England, has rejoined The Gordon Group as comptroller.

Paul A. Minor, account executive, Transfilm-Caravel, N. Y., elected vp.

Andrew Potos appointed account executive of WITI-TV Milwaukee, Wis.

Ron Beaton, account executive for KDAY Santa Monica, Calif., joins KIEV Glendale, Calif., in similar position.

Leonard C. Feldman, member of NBC research department, joins New York office of Harrington, Righter & Parsons, as research director. Willis W. Ingersoll, formerly with The Katz Agency, appointed account executive.

George Harper appointed vp and general manager of NBC-Canada Ltd. Mr. Harper was network and regional representative for Californian National Productions, Chicago, for last five years. He was formerly resident export representative for Libby, McNeill & Libby, food products, in Bermuda and Puerto Rico from 1950 to 1956. NBC-Canada Ltd. is subsidiary of NBC, with headquarters in Toronto. It serves as distributor and producer of tv programs in Canada.

Ronald P. Hoss, member of sales service department of Hawaiian Broadcasting System Ltd., appointed director of promotion and merchandising for system. HBS stations include KGMB-AM - TV Honolulu; KHBC-AM - TV Hilo; KMAU-TV Wailuku and K708W Limue.

Donald W. Craig, sales promotion manager of WJR Detroit since 1959 and before that sales promotion manager of DeSoto Div. of Chrysler Corp., promoted to new combined post of pr and promotion manager of WJR effective Aug. 7. George R. Kendall, pr director, earlier was named news editor replacing William Sheehan, who resigned to join news staff of ABC-TV in New York (FATES & FORTUNES, July 24). Robert A. Habermas, formerly sales promotion manager of Walker & Co., joins WJR sales staff.

Sheldon Saltman, assistant promotion manager of WBZ-TV Boston, appointed promotion manager of WJW-TV Cleveland.

Arthur Elliott, production manager for KXTV (TV) Sacramento, appointed program and operations director of KOTV (TV) Tulsa, Okla.

Eugene W. Wilkin, account executive, tv sales department, WGAN-TV Portland, Me., named assistant program director.

Ed Moser, assistant in continuity department of WICS (TV) Springfield, Ill., appointed traffic manager.

**CAN YOU TAKE A JOKE??**

Well, then I must confess that it's not exactly yours for the taking, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

**JACK STERLING**
**BARBTON, INC.**
485 Madison Ave., New York 22, N. Y.

96 (FATES & FORTUNES)
Eleanor B. Machia, account executive and special accounts consultant of KJIM Ft. Worth, Tex., appointed commercial manager.

Louis Bryant, member of sales staff of WSAZ Huntington, W. Va., appointed commercial manager.

Jess Meltzer appointed music director of WTCH Minneapolis, Minn.

Ken Warren, member of news staff of KPHO-AM-TV Phoenix, Ariz., named automotive editor for stations. He will replace Earl Clayton who resigned. Richard S. Vick joins announcing staff of KPHO (AM).

Vince Lindner, member of news staff of WNTA-AM-FM Newark, N. J., appointed director of news and public affairs.

Jack Ware, returns to KOOL-TV Phoenix, Ariz., as news director. For past 18 months he operated his own advertising agency.

Frank Kinsman, news editor of WCOL Columbus, Ohio, appointed news editor of WKWJ Dearborn, Mich.

Frank Bourgholtzer, since 1958 NBC News correspondent at State Dept. in Washington, assigned to Moscow as correspondent. He will replace John Chancellor, who has become host of NBC-TV’s Today show.

John Madigan, assistant managing editor and city editor of Chicago American joins WBBM-TV Chicago as news commentator-analyst. For many years he was regular panelist on CBS-TV’s Face the Nation.

Donald Heath, Mutual network’s San Francisco bureau chief and former news director for KQBY, that city, joins KRON-TV San Francisco as news-caster.


Thomas J. Brown, formerly tv sales account executive, Headley-Redd (now Bolling), New York, joins radio sales staff, Avery-Knodel, that city.

Phillips Clark, formerly of Kenyon & Eckhardt, New York, joins WVOX New Rochelle, N. Y., sales staff. Other WVOX additions: Priscilla Ball, formerly executive director, United Cerebral Palsy Fund, Tampa, Fla., named traffic manager; William Johnston, formerly with WPEG Winston-Salem, N. C., as announcer, and Henry Lienau, WVIP Mt. Kisco, N. Y., as news director.

Ray Lane joins announcing staff of WJBK-TV Detroit.

Richard B. Hammer, formerly KBOX Dallas and WBBM Chicago, to sales staff of WGN Chicago.

PROGRAMMING

Mr. Gerber

Mr. Estey

Richard B. Hammer

Dave Gerter appointed vp of GAC-TV, newly re-formed broadcast packaging and creative programming division of General Artists Corp. (Broadcasting, July 31), nation’s third largest talent agency. Mr. Gerber resigned as tv director in New York branch of another talent agency, Famous Artists Corp., to take his new assignment. While at Famous Artists, he helped develop Tightrope (CBS), The Tab Hunter Show (NBC), and next season’s Straightaway (ABC).

GAC-TV also appointed Don Estey as executive assistant to Don W. Sharpe, senior executive director of GAC and president of GAC-TV. Mr. Estey, who formerly was vp and producer for Jack Denove Productions, Hollywood, will work directly with Mr. Sharpe in creation and development of tv series, packages and special programs.

James H. Knox, formerly executive assistant to board chairman, National Telefilm Assoc., New York, named director of program sales, Greenwich Productions, that city, producers of packages and syndicate programs as well as tv industrial commercials.

Joseph B. Rodriguez, art director for Ed Bearden Studio in Dallas, appointed assistant art director of Keitz & Hernandez, Dallas, producer of business motion pictures and tv commercials.

Norman Cooke, RCA Victor engineer in charge of installation and maintenance of recording and mastering facilities in Los Angeles studio, joins The Pacific Network, as chief engineer. His duties will include project engineering and development work on Muzak sound distribution systems in Los Angeles area.

Raymond W. Van Steen, production supervisor for Station Services Ltd., Peoria, Ill., resigns. Firm produces programming, promotional and sales aids for radio stations.

William Persky and Sam Denoff, formerly of WNEW New York, join Steve Allen Show as staff writers.

EQUIPMENT & ENGINEERING

John Graham, division vp and general manager, communications & controls division, Industrial Electronic Products, New York, appointed to newly-created post of division vp, operations, RCA electronic data processing division. Mr. Graham will be responsible for commercial systems operations, data communications, custom projects and industrial computer systems.

Lowell R. Day, secretary-treasurer and member, board of directors, Packard Bell Electronics, Los Angeles, manufacturers of radio-tv and high fidelity equipment, appointed to newly-created post of executive vp. Leroy E. Lattin, president, General Telephone Co. of California, elected member, board of directors.

George A. Bradford, consultant, advertising and sales promotion in marketing services, General Electric Co., Syracuse, N. Y., named director of newly-established marketing operation, radio & television division, GE, that city. Mr. Bradford will be responsible for five functions including division advertising, distribution planning (both domestic and international), export sales project, and industrial design and press relations. In 1950 he was appointed advertising manager, tube department, GE, Schenectady, in 1955 he joined.
Compton Adv., New York, as vp. Mr. Bradford rejoined GE in 1956 as consultant on advertising and sales promotion in marketing services. Three product departments are organized as General Electric's radio & television division: audio products section, Decatur; radio receiver department, Utica, and television receiver department, Syracuse.


Richard F. O'Brien, supervisor of eastern sales for Ampex Corp., appointed to new post of manager of audio equipment sales for company. He will continue to headquarter in New York.


Elmer Thomas, manager of research and development laboratory for Page Communications Engineers, Washington, appointed assistant director of research and development.

Hugh Christian, chief engineer and assistant to general manager of Diamond Power Specialty Corp., appointed administrative engineering assistant of Electron Corp., subsidiary of Ling-Temco Electronics, Richardson, Tex. Electron manufactures low-cost TV systems.

John J. Dunn, representative of Canadian Broadcasting Corp. at United Nations, appointed director for Ottawa, Ont., area of CBC, replacing Peter A. Maggs who has resigned to enter Anglican priesthood. Robert W. McGall, supervisor of variety programs of CBC, Toronto, Ont., appointed supervisor of outside broadcasts. Leonard J. Stamm, supervisor of light entertainment for CBC-TV named supervisor of variety programs. Robert Allen, supervising producer of special programs of CBC, Toronto, promoted to supervising producer of tv drama. William Bolt, supervising producer of tv features named to supervising producer of tv news.

Peter Russell appointed to supervising producer of tv light entertainment, and Larry Gosnell, formerly with National Film Board, Montreal, Que., to farms and fisheries broadcast department of CBC in Toronto.

ALLIED FIELDS


DEATHS

Lewis M. Glassner, 48, president of Glassner Assoc., Chicago pr firm, died July 29 during trip to New York.

Mike Wren, 50, former radio news writer in New York City and London drowned in Kanawha River in Charleston, W. Va. He was victim of flash flood which in past week had taken 22 other lives.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting July 26 through Aug. 2. 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, v.h.f.—very high frequency, uh.f.—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw.—kilowatts, w.—watts, mc.—megacycles, d.—day, n.—night, lo.—local, sun.—solar, mod.—modification, trans.—transmitter, unl.—unlimited hours, km.—kilometers.

John J. Dunn, representative of Canadian Broadcasting Corp. at United Nations, appointed director for Ottawa, Ont., area of CBC, replacing Peter A. Maggs who has resigned to enter Anglican priesthood. Robert W. McGall, supervisor of variety programs of CBC, Toronto, Ont., appointed supervisor of outside broadcasts. Leonard J. Stamm, supervisor of light entertainment for CBC-TV named supervisor of variety programs. Robert Allen, supervising producer of special programs of CBC, Toronto, promoted to supervising producer of tv drama. William Bolt, supervising producer of tv features named to supervising producer of tv news. Peter Russell appointed to supervising producer of tv light entertainment, and Larry Gosnell, formerly with National Film Board, Montreal, Que., to farms and fisheries broadcast department of CBC in Toronto.

ALLIED FIELDS


DEATHS

Lewis M. Glassner, 48, president of Glassner Assoc., Chicago pr firm, died July 29 during trip to New York.

Mike Wren, 50, former radio news writer in New York City and London drowned in Kanawha River in Charleston, W. Va. He was victim of flash flood which in past week had taken 22 other lives.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting July 26 through Aug. 2. 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, v.h.f.—very high frequency, uh.f.—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw.—kilowatts, w.—watts, mc.—megacycles, d.—day, n.—night, lo.—local, sun.—solar, mod.—modification, trans.—transmitter, unl.—unlimited hours, km.—kilometers.

John J. Dunn, representative of Canadian Broadcasting Corp. at United Nations, appointed director for Ottawa, Ont., area of CBC, replacing Peter A. Maggs who has resigned to enter Anglican priesthood. Robert W. McGall, supervisor of variety programs of CBC, Toronto, Ont., appointed supervisor of outside broadcasts. Leonard J. Stamm, supervisor of light entertainment for CBC-TV named supervisor of variety programs. Robert Allen, supervising producer of special programs of CBC, Toronto, promoted to supervising producer of tv drama. William Bolt, supervising producer of tv features named to supervising producer of tv news. Peter Russell appointed to supervising producer of tv light entertainment, and Larry Gosnell, formerly with National Film Board, Montreal, Que., to farms and fisheries broadcast department of CBC in Toronto.
BROADCASTING, August 7, 1961

NEW AM STATIONS

APPLICATIONS BY FCC

Stanford, Ky.—Lincoln-Garrard Bestg. Co. Granted 1350 kc, 500 watts D. O. P. address Box 50, estimated construction cost $15,000; first year operating cost $3000, second year operating cost $7000, total construction time 6 months. Principals are Eugene C. Bybee, Lanier Burchett, Ray Deas and W. G. Morgan, 25% each.

Burchett and Deas have interests in WAIN Columbia. Ky. Mr. Morgan is in banking. Action July 26.

Salem, Ore.—Salem Rests. Granted 1220 kc, 500 watts; estimated construction cost $19,000; first year operating cost $4000, total construction time 6 months. Principals are Dr. W. E. B. Hains, Thomas Haines; Deans, 25% each.


APPLICATIONS

EPC

APPLICATIONS BY FCC

Jasper, Ala.—Bankhead Bestg. Co. Granted 1520 mc, 300 watts; estimated construction cost $52,941; first year operating cost $12,734; total construction time 8 months. Principals are R. J. Fair, W. H. Bankhead, Jr., W. B. H. Bankhead, Jr., and Howard G. Bankhead.

Tuscaloosa, Ala.—Elton H. Darby. Granted 1510 mc, 300 watts; estimated construction cost $12,734; first year operating cost $12,000; total construction time 8 months. Mr. Darby is license manager of WTVN Tuscaloa Action July 26.

Albany, N. Y.—Capital Cities Bestg. Corp. Granted 1520 mc, 300 watts; estimated construction cost $52,941; first year operating cost $1,000; total construction time 8 months. Principals are James R. Flamm; applicant corporation is licensee of WTVN Tuscalo. Action July 26.

Canton, Ohio—Christian Bestg. Assn. Granted 1520 mc, 300 watts; estimated construction cost $12,734; first year operating cost $500; total construction time 8 months. Principals are J. Berry Johnson. Action July 26.

Kenosha, Wis.—Grantor of license to而不 in KSEL. Granted increased power from 5 kw. Ant. to 10 kw. Ant.; no change in licensed terrain. Action July 26.

Worcester, Mass.—Applications are granted, license to而不 in KSEL. Granted increased power from 2 KW to 5 kw. Ant.; no change in licensed terrain. Action July 26.

BROWNS

CALL LETTERS Assigned

KCLF-FM Caribbad, Calif.—Lawrence W. Felte.

WKKN-FM Lafayette, La.—Bellevue Bestg. Inc.

Ownership Changes

APPLICATIONS BY FCC


WBOC-AM-TV Salisbury, Md.—Granted assignment of license to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to而不 in WBOC to не...
Waldauer, James — Seeks assignment of license from Copper State

WXXX — Seeks assignment of
from Ralph T. Buehman and Walker F.
28%, d/b as WXXX Inc.; consideration of $100,000. May 28.

WCBT — Seeks assignment of
license from Broadcast Development Corp. to George P. Mooney, Ahe D.
Waldauer, James F. Hess Jr., D. F. Prince
(22.7%) and J. C. Walker (9.8%), d/b as WXXX Inc.; consideration of $100,000. May 28.

WCVB — Seeks assignment of
license from James A. Nee, sole stockholder in KNOE Inc., to
for exclusive financial consideration involved.

WGNB — Seeks assignment of
license from WCHB Inc. to Henthorne Broadcasting Co., Inc. (23.5%)
Mrs. Melvin Best (15%); Roland McClamrock Jr. (10%); William C. May
Nora Henthorne for exclusive financial consideration involved.

WJRB — Seeks assignment of
license from WCHB Inc. to Hartsville, Inc., to
in accordance with the WCHB Hill Chapel Hill, N. C.; Mr. Davis is general manager of
Mr. McAllister as 50% of insurance agency; Mr. McClamrock owns 50% of WCHL; Mr. May is sheriff of Harton County; indicating in
Commissioner Mrs. Patterson has no other business interests.

Hearing cases

FINIAL DECISIONS

Commission gives notice that June 2 in
applications, which looked toward (1) denying May 12 petition for severance by WMER Inc.,
Hartsville, N. C., seeking from WCHB Inc.,
City, Tenn.; WDEE Inc., Whiteville, N. C.; WDBR Inc.,
Waxahachie, Tex.; WQSN Inc., Winsted, Conn.; and
WQSB Inc., to the Public Service Commision.
Commission gives notice that June 7 initial decision which looked toward granting
applications of Radio 940 for new am station to operate on 1240 kc, d/b as
in South Haven, Mich., Michigan Best, Co. to
200 kw, d/b as Battle Creek, Mich., from 1 kw to 5 kw, and
of WCHB Inc., to WAAC TV Co. to increase power of WQSB Inc., from
kw to 3 kw, w/c; DA, continued operation on 940 kc,
condition that the station would serve Glendale, Calif., and
Hirsch Best, Co. to increase power of WQSB Inc., from
in Granite City, Ill., became effective July 27 pursuant to Sec. 1.133 of rules. Action July 31.

By memorandum order, the Commission, in accordance with the decision and grant of application of Hirsch Best, Co. to increase power of WQSB Inc., from 1 kw to 5 kw, subject to interference condition; but made grant subject to condition that the station would serve Glendale, Calif., and
4 kw, WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant for renewal of license to
radio station to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applican to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.

By Grant and decision of the Commission, the applicant to operate on 1050 kc; WQSB Inc., to the Public Service Commission.
Ohio, to add

Hearing, denying, for reasons which

Vancouver. Action

Lions

BROADCASTING,

Hearing Examiner Charles J.

After

am

7, 1961

Tulsa, Okla.,

in.

am

agreement for

Pursuant

of

exchange of

in

Circulations

KORN

of

Minn.

McClennan

4

In

of

any

by either party.

and

a

in

Bakery

Hurity

and Electronic Laboratory for

to

and

of

for

Gifford

then seeks dismissal of its application for new station in Tulsa, Okla., but dismissed applications in Fruita, Colo., and Palm Springs, Calif., for reasons which the Hearing Examiner Charles J. Gifford,dirname at July 26.

KORN

is growth in the area.

by

and

red color with precision recording unit in one compact unit. Sports, crime, special events or other news can be recorded and played back at any time with all facts captured.

By Hearing Examiner Herbert Sharfman on July 31 prehearing conference in proceeding on applications of Eastern Bestg. Sys-

system, Inc. for new station in Bridgeton, Conn., et al. scheduled certain procedural dates, further prehearing conference for Oct. 23, and continued Sept. 15 hearing to Oct. 30.

By Hearing Examiner Charles J. Frederick on July 26.

By Hearing Examiner Millard F. French on July 29.


Formerly WLO

TIDEWATER, VIRGINIA

An Elliot Station

Representatives: Avery-Koedel

ON THE SPOT RECORDING

Mini Tape

Where you go, Mini Tape goes, with its own power and precision recording unit in one compact unit. Sports, crime, special events or other news can be recorded and played back at any time with all facts captured.

ON THE SPOT RECORDING

Mini Tape

Where you go, Mini Tape goes, with its own power and precision recording unit in one compact unit. Sports, crime, special events or other news can be recorded and played back at any time with all facts captured.

By Hearing Examiner Ann Newal Hunting on Aug. 1.

By Hearing Examiner John D. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.

By Hearing Examiner David J. Kraushaar on Aug. 1.
installation of new trans. (daytime) and specified trans. for night use (two main trans.).

- Granted licenses covering increase in daytime power and installation of new trans. for following stations: WRLA, Raleigh, N. C.; WPGD, Windsor, Mass.; WPGM, Manchester, Conn., and specify type trans.

South Shore Best, Co., Quincy, Mass.—Granted cp and license for new low power station.

WLBC Muncie, Ind.—Granted cp to install trans.

WKEI Kewane, Ill.—Granted cp to change studio, remote control location and type trans.; condition.

WACO Camden, S. C.—Granted cp to install trans. and reduce ant. height by removing top sectionalized portion.

WKGN Knoxville, Tenn.—Granted cps to install and install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

- Granted cps to install new trans. for following stations: KBFO Medford, Ore.; WKRR Medford, Ore.; KFJZ, Midland, Texas.

- Following stations were granted extensions of completion dates as shown: WQCC, Allentown, Pa.; WODE-FM Hamden, Conn., to Jan, 23, 1962.

WJCM Sebring, Fla.—Granted change of remote control authority.

KCHI Delano, Calif.—Granted extension of completion date to Jan, 1, 1963.

- Following stations were granted extensions of completion dates as shown: WXGI Richmond, Va., to Sept, 10; WMLW (FM) Milwaukee, Wis., to Oct, 21; KGCA, El Paso, Tex., to Sept, 30; WWB, Waterbury, Conn., to Jan, 20, 1962; KTAP, Fairbanks, Alaska, to Nov, 9; KIIS, Inglewood, Calif., to Oct, 31; KVIT (FM) Oklah., to Jan, 18, 1962.

WJSB-FM Winston-Salem, N. C.—Granted authority to remain silent for period beginning July 31 and ending Sept. 30.

WFAW(FM) Fort Atkinson, Wis.—Granted authority to remain silent for period beginning Aug, 15 and ending October 25.

KURQ Phoenix, Ariz.—Granted authority to remain silent for period ending Nov. 22.

KFDA-TV Amarillo, Tex.—Granted assignment of licenses to Texas State Network Inc.

KFJZ-AM-FM Fort Worth, Tex.—Granted assignment of licenses to Texas State Network Inc.

KJAR McAllen, Tex.—Granted assignment of licenses to Texas State Network Inc.

- Granted licenses covering increase in daytime power and installation of new stations by commission stations: WYOA, Burlington, Vt.; WDCR Hanover, N. H.; WBRE Wilkes-Barre, Pa., and specify type trans. WJEZ, Wash., D.C.—Granted license covering increase in daytime power and installation of new trans. (daytime) and specify trans. as night trans. (two main trans.).

KGKH Springfield, Mo.—Granted license to use old main trans. (main trans. location) as auxiliary trans. with remote control (daytime).

WFIND Findlay, Ohio—Granted license covering use of new trans.

KBOW Butte, Mont.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans.

- Granted renewal of licenses for following stations: WJCW-AM-FM, Johnson City, Tenn.; KGK-AM-FM, Kinston, N. C.; WMC Memphis, Tenn.; WMFT Terre Haute, Ind.; WPTV Pittsburgh, Pa.; WTVT (TV) Chattanooga, Tenn.; WLJF Livingston, Tenn.; WMCF Van Cleve, Ky.; WNOG-AM Mayfield, Ky.; WAGG Frankin-

- Granted licenses covering increase in daytime power and installation of new trans. for following stations: WDLB Marshfield, Wis., condition, and WBIF Bedford, Ind.

WKIX-FM Raleigh, N. C.—Granted license covering installation of new trans., ant. and increase in ant. height and ERP.

WLJW Lowell, Mass.—Granted license covering installation of old main trans., as auxiliary trans.

KABI Oakland, Calif.—Granted cp to change ant.-trans. location to Delaware St., between 24th and 25th St. San Francisco, and make changes in ground system.

WAEF Fall River, Mass.—Granted cp to change type trans.; conditions.

WAZL Hazleton, Pa.—Granted cp to change type trans.

WPEE Eastman, Ga.—Granted cp to change studio location; change type trans.; remote control permitted.

WLAS Jacksonville, N. C.—Granted cp to change type trans.; conditions.

KRK Maywood, Ill.—Granted cp to change type trans.

WSBA-FM York Pa.—Waived Sec. 3.208 (a) of rules and granted cop to establish main studio approximately two miles from corporate limits of York Pa., at WSBA(AM) main studio site.

WLDS-FM Asheville, N. C.—Granted cp to change type trans.; type ant.; make changes in type trans.; conditions.

KCLV Clevis, N. M.—Granted cp to change type trans.

WWWJ Jasper, Ala.—Granted cp to replace trans.

- Granted cp of change type trans. for following stations: WWO Corbin, Ky, and WPLK Rockmart, Ga.

- Following stations were granted extensions of completion dates as shown: KPGE Page, Ariz., to Sept, 16; KBBB Arvada, Colo., to Jan, 10, 1962; WADP

SUMMARY OF COMMERCIAL BROADCASTING

Complied by BROADCASTING Aug. 3

<table>
<thead>
<tr>
<th>AIR</th>
<th>CP</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,557</td>
<td>551 112</td>
</tr>
<tr>
<td>FM</td>
<td>839</td>
<td>196</td>
</tr>
<tr>
<td>TV</td>
<td>486</td>
<td>59</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS

Complied by BROADCASTING Aug. 3

<table>
<thead>
<tr>
<th>VH</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>466</td>
<td>78</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>38</td>
<td>17</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Complied by FCC April 30

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,557</td>
<td>795</td>
</tr>
<tr>
<td>41</td>
<td>71</td>
</tr>
<tr>
<td>153</td>
<td>1076</td>
</tr>
<tr>
<td>3,725</td>
<td>1067</td>
</tr>
<tr>
<td>541</td>
<td>73</td>
</tr>
<tr>
<td>198</td>
<td>74</td>
</tr>
<tr>
<td>739</td>
<td>95</td>
</tr>
<tr>
<td>513</td>
<td>39</td>
</tr>
<tr>
<td>205</td>
<td>16</td>
</tr>
<tr>
<td>127</td>
<td>59</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

| 1 | There are, in addition, 10 tv stations which are not on the air, but retain their licenses. |

BROADCASTING, August 7, 1961
KNCN-TV Pembina, N. D.—Granted cp to change vis. 220 kw, aur. to 110 kw, type change, type anti and make other equip. changes; ant. height 1.400 ft.

KNOA Alpine & Marias, Tex.—Granted cp to change ERP of uhf tv translator station from 446 w to 114 w, trans. relocation to Bank Ranch at Pine Rock, 14 miles south-west of Valentine, Tex., changes in ant. system and general community from Alpine and Marfa to Marfa and Valentine.

KBWC-TV Gallup, N. M.—Granted mod. of cp to change ERP to vis. 0.575 kw, aur. to 0.575 kw, type trans., type anti, make changes in ant. system and equipment; ant. height 120 ft.

KINK Phoenix, Ariz.—Granted mod. of cp to change ERP to vis. 0.17 kw, aur. to 0.17 kw, change type trans., type anti, and make minor equip. changes; ant. height 200 ft.

Following stations were granted authority to remain silent for periods shown:

WAFM-Morganstown, W. Va., to Nov. 1, 1962; KBSR-FM Palm Springs, Calif., to Nov. 1, with prejudice to further action as determined in light of proceedings in Docket 14203.

WLVL-FM Louisville, Ky.—Granted extension of authority to remain silent for period ending Sept. 10.

WRRJ Warren, Pa.—Granted extension of authority to remain on air from 7:15 to 8:45 p.m., on Tuesdays and Thursdays and 7:30 to 9:30 p.m., Sundays.

KMBI Junction, Tex.—Granted extension of authority to remain silent for period ending Sept. 10.

WSU Iowa City, Iowa.—Granted authority to reduce hours of operation to minimum of 4 1/2 hours daily for period commencing Aug. and ending Sept. 23, inclusive.

KMBD Oklahoma City.—Granted authority to remain silent for period ending Sept. 10.

Following stations were granted extensions of authority shown:


KOST Houston, Texas.—Remote control permitted.

Blythe TV Transmitter Committee Blythe, Ariz.—Granted cp for new uhf tv translator station on ch. 70 to transmit a program of KTVV-TV, Tucson, Ariz.

Centra Bell School District No. 401 Centralia, Wash.—Granted cp for new uhf tv translator station on ch. 75 to transmit a program of KCTS-TV (ch. 9), Seattle, Wash.

Chillicothe TV Booster Club Hamilton, Mont.—Granted cp for new uhf tv translator station on ch. 17 to transmit a program of KJLF-TV (ch. 4), Butte, Mont.; condition.

Actions of July 26

Moffat County Bags, Wyo., and Lower Snake River, Colo.—Granted cp for new uhf tv translator stations on ch. 8 to transmit programs of KQSA-TV (ch. 4), Denver, Colo. via ch. 2 repeater station near Craig, Colo.; condition.

Village of Park Rapids, Park Rapids, Minn.—Granted cp for new uhf tv translator station on ch. 12 to transmit programs of WDAY-TV (ch. 6) Fargo, N. D.

KTBV-TV Salt Lake City, Utah.—Granted involuntary assignment of cp to Eugene T. Golden, trustee in bankruptcy.

WJHL Johnson City, Tenn.—Granted license covering construction of translator, location and operation by remote control.

KTHI Tillamook, Ore.—Granted license covering installation of new trans.

WWBN New Orleans, La.—Granted cp to use old main trans. as auxiliary trans. and operation by remote control.

KBGI San Diego, Calif.—Granted license covering increase in power and installation of new translator.

KGK San Diego, Calif.—Granted license covering increase in daytime power, change anti-trans., location, make changes in ant. ground system, installation new trans., change studio location and remote control point and operation by remote control.

WWNY Watertown, N. Y.—Granted license covering use of auxiliary trans. (main trans. to remain silent), new trans. to remain silent.

WRKN Warren, Pa.—Granted to install new trans. and increase ERP to 3.4 kw; condition.

WRTF Milwaukee, Wisc.—Granted mod. of cp to change trans. type.

Following stations were granted extensions of period of completion shown as follows:

KBOV Las Vegas, Nev., to Sept. 1, electric extension of authority Sept. 3 to remain silent.

WJRC Mauston, Wis.—Granted change of remote control authority; condition.

Actions of July 23

Granted cp for following new uhf tv translator stations: Rifle Community Servs. Inc. on chs. 3 and 4, Rifle, Co., to transmit programs of KRRE (ch. 5), Grand Junction, Colo., via ch. 4, and KRKX (ch. 5), G. J., via ch. 3; Blind River, Ont., to transmit program of new trans. on ch. 3 to Blind River, Ont.; and EXRGR on ch. 4, Moberly, Mo., to transmit program of new trans. on ch. 5 to Moberly, Mo.

KROG and KORX-FM in Salt Lake City, Utah (KSL-TV ch. 5, KSL-FM), to transmit program of new trans. on ch. 9 to Salt Lake City, Utah; and KAMR-FM and KAMR-TV in Amarillo, Tex., to transmit program of new trans. on ch. 9 to Amarillo, Tex.
AMENDED RULES ON LOCAL NOTICES

The amended text of Sec. 1.359 and 1.362 of FCC's rules concerning local notice requirements (BROADCASTING, July 31):

1. In §1.359, paragraph (c) is amended as follows:

(a) desegregate as paragraph (g), paragraphs (h) and (i), and (f) and (e) and (d) are added as follows:

§1.359 Pre-grant procedures

(c) Except as provided in paragraph (e) of this section, an applicant filing any application or an amendment which is subject to the provisions of this section (except for applications for stations in the international broadcast service or applications for television translator stations) shall cause to be published a notice as follows: Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

2. In the daily newspaper having the greatest circulation in the community in which the station is located and proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

3. In the daily newspaper having the greatest circulation in the community in which the station is located and proposed to be located.

4. If the application seeks modification, the applicant may have the notice published in a newspaper of general circulation published in the community in which the station is located and proposed to be located, and the notice shall be published twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

The notice shall be published in such a weekly newspaper once a week for the three weeks immediately following the filing of such application or amendment, or once a week for the three weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

5. If no weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

6. In the daily newspaper having the greatest circulation in the community in which the station is located and proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

7. In the daily newspaper having the greatest circulation in the community in which the station is located and proposed to be located.

8. Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

9. If no weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

10. In the daily newspaper having the greatest circulation in the community in which the station is located and proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

11. Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

12. Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

13. Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

14. Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.

15. Notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice before the date set for the two weeks immediately following notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.357.
JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D. C. Federal 3-4800
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI 7-1019
WASHINGTON, D. C.
P.O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

MAY & BATTISON
CONSULTING RADIO ENGINEER!
Suite 805
711 14th Street, N.W.
Washington 5, D. C.
Republic 7-3984
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32
Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Slaton, Robert A. Jones
19 E. Quincy St., Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Tel. Jackson 6-4286
Member AFCCE

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lexi's Summit, Mo.
Phone Kansas City, LaCie 4-3777

CAPITOL RADIO
ENGINEERING INSTITUTE
Accredited Tech. Inst. Curricula
3224 16 St., N.W. Wash, 10, D.C.
Practical Broadcast, TV, Electronics en-
gineering home study and residence course.
Write For Free Catalog. Specify-
course.

FREQUENCY MEASUREMENT
AM-FM-TV
WLAK Electronics Service, Inc.
P. O. Box 1211, Lakeland, Florida
Mutual 2-3145 3-3819

A. D. Ring & Associates
30 Years' Experience in Radio
Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

L. H. Carr & Associates
Consulting Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
Glendale 2-3073

COMMERCIAL RADIO
ENGINEERING OF THE NATION
1710 H St., N.W.
Washington 6, D. C.

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Washington 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Neck, N. J.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
Oliver 2-8520

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY 14, MISSOURI

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St.
Dexter 3-5562
Denver 22, Colorado
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
Pr. 5-3100

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

L. J. N. du TREL
& ASSOCIATES
CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
521 Mooney Bldg.
Sterling 2-0177
Washington 4, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Fleetwood 7-0247
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 E Eye St., N.W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

JULS COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCCE

JOHN H. MULLANEY
and ASSOCIATES, INC.
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickers 2-6281

KEITH WILLIAMS and
ASSOCIATES, ARCHITECTS
Consultants—Radio Station Design
110 North Cameron Street
Winchester, Virginia
MOhawk 2-2589
Planning Equipment layout
Renaissance Facsimile
Acoustic Design

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000 Readers
among them, the decision-making
station owners and managers,
chief engineers and technical-
applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study
RADIO

Help Wanted—Management

General manager. Pennsylvania station. State past employment and references. Permanent position with Baltimore studio as your own. Man we want is strong on sales, compact staff to work with in 12 year old station. Replies to Box 460G, BROADCASTING.

For medium to small market. Must be able to purchase minority interest. Box 513G, BROADCASTING.

Help Wanted—Sales

Detroit—Good money and top future for sales talent seeking upward, multiple chain. Box 795E, BROADCASTING.

Baltimore—excellent opportunity for good producer-soldier from Baltimore indie. Box 260F, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 925F, BROADCASTING.

Opportunity in large Texas market for experienced sales executive in a radio sales position. Box 275G, BROADCASTING.

Account executive, Medium eastern market. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-TV chain. Start soon. Contact Box 371G, BROADCASTING.


Help wanted, salesman. Minimum five years experience in midwest. Order takers do not apply. Position offers immediate commissions on average $3,500, billing. Has gone as high as $45,000 one year in business 38 years. Sickness and health insurance, vacations, credit union, and retirement plan open September 15, 1961. Box 411G, BROADCASTING.

Station on the go wants man on the go. Modern format on major facility in one of America’s top markets east of the Mississippi. Get your pitch in right away. Box 422G, BROADCASTING.

Experienced time salesman from Texas, Louisiana, or Oklahoma area for growing market. Liberal draw against plus car allowance. KBRZ, of Station AM 275G, energetic, persuasive radio salesmen. Opportunity for reliable career minded man. Box 265F, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered for air-check and resume today to Box 519F, BROADCASTING.

Annapolis—first phone personality for adult program. Modern station and equipment, including cartage tape. Please send recent photo. Send resume immediately. Box 540G, BROADCASTING.

Annoyance—1st class phone. Personality man with adult ideas. Start at $125.00, central states, medium market. Box 460G, BROADCASTING.

Announcer—limited experience learn while you earn, we teach you. Station located in western North Carolina near beautiful Linville Gorge. Top condition studios, modern equipment and mobile unit. Box 457G, BROADCASTING.

Staff man; sports, other broadcasting, news and commercial writing. Excellent opportunity. Box 507G, BROADCASTING.

Young announcer with plenty of zip for fast moving Texas station and situation ideal for a man with an eye for the future. Send tape and data to first letter. Box 582G, BROADCASTING.

Ambitious, young combo announcer for resort area in Maryland. Potential more important than experience. Send resume, tape and photo immediately. Box 540G, BROADCASTING.

Help Wanted—Announcers


Announcer—salesman September 1 for sparkling sound station forty miles north of Shreveport, La. Salary and commission. Send tape, resume to and recent photo to Dick Lee, WAGE, La. Sunlight, Virginia. All references will be checked.

Kilowatt fulltimer needs first-phone announcer, pop or country. Send tape, resume to WGRW, WCCT, Corbin, Kentucky.

New station needs staff. Announcers with first phone experience in installation. First phone with news, copy announcing experience. Salesmen that can produce. Send resume to and tape to WHEE, 50 State Street, Albany, N. Y.


Permanent position for combo man with first class ticket. Some experience expected. Send resume and tape to Mr. Bill, WIMS, Michigan City, Indiana.

Two eager top jocks needed. Full of swing and personality. Rush resume and tape to Johnny Canton, WHAW, Reading, Pa.


Leading radio-TV operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-TV, Savannah, Georgia.

Rand Broadcasting Company—WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best basic man and some advertising talent to build picture and background to Dick Doby, vice president, Rand Broadcasting Co., 1218 Elysee Terrace Hotel, Miami, Florida.

Announcer (experienced only) new daytimer, Sheldon, Iow. Ideal hours. Pay $60 weekly, rapid advance. Write to E. C. Stangeland, 1701 E. 26th St., Sioux Falls, S. D.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief engineer capable of some announcing and strong in television, excellent community, salary open. Send tape, past experiences and schooling information to Box 428G, BROADCASTING.

5 kw—Virginia—1st. Ticket—give full details and references. Box 458G, BROADCASTING.

Preventive maintenance is our problem. Need chief or chief engineer—experienced—RCA 5000 watt transmitter, directional antennas. Lineman-announcer on weekends. Salary to match ability. Send tape, photo immediately. R. Scott Webb, Program Director, WCOA, Pensacola, Florida.
Help Wanted—(Cont'd)

Technical

Needed immediately. Chief engineer, heavy on announcing for progressive daytime. Salary, $400 and up. Farmville, N. C.

Chief engineer, some announcing, WRJW, $5,000, Foxcruut, Mississippi.

Radio television Jobs. Over 300 stations. All marked. None lowest satisfaction. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Trame director, large, midwestern network station. Must be mature, very professional. Write with complete resume, references, photo to Box 515G, BROADCASTING.

Experienced fm programmer needed for newly formed station in large midwest market. Must be creative and take charge type individual. Rare opportunity to join aggressive top flight management team. Writing and producing preferred but not mandatory. Send complete resume and photo in confidence. Box 535G, BROADCASTING.

Newman with copywriting experience, $495 per month start, KBBZ, Freeport, Texas.

WLUK-TV, Green Bay seeking experienced newsmen to build news department. Send audition reel, Box 549, Green Bay, Wisconsin.

Full tuition in exchange for 20 hours weekly office work. West Virginia Academy of Broadcasting, Washington 10, D. C.

Situations Wanted—Management

Going up? Ass't or sales management—and operations manager—years in Broadcasting—experience—all phases young, aggressive, university graduate radio-tv-$450, Box 256G, BROADCASTING.

Assistant manager, Knows traffic, copy, program director. Best details type in the business. 15 years experience. Box 375G, BROADCASTING.

Available, manager for small station. Veteran in radio and tv only, 15 years in both. Known in all phases. Married, children, honest, reliable, successful. Write Box 405G, BROADCASTING.

Program director of one of New York state's most successful operations, desires change. 15 years in radio, as dj, newscaster, and now program director. Box 486G, BROADCASTING.

Station manager—Sales manager with fifteen years experience in radio and tv in large and medium sized markets. Strong on national and local sales. Thoroughly qualified in all phases of station operation. Excellent reference from present employer, national reps, and leading agencies. Willing to work in any location. Box 486G, BROADCASTING.

Final move for general manager. 16 years success sales and management; mature, experienced. Solid organization or medium market. Picture, resume available. Box 95G, BROADCASTING.

Assistant Manager—Small or medium market. Emphasis on programming, station and sales promotion, 28, B.S. degree. Three years radio, two in commercial TV product advertising. Looking for eventual management. Consider stock as part of salary. Prefer Va., N.C., Maryland. Box 51G, BROADCASTING.

Manager—strong on sales wishes to relocates. Prefer N. Y., Maryland, Virginia, willing to invest. Box 517G, BROADCASTING.

Situations Wanted—Technical

Background includes commercial management, sales representative for multiple ownership, programming. Twelve years radio experience, management. Seeking general manager's position with well established organization in either U. S. or abroad. Box 545G, BROADCASTING.

Efficiency consultant—expert on problem or new station. Year's experience with points of your property and set it as an efficient, well-organized operation. 12 years experienced in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available Sept. 10. Write James Pihoulis, Managing Consultant, P. S. Broadcasting Corp., 3113 Grant Building, Pittsburgh, Pennsylvania.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—millions of them—authorized—for trial—no obligation. Call/write T. R. Productions, 830 Market, San Francisco, California, EX. 2-1755.

Sales

Man, 31, now selling in ten-station market, seeks move to smaller market. "Can do any spot that have you?" Call 236-3006, write R. H., 8997 Cordova, N.E., Albuquerque, New Mexico.

Sales department: Beginner, currently employed by sales manager with small radio station. Would like job with larger station that would further train him for a permanent position with them. Write Travis Jackson, Box 97, Washington, Georgia.

Announcers

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 322G, BROADCASTING.

Negro announcer available soon. Desires major market. However will consider smaller market with opportunity. Box 468G, BROADCASTING.

Deep voice—deejay-newsmen currently top-rated Midwest market I'm looking! Box 415G, BROADCASTING.


Help! I'm stuck in a dead and Lombardo mill. I need to swing on your top 40 station. 4 years experience. Box 428G, BROADCASTING.

Announcer, disc jockey, I'll be honest we all had to start somewhere, and this is mine. Have extensive school training. Right, willing to work to work. Box 440G, BROADCASTING.

8 years experience, 3 years present position, college graduate and family. Seeking new location. Dependable and permanent announcer for play-by-play, p.d. and staff announcer. Southeast, Midwest. Box 449G, BROADCASTING.

Announcer—Experienced, vet, family, Sales, news, country pop. Good morning man. Texas only. Box 518G, BROADCASTING.

Single girl wanted as partner. Comedy-dj show. Box 471G, BROADCASTING.

8 years experience, 3 years present position, college graduate and family. Seeking new location. Dependable and permanent announcer for play-by-play, p.d. and staff announcer. Southeast, Midwest. Box 449G, BROADCASTING.

Announcer—Experienced, vet, family. Sales, news, country pop. Good morning man. Texas only. Box 518G, BROADCASTING.

Announcer—Disc jockey-newscaster, experienced, tight band, bright sound, informative, married. Box 475G, BROADCASTING.

Announcers

Real no talent, with personality. Have little experience. Needs employment. Box 481G, BROADCASTING.

Pleasant, relaxed for adult audience. 4 years experience. Good music. Box 482G, BROADCASTING.

Right man for the right job. Top rated dj, first phone, wants to relocate. Knows production techniques. Experience employed. Minimum $550 monthly. Box 484G, BROADCASTING.

Top jock for top market. Box 499G, BROADCASTING.

Have worked announcer, copywriter at 5 box near, at 50 kw, first phone, extensive (non-broadcast) management experience, deep voice, want job northeast, $125 minimum. Box 500G, BROADCASTING.

Singing top 40 jock seeks swinging top-rated station. Personality, plus pleasing sound. Reply: Box 501G, BROADCASTING.

Top 48 musicman desires major market location. Experienced in radio. Past pd and nd. Reply: Box 502G, BROADCASTING.

The Continental is now available. The Yul Brynner of the air: an individual of personality of tremendous appeal! You may try him on tv: His price is a fortune. Will accept highest stated salary. Box 505G, BROADCASTING.


Top rated major market adult personality. Tape, resume upon request. Box 519G, BROADCASTING.

Experience? 13 years, announcing, production, sales, radio, television. Family. $150.00. Box 520G, BROADCASTING.

Young veteran, seeks start small station. Some college, resume, tape available. Box 532G, BROADCASTING.

Mature, modern dj, 2 years experience, college graduate. 29, desires position with progressive station. Box 544G, BROADCASTING.

Disc jockey—programming. 13 years radio. Past 4 years major midwest station. Want to relocate in top western market. Box 535G, BROADCASTING.

Sports announcer football, basketball, baseball, play-by-play. Finest references. Box 537G, BROADCASTING.

Young announcer—not screaming R&R man. seeks staff job in New York State or Connecticut, tape, resume on request. Box 539G, BROADCASTING.

Experienced "quality announcer dj 5 years" experience good market—good pay man. I'll sell it. Box 532G, BROADCASTING.

AM disc jockey, experienced, seek permanent position in south, can adjust to your format. Box 533G, BROADCASTING.

Shawman-disc-jockey (only) with teenage appearance (only) plans witty, exciting, original show, and presents it with personality. Experienced, married, presently employed. Wants to relocate to permanent position. Prefers new station, or small town (living) station in Alabama, Tenn., Miss. Tape on request. Box 536G, BROADCASTING.

Broadcasting school graduate wants position. One year experience. Good on news and music. Emphasis on jazz, big band. Box 541G, BROADCASTING.

Serious music stations: 7 years experience music pd-announcer strong on languages. News fore. Locate east coast. Tired vacuum west. Box 544G, BROADCASTING.

BROADCASTING, August 7, 1961
Announcer—Reporter-writer-newscaster, 9 years experience; police, court, entertainment, political, government news reporting. Features and commentary. Professional delivery. Please send samples of work. Box 1539G, BROADCASTING.

Production—Programming, Others

Top-notch man-program manager, with first-hand on-the-air experience; 15 years total experience, including 50kw. College degree in journalism, news experience includes network assignments. Warm, friendly, sincere on-the-air personality, radio writer and producer. Prefer daytime and weekends. Box 2560G, BROADCASTING, or call Atlanta 794-5564.

Announcer—Mature, competent, experienced, good references. Seeks position with news conscious station. Tape, resume Box 4159G, BROADCASTING.

Technical

First, second, or third class license, college graduate. Box 4879G, BROADCASTING.

Production—Programming, Others

Sales manager sells station for energy-minded man who takes pride in being a responsible journalist. Box 1520G, BROADCASTING.

Sales

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 3595G, BROADCASTING.


Energetic, aggressive tv salesman must be ambitious and a worker. Radio salesmen who are top producers will be considered. Good money, big incentive in nation's tenth market, Washington, D. C. Station is independent and on the go. Here's your opportunity to get into Metropolitan Broadcasting. Send background, photo and detailed information to Mr. Gustafson, WTTW, Raleigh Hotel, Washington, D. C.

Help Wanted—Management

Sales

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with established vhf station in east. Send resume, photo and tape immediately to Box 2679G, BROADCASTING.

Personality announcer to handle live commercials and sales promotion for three-station network in midwest market. $115. Send photo and details. Tapes requested later. Box 4789G, BROADCASTING.

On camera tv announcer needed immediately. Experienced radio announcer consider sending broadcast tape and salary expected to WIMA-TV, Lima, Ohio.

Technical

Chief engineer, age 38, available for am, fm or tv operation. Twenty years experience all phases of design, construction, maintenance and management. Seeking permanent position in stable operation. Box 3849G, BROADCASTING.

Two years exp., 15 months control room oper., 9 months transmitter engineer, tech school grad. New York, N. Y., Lincoln, Nebraska. Box 4729G, BROADCASTING.

Man available end of September for either a chief engineer's assistant or chief's position. Must be prime of his age. Has the ability to operate the engineering department completely on the east coast. 20 years of television and radio engineering. Salary open. Box 5149G, BROADCASTING.
Situations Wanted—(Cont'd)

Technical

One of the top engineers in the tv industry. Years of experience in all phases of technical operators. Good leader and administrator. If you need top technical administration write Box 516G, BROADCASTING.

Production—Programming, Others

Directer, production manager, program director or operations manager. Eight years radio-television. Excellent references. Minimum $150. Write Box 286C, BROADCASTING.

Young news director in one station market seeks new opportunity, city or semi-rural. Many news chief of larger operation. Married, college grad, 4 years in broadcasting, 2 in present position. Box 314G, BROADCASTING.

Award-winning tv promo manager for top 30 market. Nine back years in the business. Expert in planning and execution of audience and sales promotion. 30 years old; 7 years in business. Full of ideas and analytical college graduate; sales and audience oriented; knowledge of all media makes number talk. Contact Box 456G, BROADCASTING.

Producer-director available for immediate employment. Have worked with station after 7 years on various levels and analytical college graduate; sales and audience oriented; knowledge of all media makes number talk. Contact Box 456G, BROADCASTING.

Eleven years all phases of sports broadcasting. Emphasis on play-by-play, desire first or second position in major sports operation. Married, college grad, college completed. Box 471G, BROADCASTING.

Would 11 years radio experience—including 4 years sales, 2 years sales management, 5 years general management—be of value to your station? Fully experienced all phases: air, copy, sales administration, presentation. No covetous eye for the manager’s office. I’ve been there. Want to do what I enjoy the most. Do the best: programming and production. Long on success with interviews, commentaries, panels—all programming with people. Communicator not photographer. Box 54G, Electronics college graduate (if that’s important). Want west. Box 491G, BROADCASTING.

Director—Experience, degree in broadcasting. Commercial or educational station considered. Married, military completed. Resume on request. Box 177, Marion, Ohio.

Children’s personality and recording star available, with a proven successful show with rates that fit the budget and sponsors national and local. My show is a live audience participatory kids program that provides wholesome entertainment for all the family. We offer radio, television and Cable. All day of shows at 5 p.m. on channel 19, Cadillac, Michigan. Did same 4 years on WHRD-TV in Dayton, Ohio and 2 years on the Crosley TV Network at WLW in Cincinnati. Also interested in acting as m.c. for your cartoon packages or a country music adult show. Married, family man, age 34 with experience in all fields. Will relocate almost anywhere, any size market. For more information, write Box 546G, Cadillac, Michigan. Prospect 5-3255.

FOR SALE

Equipment—(Cont’d)

Clean G. K., 3kw fm transmitter ready to go on air, bargain at $3000, Box 295G, BROADCASTING.

Used broadcast equipment. Comoworks, Been replaced before. Write Box 460, Spartanburg, South Carolina.

Gates ST191 spot tape used less than one year, excellent condition $700.00. 25W cons. from Gates. GN Presto recorder $100.00. KRGB, Galveston, Texas.

Used-Gates 25GY transmitter 6 years old, excellent condition. Transmitter of spare parts and tubes. Will deliver and install 250 mile radius or ship FOB WDSR, Lake City, Florida.

WLKJ-TV, Green Bay now constructing tallest tower in state, and as result offers for sale present tower two years old, excellent condition. 800 ft. plus, designed to go to 1500 ft. if necessary. Contact Mr. Grandle, Box 549, Green Bay, Wisconsin.

Used component phasing equipment parts for 4-tower, directional antenna. E. F. Johnson tower capacity, 700 kc, original cost excess five thousand dollars, you can have the lot delivered our plant for five hundred dollars. Itemized list available. Contact Box 485G, WKBX, Youngstown, Ohio, Sterling 2-1145.

“News wagon” 1959 Chevrolet-complete with fm two-way Motorola 60 watt base station, 2 or 4 crystal controlled police radio, revolving dome light, speakers, many extras, excellent condition. Price $5,750.00, WYMH, Rochester, New York.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers, RCA 50-D and 2F-38 power amplifiers, supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, unrated fm equipment priced 20% off for immediate sale. All or any part of the following items: One Jeneral 2 bay antenna. One relay rack, Bud RR 1948. One Conried receiver. One 14 Kg. crystal controlled, divide from Spiroline to antenna, one #14-1425 fitting at transmitter end of transmission line. One #1S to EIA flange, one #7S-1600-two 400, one #200-825, 14k. Gas Barrier. One RC-1A remote control. One 3Amp, 14-kw amplifier. One Elko #199-710. One Ror, call or write. One Snap 2400. Amari Bldg., Amarillo, Texas. Telephone: Ditke 4-0107.

Commercial crystals and new or replace crystals for broadcast crystals. K. Riley and J-K holders, regriind, repair, etc. BC-604 crystals and Conbrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp, Co., Box 611S, San Diego 6, California.

Am, fm, tv equipment including monitors, 5260, 1350, p.a. tubes. Electrofond, 400 Columbus Ave., N.Y.C.

Will buy or sell broadcast equipment. Guaranty Motors, Inc., Supply Co., 2501 14Th Street, St. Paul, Minnesota.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model, Hammett & Consulting Engineers, P. O. Box 65, International Airport, San Francisco 24, California.

Transmission line, styrofoam, helix rigid, multi-band, insulator pipe, ivory, glass or porcelain, with surplus, nice condition. Write for stock list. Sierra Western Electric, 1453 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—WANTED TO BUY

Situations Wanted—(Cont’d)

Technical

Technical

FCC first license prepared by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 46-page brochure. Grantham Schools. Box 412G, Graham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1944. The original course for FCC 1st license, 6 to 8 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 9, February 6. For information, references and reservations write Elkins Radio License School, 1150 West Olive Ave., Burbank, Calif. Operated by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first license prepared in six weeks. Guaranteed instruction in theory and laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license prepared by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 46-page brochure. Grantham Schools, Box 412G, Graham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.
INSTRUCTIONS

Announcing: Correspondence certificate course with live, master voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school. National Academy of Broadcasting, Washington 10, D. C.

Announcing, programming, console operating. Twelve week intensive practical training, finest, most modern equipment available. G. L. approved. Ekms School of Broadcasting, 2653 Inwood Road, Dallas 3, Texas.

MISCELLANEOUS
Proof of performance made easy! 10 year supply of forms for recording FCC required data for $5 postage paid. Check or money order to Box 456G, BROADCASTING.

Yeoks for Jocks! Laugh-tested comedy material. Write for free listings. Show Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 38, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring day-dey comment, introductions, catalog. Orben Comedy Books, Hewlett, N.Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 12 South Inca St., Denver 23, Colorado, Race 2-1940.

BUSINESS OPPORTUNITY
Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, building, guy-tensioning, building, changing, etc. 2, 4, 6, 9, year contracts available. Low rates. call/write TU 6-4420, F.O. Box 802, Watertown, So. Dak.

RADIO
Help Wanted—Announcers
AIR PERSONALITY
Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and return to:
Box 204G, BROADCASTING

Production—Programming, Others

TOP 10 MARKET
RADIO STATION
PROMOTION MANAGER
If you are an aggressive, quick-thinking idea promotion guy or gal, we are interested in talking to you. We have a position at one of America's great radio stations that is challenging as well as rewarding. Promotion experience absolutely necessary; should be familiar with on and off the air promotions, contests, etc. Send resume, picture and, if possible, some samples to:
Box 493G, BROADCASTING

FOR SALE
ATTENTION TV ENGINEERS
Add reliable control circuits to your existing STL, Equipment compatible with RCA dipoles.
Write for Details
MOSELEY ASSOCIATES
4416 Hallston Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

STATIONS
FOR SALE

COLORFUL RADIO MARKET SHEETS and COVERAGE MAPS
Address Radio Dept. on your letterhead for free information and samples.
EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

MIDWEST STATION
Box 934F, BROADCASTING

CALIFORNIA 5Kw FULLTIME
Serving highly prosperous and heavily populated growth area. Fine small city ideal for California family living. Billing in excess of $100,000 with good owner earnings. Asking $250,000 on very favorable terms with real estate included.
Box 972F, BROADCASTING

FLORIDA OWNER
With family in North Carolina wants to sell 250-watt fulltimer in growing area... and would consider trade for North Carolina... or possibly South Carolina or Virginia. Write:
Box 437G, BROADCASTING

MONEY
Dwntesn grow on trees, but I know a 94kW tree that could turn green overnight with right touch. You could weigh the money instead of counting it each month. Need financially secure backing and I'll do the rest.
Box 504G, BROADCASTING

RADIO MANAGEMENT
Experienced, fully qualified, major market. Exceptional references. Would like to explore new association.
Box 480G, BROADCASTING

GENERAL MANAGER
New owner of long established fulltime radio station in well-known midwestern market seeking management, preferably now with first or second rated station in competitive area. Must have demonstrated experience in modern radio operation and able to revamp programming, ratings and billings of present old fashioned operation. Owner will provide adequate promotion and operational budget to do the job. Can only consider proven radio expert who can take complete responsibility for absentee owner and expect to compensate accordingly. Apply in complete confidence:
Box 542G, BROADCASTING

DAYTIMER-ITIS
Severe case, have lost 14 years, same station, last 7 as manager. 6 of 7 made money. Also located and was active in purchase of sister stations dashboard and made it consistent money maker since. Ready to lease the listeners to the daytimers. Looking for full time "sick" indie that I can doctor into the #1 station in the area. I have the know how—how now do I get in contact with you? South or Southwest preferred.
Box 503G, BROADCASTING

FLORIDA OWNER
With family in North Carolina wants to sell 250-watt fulltimer in growing area... and would consider trade for North Carolina... or possibly South Carolina or Virginia. Write:
Box 437G, BROADCASTING

RADIO MANAGEMENT
Experienced, fully qualified, major market. Exceptional references. Would like to explore new association.
Box 480G, BROADCASTING

MONEY
Doesn't grow on trees, but I know a 94kW tree that could turn green overnight with right touch. You could weigh the money instead of counting it each month. Need financially secure backing and I'll do the rest.
Box 504G, BROADCASTING

Wisconsin Station
It needs knowledgeable management. Owner is a legend in the business and can see a way to increase station's potential.
Box 920G, BROADCASTING

BROADCASTING. August 7, 1951
CONSTRUCTION PERMIT
Small market, West.
Box 492G, BROADCASTING

Absecon owner will lease with option to buy, long established 250 kW station with 29% S.E. Licensed Brokers. Asking $90,000. $20,000 down.

Las Vegas, Nevada. Excellent daytime in "Glamour Capital of the World." Price includes FM grant, asking $120,000.


California. Fulltimer with daytime 15K grant in growing market asking $175,000 with 29%. QLA licensed.

WILT GUNZENDORFER AND ASSOCIATES

7 TV stations $150,000 to $4,000,000--34 Radio stations $5,000 to $500,000--2 Car radio stations $5,000 to $15,000.

PATT McDonald CO.
Box 926
Austin, 17, Texas

 Ala single daytimer 75M terms
 Ohio double daytimer 125M terms
 Ky single daytimer 75M 256
 Ar single fulltimer 75M 256
 N.D. medium regional 90M 29%
 S.E. medium power 80M 25%
 13,000 medium studios 175M 29%
 Calif sub-metro regional 100M 29%

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE
Constructions

Stations

STATIONS FOR SALE
North Central. Doing $90,000. Asking $90,000. $20,000 down.

East. Top Market. Asking $120,000. 29% Terms.

California. Exclusive. Asking $110,000. Terms.

South. $20,000 full price. Terms.

JACK L. STOLL & ASSOCIATES
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

BROADCASTING, August 7, 1961

GUNZENDORFER

LAS VEGAS, NEVADA. Excellent daytimer in "Glamour Capital of the World." Price includes FM grant, asking $120,000.


California. Fulltimer with daytime 15K grant in growing market asking $175,000 with 29%. QLA licensed.

WILT GUNZENDORFER AND ASSOCIATES

7 TV stations $150,000 to $4,000,000--34 Radio stations $5,000 to $500,000--2 Car radio stations $5,000 to $15,000.

PATT McDonald CO.
Box 926
Gl 3-8080
Austin, 17, Texas

Ala single daytimer 75M terms
Ohio double daytimer 125M terms
Ky single daytimer 75M 256
Ar single fulltimer 75M 256
N.D. medium regional 90M 29%
S.E. medium power 80M 25%
13,000 medium studios 175M 29%
Calif sub-metro regional 100M 29%

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF

IN THE MATTER OF
Weight Controllers Need Sound Advice—Not More Fads!

Obesity Usually Is Symptomatic Of Disease That Needs Treatment

400 Million Pounds Of Excess Weight

If Americans sometimes look tired to you, just consider that we are carrying around some 400 million pounds of weight (a conservative estimate!) that we not only don’t need but which, life insurance company statistics suggest, is unnecessarily shortening our life span.

Obesity, often the symptom of psychological distress, is certainly one of the major health problems facing Americans, and it is pitiful to note how the faddists and quacks, as well as many otherwise respectable purveyors of foods and drugs, have jumped onto the bandwagon with nostrums and gadgets that do an amazingly successful job of lightening pocketbooks but seldom accomplish much in actual body weight loss.

There is no doubt that we must give more attention to the problem of weight control, but this concern should be based on understanding of the problem and what medical and nutrition scientists have been able to determine as being proper approaches to solving the situation.

Weight Control Is A Lifetime Task

It seems quite likely that the food habits we develop as small children are as important to future weight control as almost any other factor. If food becomes a substitute for the kind of personal interaction the child needs with members of his family, then he is acquiring the type of food habits that may very easily lead him into the obese category throughout life. It will be doubly difficult for him to beat the weight problem later in life also.

Food, of course, is much more than stoking the furnace to provide immediate energy. In all societies certain rituals develop around food consumption. There have been societies, too, in which obesity was a symbol of high status and affluence, and doctors in this country still find some traces of this kind of thinking when they must treat infants who have been over stuffed with food to make them fat.

Mass Media Play A Key Information Role

In a study of consumer attitudes conducted for the American Dairy Association in the spring of 1959, Alfred Politz Research, Inc., reported that newspapers and magazines, and to a lesser extent radio and television, play a very important role in providing information about diets, usually for weight reduction. About 46% of the total national sample of adults interviewed indicated they had obtained diet information from non-professional sources. Of this group 37% reported they found their information in newspapers and magazines and that 22% of them actually took some diet action.

In the case of radio and television 28% of the group who obtained information got it from these media, and 14% took some action.

This, of course, reaffirms the importance of the mass media as sources of health and food information. This also stresses the tremendous responsibility which the media must assume and practice in disseminating health and diet information.

Faddists And Quacks Don’t Help Health

Much too often the food faddists and health quacks, making sensational charges of one kind or another, seem to be far more successful in gaining attention than do the professionals in health and medicine and nutrition whose advice is much more cautious and not nearly so dramatic. The mass media can help the American people avoid the oftentimes dangerous advice offered by the quacks and faddists by checking sources of information more closely.

Weight control is not a simple matter of going on a crash diet. It is a lifetime project and should be one that is carefully planned with the obese person’s physician or a well qualified nutritionist. Frequently the psychological problems of which the obesity is a symptom must be solved first. People who eat to satisfy other than food needs will not be helped, may, indeed, be harmed, if they adopt the on-again, off-again crash diets which are so popular in the mass media.

Building Health Is Everyone’s Job

Good health is a precious possession which is available to most of us if we will follow certain rather simple rules. Eating a well balanced diet that contains only enough calories to supply daily energy needs is one of these rather simple rules that is so easily violated. However, it is entirely possible that more people could be influenced to eat properly if all of us—the food industry, the medical profession, and the mass media—work together to explain the facts and avoid the temptation to profit from temporary fads.

Providing people unsound diet information may attract attention, and it is no crime in most circumstances. However, all of us certainly should let our consciences be our guide and ask: will this promote good health, or is this merely another passing fad or fancy that will probably do more harm than good?

american dairy association
The Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive Chicago 6, Illinois
BROADCASTING, August 7, 1961
OUR RESPECTS to Senator Warren Grant Magnuson (D-Wash.)
All is not bleak on the ‘New Frontier’

To broadcasters across the country who may feel they have few friends in Washington these days, the presence there of Sen. Warren Grant Magnuson (D-Wash.), chairman of the Senate Commerce Committee, offers some reassurance that all is not bleak on the New Frontier.

One network vice president headquartered in Washington described the veteran legislator recently as a “reasonable guy, easy to get along with. You can talk to him,” he added, indicating by his tone of voice that he regarded this as a rare and commendable quality.

Other industry people echo these sentiments. All agree that the senator from the Far West isn’t after any broadcasting scalps.

Technically, at least, Sen. Magnuson, generally referred to as “Maggie,” is a broadcaster himself. He owns about 4% of KIRO-AM-FM-TV Seattle, his home town. And although he doesn’t participate in the management of the properties, he is a member of the Washington State Broadcasters Assn., and attends their meetings regularly. In addition, the Broadcast Pioneers awarded him a life membership, and gave him membership card No. 1, during the NAB convention last May.

Magnuson Of Minor. This doesn’t mean that Sen. Magnuson has become a secret lobbyist for the broadcast industry. On the contrary, he has publicly backed Newton N. Minow, the controversial FCC chairman, arguing he may be just what the broadcasting industry needs—someone who will stir things up, or, as he more graphically expressed it, “a pike in a carp pond.”

But his long experience with legislation affecting the broadcasting industry—in 1938, while a member of the House, he was appointed to the first special committee created to study the FCC—and his many friendships among broadcaster groups have given him considerable insight into the problems of the individual broadcaster and the industry. He isn’t likely to be stampeded into approving any of the various repressive legislative proposals pending.

Strict regulation of the networks, for instance, is unnecessary, in his view. “The objectives of those who advocate regulation can be accomplished by persuasion and public opinion,” he said recently. “At times, networks have not been as responsible as they should be, but they’ve done a better job in the past two years than they have in the prior 10.”

Taking a leaf from his own experience, Sen. Magnuson feels the FCC commissioners would do a better job if they “climbed down out of their ivory tower” and maintained closer contacts with the networks and the licensees.

Scaring Bureaucrats. This is a pretty radical notion, coming, as it does, at a time when the merest hint of conflict-of-interest or ex-parte contact is enough to send a Washington bureaucrat running for the woods. Nevertheless, the senator feels the commissioners could maintain their integrity and still become better acquainted with broadcasters. “By knowing them well,” he said, “they could do a better job than they can by staying aloof. In this industry, there are as many opinions as there are licensees and networks.”

At the moment, Sen. Magnuson has two pet projects affecting broadcasting in the legislative mill. One bill (S-204) would amend the Communications Act to enable broadcasters to make free time available to future major party presidential candidates. Like just about every other legislator, Sen. Magnuson feels the Kennedy-Nixon debates last year constituted a tremendous service to the public.

His other project is educational television. Although a bachelor with no children of his own to educate, he has been working for eight years for legislation that would enable states to use federal funds to establish or expand educational television facilities. And his chances of seeing his efforts crowned with success this year are better than ever. His own ett bill (S-205) has passed the Senate, and a companion bill (HR 132), backed by the administration, is pending in a House committee.

A Senate Veteran. Sen. Magnuson, a stocky, russet-haired individual whose well-tailored figure is often wreathed in clouds of smoke from his inevitable cigar, has become one of the most prominent members of the Senate in his 16 years in that chamber. He has had considerable success in pushing through Congress power- and other resource-development projects for his home state, and has initiated a number of important social welfare measures. He has also made a name for himself in foreign affairs; a decade ago he worked with the late John Foster Dulles in drafting the Japanese Peace Treaty.

Sen. Magnuson, who ranks eighth among Senate Democrats and 11th in Senatorial service, has come a long way in his 56 years. Born in Moorhead, Minn., on April 12, 1905, he was orphaned at an early age. He grew up in Moorhead, and helped earn his keep during his high-school years by running a YMCA camp.

In 1922, he worked the wheat harvest westward, and got his first glimpse of Seattle from the open door of a Great Northern freight train car.

He apparently liked the view, for he settled down in Seattle. With the money he had earned in the wheat fields and, with the money he subsequently earned at a variety of jobs, including driving an ice wagon, he put himself through the U. of Washington and its law school.

He lost no time plunging into politics, and in 1932, when he was 27, he was elected to the state legislature. Two years later, he was elected prosecuting attorney for King County and, finally, made it to Washington in 1937 as a member of the House of Representatives. He made his first Senate race in 1940, and has been reelected twice.

Another Campaign. He will be seeking his fourth Senate term next year, and will be going home to do some preliminary campaigning when the current session ends. One message that he can be expected to deliver to the folks back home—and one that could be well heeded by broadcasters in general—is that he has, over the years, developed a considerable bank of goodwill in the Senate, on which he can draw to assure support for the bills he backs.

In addition, he has developed a set of delicate political antennae that tip him off as to the chances of a particular proposal.

For these reasons, he seldom makes a speech on the floor. It’s his view that “if you need the speech, you don’t have the votes; if you have the votes, you don’t need the speech.”

And “Maggie,” his friends say, “almost always has the votes.”

Sen. Magnuson
Always has the votes
EDITORIALS

The problems of print

By ESET by the criticism of bureaucrats, the self-serving attacks of print media and the well-publicized scorn of professional snobs, television broadcasters might be forgiven if they sometimes felt that things could not be worse. But they would be wrong. They could be in the newspaper or magazine business, for instance.

Just imagine: If you are engaged in the publication of a mass magazine or daily newspaper, nobody is sounding off in Congress about what a lousy job you're doing or running investigations to prove that point with hand-picked witnesses. You haven't been accused of creating a "waste-land" lately (and the accusation isn't apt to get much circulation even if it is made, because you control the headlines).

The only thing you have to worry about is your P&L statement. But unless you're the New Yorker or one of a handful of other unusually fortunate magazines and newspapers, that's enough. For your revenues, sir, are slipping. And in your heart you know this slippage is no freak mishap, for you are in a business where the trend is down.

This can be demonstrated statistically. Figures for the first half of 1961, for instance, showed that only television's revenues moved upward. But for graphic summary we have seen none better than Dick Pinkham's speech to the magazine promotion people a couple weeks ago (Broadcasting, July 31). Mr. Pinkham, who is senior vice president in charge of broadcast operations for Ted Bates & Co., did not of course suggest that magazines are doomed. But what he did tell the magazine men was only slightly more encouraging. For instance:

"You think you've got competition now? It's going to get worse. And I would suggest that if you have lulled yourself into a trance of comfortable security because of the heavy barrage of criticism that has been leveled at television lately, you need psychiatric help."

Television programming, as Mr. Pinkham predicted, is going to get better. That has been its history and—with or without the goading of critics—the evolutionary process will continue. Even in the face of the heaviest attacks, television's attraction to people—the same people who "own" the air, to borrow a doubtful phrase—remains such that its revenues are still rising. No print medium can make that statement.

Newspapers and magazines have long been major investors in the broadcast media, and it seems likely as a matter of economic logic that the trend will continue and perhaps accelerate. In this summer of widely headlined discontent, television is fighting for its good name and its freedom. Its print competitors, whose name and freedom are not in issue, are fighting for their lives.

Too much too late?

It was just as well that the FCC waited until its pre-recess meeting to unload its deintermixture and drop-in omnibus TV package. The repercussions will resound long after it returns from its August hiatus and inevitably will wind up in Congress and the courts.

The stated objective is to create greater competition in underserved markets and at the same time give impetus to development of uhf as possibly the ultimate exclusive tv service (a development we cannot foresee in this lifetime). The objective is expedient from the regulatory standpoint, and the desire to accommodate at least three full-blown network outlets in all major markets is laudable. But there are countervailing considerations of whether the public will lose more than it gains.

Eight markets that now have two vhf's each are ear-marked for a third vhf through the device of shorter separations. The FCC obviously selected the least extreme cases and committed itself to no additional drop-ins in derogation of existing mileage separations. The question here is whether these drop-ins will deprive substantial segments of the public of existing service through curtailed coverage of other stations on these channels. And, despite the promise, would this be the first step in a series of "break-downs" in TV that would follow the pattern that developed in am broadcasting during the past two decades?

The deintermixture proposals in eight markets present equally perplexing problems. Additionally there is to be considered the heavy investments made by the public in vhf receivers that would have to be replaced or converted as well as the substitution of clusters of uhf stations to replace each existing in these single-station markets.

Several of the vhf stations that the FCC proposes to remove are pre-freeze and in good faith should receive "grandfather" consideration.

All these arguments and many others will be developed in the weeks ahead and in response to the rulemaking notices due on Oct. 2. There is, for example, the potent argument that in inducing Congress to appropriate $2 million-plus last year for the New York city uhf experiments, on the theory that if uhf station clusters can cover the greater metropolitan area with its shadows, canyons and skyscrapers, uhf probably will work anywhere, the FCC committed itself to stand by on deintermixture until it knew the results two years hence.

What gives us greatest pause, however, is that the deintermixture rulemaking notice was approved by the margin of a single vote. And who were the three who voted against the package plan? The FCC's two engineering members—T. A. M. Craven and John S. Cross—and the dean of the commission, Rosel H. Hyde, who was the chairman after the freeze was thawed in 1952 and when tv allocations were given greatest impetus.

There was a time—before the new vhf stations were built in single station markets—when deintermixture would have been workable with minimal injury to the public and broadcasters. Any change now may be a major wrench and we have the notion that the public will make itself heard.

"I don't give a damn what the waves are saying. I want a radio and some news!"

Drawn for Broadcasting by Sid Hix

114

Broadcasting, August 7, 1961
For two in love, particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity... KPRC-TV, the starlit station that lights the way, forever.

KPRC-TV, HOUSTON, IS FOREVER
ZIV-UA’s SENSATIONAL NEW SERIES...

CREATED BY IVAN TORS
TV’s MASTER OF THE UNUSUAL!

ALREADY BOUGHT BY:
KABC-TV Los Angeles
WGBS-TV Atlanta
WSU-TV New Orleans
KPIX-TV San Francisco
WTOP-TV Washington, D.C.
WWJ -TV Detroit
WAFB -TV Baton Rouge
KERO -TV Bakersfield
KGHL -TV Billings
KXIS-TV Charlotte, N.C.
WTVM -TV Columbus, Ohio
KCTV -TV Dallas
KJEO -TV Fresno
WINK -TV Ft. Myers
WLBT -TV Jackson
KLFY -TV Lafayette
KLAS -TV Las Vegas
WSIX -TV Columbia, S.C.
WTOK -TV Meridian
KROC -TV Rochester, Minn.
WSYR -TV Syracuse
WHIS -TV Bluefield, W. Va.
WFAG -TV Huntsville, Ala.
WSLS -TV Roanoke
WTAE -TV Pittsburgh
WCPO -TV Cincinnati
KLLZ -TV Denver
WTUJ -TV Miami
KMTV -TV Omaha
KFWB -TV San Diego
WKRG -TV Mobile
WLOF -TV Orlando
WTIH -TV Peoria
KTVK -TV Phoenix
KBSG -TV Pueblo-Colo. Spgs.
WGAN -TV Portland, Me.
KOLD -TV Reno
KXTV -TV Sacramento
KSL -TV Salt Lake City
KQTV -TV Seattle
WNED -TV Scrtn. Wilkes Ba.
WRGB -TV Schenectady, Albany
KXLY -TV Spokane
WCTV -TV Tallahassee
WMAC -TV Macon
KGNU -TV Tucson
WRCA -TV New York City
WHAS -TV Louisville
KCTV -TV San Angelo
KROD -TV El Paso
KCBD -TV Lubbock
KVOS -TV Bellingham
KGCC -TV Amarillo
KMU -TV Midland
KRBC -TV Abilene, Tex.
KSYD -TV Wichita Falls
KWTV -Oklahoma City
WSJS -TV Grnsbrw-Winston-Salem
WITN -TV Greenville, Wash.
WTVD -TV Raleigh
WWJS -TV Louisville
WLOF -TV Orlando
WHIS -TV Bluefield, W. Va.
KOLO -TV Reno
KSL -TV Salt Lake City
KOIN -TV Portland, Ore.
KIRO -TV Seattle
WFIG -TV Fort Wayne
WTSPACE -TV Decatur, Ill.
WTVN -TV Evansville, Ind.
and many more

DRAMATIC STORIES OF MEN WHO PLUNGE THOUSANDS OF FEET IN FREE FALL... TO LAND "ON TARGET" ANYWHERE READY FOR ACTION!

starring LARRY PENNELL
with KEN CURTIS