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Texas in the 60's: how new industry helps an already-booming economy .......... 59

New nationwide Arbitron service scheduled to get underway Sept. 24 .......... 32

NEVER A SHOW WITH SO MUCH GO!
"Everglades"

LAW-ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!

PRODUCED TO MEET TODAY'S NEW PROGRAM NEEDS!
From Lake Okeechobee to the Florida Keys, from Big Cypress Swamp to the sparkling Gulf of Mexico, 5000 square miles of tropical wilderness.
TV'S FIRST AND ONLY "LIVING LOCALE!"

RON HAYES stars as Constable Linc Vail, deep in the Everglades.
Assignment: Translating the law into the language of the 'Glades.
“I’VE BUILT A STAIRWAY TO PARADISE!”

PARADISE (Tiger talk for the best cost-per-thousand buy in Dallas radio history!)

Buy K-BOX... the “tiger” of Dallas radio!

The BALABAN station serving Dallas

JOHN F. BOX, JR., Managing Director  •  PARKER DAGGETT, General Manager

C. E. HOOPER
SHARE OF AUDIENCE

7 AM—6 PM Monday through Saturday
(Sept. thru Dec. 1959—Monday thru Friday)

A Texas Quadrangle Station
K-BOX Dallas
K-NUZ Houston
KONO San Antonio
KXOL Ft. Worth
*buy St. Louis a la carte

KTVI RATE CARD
... your lowest cost per thousand TV buy in St. Louis

Represented nationally by

Kotobuki Restaurant
Three companies started out on a shoestring. To save string, they agreed to share an enclosed courtyard.

This indeed held down costs, but the courtyard mingling of personnel became highly undesirable. Time was wasted, rumors were rumored, business secrets were stolen. To secrete their personnel,* the companies agreed that each would build an enclosed entryway from its building to one of the gates.

Company B built to the middle gate, Company C to the gate on the left, Company A to the gate on the right. None of the three paths crossed.

Show us how this can be done and win an exciting new prize. We're offering several so be sure and tell us what you've already won.


*Nothing secret about the people in Washington, D. C. ARB openly proclaims that their TV tuning habits have made WMAL-TV first in the market, 6 PM-Midnight, Monday-Friday. (June '61)
Deintermixture bait

Fondest hope of proponents of deintermixture at FCC is that one or more of eight owners earmarked for shifts will express willingness to accept uhf if he will be assured of continued operation on his v for specified number of years (seven is suggested by one highly placed FCC source).

Assumption is that this would break back of opposition since long-range transition would assure ownership of return of investment and then some.

At deadline last week there was no indication that any one of eight would yield or take FCC bait. Conversely, all signs pointed to maximum opposition, with initial request for extension of time to answer proposed rule-making. (Story page 50.)

Power and Glory sponsors

CBS-TV, after long search, is reported to have found two sponsors willing to underwrite one of tv's most expensive productions of all time, two-hour-long The Power and The Glory, scheduled to be carried on CBS-TV on Oct. 29 (9-11 p.m.). Word is sponsors are John H. Breck Co. (hair preparations), Springfield, Mass., through Rech, McClinton, New York, and Motorola Inc., Chicago, through Leo Burnett, Chicago.

Though it would normally cost advertisers about $1 million to sponsor The Power and The Glory for time and production charges, Talent Associates, Paramount Ltd., produced drama knowing it could not recoup high production costs (Broadcasting, July 10). It hopes to recoup its investment and make a profit through showing tv production in foreign theatres.

Snowstorm

New York's ticker-tape snowstorms will have nothing on responses FCC will receive on its proposed new program forms. Whereas most rule-making proposals bring desultory comments from individual broadcasters and perhaps NAB as overall spokesman, advance signs are that all shades of stations, plus state broadcasters' associations, will descend upon FCC in outraged opposition to proposal that would not only threaten but impose censorship but also would saddle every station with what they regard as unconscionable paper work burden. Among state associations which already have opposition in preparation are Tennessee, Michigan, Georgia and Mississippi.

McGannon's head of steam

Since assuming chairmanship of NAB Research Committee to evolve plan to set up major research project in conjunction with one of leading universities, Donald H. McGannon, president, Westinghouse Broadcasting Co., is moving ahead full tilt to get project airborne. Full membership of his nine-man committee will be announced for another fortnight but Mr. McGannon already tentatively has arranged for meeting of group in New York in mid-September, to be followed by one in Chicago about month later. He's trying to meet mid-November deadline for implementation of plan to be submitted to NAB board at its January meeting in Florida by NAB President LeRoy Collins.

Some 14 universities already have advanced proposals for participating in project which will cover all phases of radio and tv media by probing underlying trends. Audience rating studies are integral part of project. But Gov. Collins has emphasized this does not contemplate "tearing down" existing systems but will get into methodology.

All balled up

Those NBC-TV officials who are arranging World Series telecasts for this October, are sure to be rooting for contending L. A. Dodgers to lose National League pennant. It would save them good deal of adverse publicity and business complications. Reason: This year, series is supposed to open in American League park on Wednesday, Oct. 4. First NL game is scheduled for Saturday, Oct. 7. Catch is that L. A. Coliseum (Dodger's park) has previous iron-bound commitment for that day to U. of Calif. football team. Rather than relinquish its wide-audience Saturday telecast, NBC has suggested that schedule be turned around with series opener on Wednesday at NL park. Baseball people are reportedly enraged at idea.

Westerners go broadcasting

Increasing number of small advertisers ($250,000 class), most on west coast, are shifting advertising billings from print and outdoor to broadcasting. Los Angeles Soap Co. through Erwin Wasey, Ruthrauff & Ryan, for its White King product, and Wilshire Oil Co., through Doyle Dane Bernbach, are two examples. Soap firm is taking money from outdoor and investing it in ten western markets, while oil concern is switching its entire $270,000 outdoor budget for 1960 to radio in 1961. Trend was discovered (but not cited) by Bolling Co., station representative, in course of surveying 225 advertisers for sales forecast presentation published earlier this month (Broadcasting, Aug. 14).

Satellite tv odds

Don't hold your breath for global television relays once space satellite communications becomes operational in 1964 (government estimate). Even if it proves technically feasible, overcoming such limitations as adequate satellite power, time differences, language barriers and differences in technical standards (lines and frames) there would still be cost factor since tv requires much broader band to transmit images and voice than is used in telephone or telegraph communication.

One expert points out that if it now costs $12 for three-minute telephone call to London, using narrow 3,000 cycle band, it would cost about $12,000 for one minute to relay tv signal and sound to London via satellite. Thus 30-minute program relay would run $380,000. Such costs would be justified, it is calculated, only for such special events as coronation of royalty or installation of new Pope. It's pointed out, moreover, that video tape now can be jet-flown from London in four hours and that with space craft of future, time would be cut about one hour.

Big push by Bishop

Media planners might keep their eyes fixed on tv advertising strategy of Hazel Bishop Inc., New York, for two reasons. Company, which returns to sport tv after absence of several years with 40-market splurge (Broadcasting, Aug. 14), is said to be considering network tv program sponsorship next year, and also is one of advertisers known to have produced 40-second spot for possible use in its upcoming campaign. It has not definitely scheduled 40-second commercial but may place it into markets where company wants extra push. Agency: North Adv., New York.

Hang up your gun, pardner

Of next season's new shows, tv networks appear to be pinning "white hopes" for "hits" on non-violence program series. For example, ABC-TV concedes its top entries are Ben Casey and Bus Stop; CBS-TV emphasizes its expectations for Defenders, and NBC-TV is especially high on Doonesbury Show of the Week. Not one of these programs is shoot-em-up type.
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.
WEEK IN BRIEF

The "minute-man" sponsor who buys network participation spots is heading toward an all-time high. Right now it looks about $3.8 million a week in these spots. Representatives take a very dim view of all this. See...

NETWORK SPOT RECORD HIGH...23

Big things are happening in the Southwest. Big, booming Texas has shed its chaps and is developing new scientific industries and fabricating. A brand new market of 10 million people with money to spend has arisen. See...

TEXAS OF THE 60's...59

An old trouble-maker arises again—hard liquor advertising on radio and television. This time it's Publicker, Philadelphia distiller, testing both media. NAB claims code and member stations aren't accepting it. See...

LIQUOR ON RADIO-TV...34

The newest thing in ratings—a full nationwide service by Arbitron, providing overnight national reports starting Sept. 24. Audience-size information to be supplied for a period of 26 weeks, plus daytime ratings. See...

ARBITRON RATINGS EXPANDED...32

Georgia broadcasters are unhappy because NAB President LeRoy Collins has declined an invitation to take part in seven-state seminar on regulation, according to H. Randolph Holder, president of state group. See...

COLLINS SENDS GA. REGrets...42

It appears the FCC is about to run into grief over the proposal to delete the single vhf channels in eight cities. Capitol Hill opposition is developing, with Connecticut and Pennsylvania expressions of disapproval. See...

HILL RALLIES TO SAVE V'S...50

Out in the West a survey by an agency group indicates the image of advertising must be upgraded with the public as well as top business management. About 70% of respondents find definite need for improvement. See...

WEST SEES POOR AD IMAGE...42

Fingertip fantasies of the ladies, and their daughters, too, are catered to by Color Plus. This nail enamel has enjoyed sales booms since it went on tv a year ago. Now the sponsor has similar lipstick plans. See...

TV 'MADE' COLOR PLUS...40

The kiddies, bless their hearts, will have new information-entertainment programs this fall, judging by a look at network plans. At least critics won't be able to call it a wasteland, network hopes. See...

UPSURGE IN CHILD PROGRAMS...115

An enticing goal—simplification of paper work—has been promised by Standard Rate & Data Service. Central billing service will be offered for spot tv. This is the second company to enter spot service field. See...

NEW TV BILLING SERVICE...28

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Frankly, it’s easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSlanD, the mammoth market reached by Radio WINS. And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It’s as simple (and profitable) as that.
Examiner would lift KLFT's license

Charging that Leo Joseph Theriot, licensee of KLFT (1600 kc, 1 kw) Golden Meadow, La., repeatedly violated FCC rules and lied under oath, Hearing Examiner Jay A. Kyle recommended Friday (Aug. 18) that KLFT's license be revoked.

Reversion proceedings were instituted against station last January on grounds licensee had misrepresented statements to commission, had violated numerous rules in spite of citations from agency and that KLFT had no first-class engineer employed fulltime.

"The demeanor of Theriot on the witness stand was poor," Examiner Kyle's decision stated. "He was a sullen and evasive witness, ... His testimony generally was lacking in candor. He was not cooperative and offered little, if anything, in the way of mitigation for his repeated day-to-day violations of the commission's rules and regulations."

Specifically, examiner ruled that Mr. Theriot: (1) "wholly ignored" two notices of violations from FCC; (2) "made a false representation" to commission (in sworn petition for reconsideration) concerning employment of George Rountree as KLFT engineer; (3) instructed two KLFT employees to lie to FCC investigators, and (4) made no genuine effort to hire engineer or to comply with commission requirements.

'Statistical Abstract' issued

Basic statistics covering U. S. commerce, industry and agriculture are updated in 1961 edition of Statistical Abstract of the United States ($3.50), published by U. S. Census Bureau.

New 2-pound, 10 ounce volume deals with population and housing data from 1960 census, income by states, taxes, distribution, manufacturing and other facts of American economy. It is basic reference work, available from Superintendent of Documents, Government Printing Office, or field offices of Dept. of Commerce.

KFMU (FM) to expand stereo

KFMU (FM) Los Angeles has begun broadcasting stereo and will on Aug. 26 expand its 8-10 p.m. Monday-Friday classical good music program with 1-3 p.m. afternoon show. Station is owned by International Good Music Inc. (Rogan Jones). KFMU is using RCA equipment.

FCC extends remarks date on program report forms

Extension of deadline for comments in FCC rulemaking on new program reporting forms and logging requirements to Oct. 2 will be made this week, commission spokesman said Friday (Aug. 18). Present deadline in both documents is Sept. 7.

More time for comments will be granted because of actual tests by stations in Georgia (Broadcasting, Aug. 14) and Oklahoma operating under proposed requirements, it was reported. Commission thinking is that other stations and trade associations might want to finance tests and agency will openly encourage such practices.

RCA's Watts predicts color growth in fall

Color tv will shine brighter this fall than ever before, RCA Sales President W. Walter Watts told RCA Victor dealers in Detroit. NBC's colorcasts will be used in conjunction with dealer demonstrations to expose public to color tv, Mr. Watts declared. "And when people see color tv, they want it," he added.

NBC in 1954 ran 68 hours of color, today it is running 60 hours of color, and in 1962 should reach 2,000 hours, Mr. Watts stated.

FCC budget unscathed

President Kennedy on Friday signed appropriations bill containing $12,525,000 for FCC, all that agency requested. Congress completed work on bill, which provides total of $8.9 billion for score of independent agencies, two weeks ago (Broadcasting, Aug. 14).

Transit campaign

D. C. Transit System Inc., Washington, D. C., is using saturation spot radio-tv and printed media campaign in Washington area to advance theme: "It makes more sense to bus into town." Campaign, which begins this month and continues through December, is said to be company's most extensive ad effort to date. Agency is Warwick & Legler, New York.

In past three years, he noted, color-equipped stations have increased from 33 to 61 and many others are known to be sizing up equipment needs in preparation to seeking their own 'pot of gold' at the end of the tv rainbow.

$4 million drive set by Gillette for fall

Gillette Safety Razor Co., through Maxon Inc., will launch $4 million tv-radio-newspaper advertising campaign beginning in September and continuing through middle of October. Purpose is to promote 265-page World Series Encyclopedia, which will be offered to consumers free with purchase of Gillette razor.

Tv campaign will include four 60-second spots weekly for two-week period in selected markets across country and heavy promotion on ABC-TV's Fight of the Week, Make That Spare and NCAA football game broadcasts, and NBC-TV's World Series telecasts.

On radio Gillette merchandise will be featured on disc jockey programs in 100 top U.S. markets.

Rep. Mack opposes deintermixture plan

Rep. Peter F. Mack Jr. (D-III.), member of House Commerce Committee, has joined growing congressional opposition to FCC's proposal to remove vhf channels from eight markets.

He said proposed deintermixture would discriminate against those communities which would be reduced "to dependence upon the inferior type service provided through uhf channels."

Declaring rural areas particularly would be hurt by deintermixture, Rep. Mack specifically opposed proposal to remove vhf ch. 3 from Champaign-Urbana, Ill. He cited messages from Illinois Agricultural Assn. and Mayor of Shelbyville, III., as "sample of protests" he has received in ch. 3 case. (See earlier story, page 50.)

Hearing on FTC injunction

Representatives of advertising, manufacturing and business groups are expected to testify at House Commerce Committee hearings Tuesday and Wednesday on bills to strengthen FTC's regulatory hand.

One bill (HR 1833) would permit FTC to issue cease and desist order to prevent continuance of alleged fraudulent practices. Stop order would remain in effect until completion of proceeding against suspected firm.
**WEEK’S HEADLINERS**

Simon B. Siegel, financial vp, AB-PT Inc., elected executive vp. He also continues as executive vp of ABC, division of AB-PT, position to which he was elected last month (WEEK’S HEADLINERS, July 24). According to Leonard H. Goldenson, AB-PT president, Mr. Siegel’s election as executive vp is in line with AB-PT’s “desire to strengthen executive management and meet the growing requirements resulting from this expansion.” Mr. Siegel has been key figure in company’s growth since 1953 merger of United Paramount Theatres and ABC.

J. Michael Early, New Orleans labor management expert who has been consultant to WWL-AM-TV for more than 20 years, last week was named acting manager of WWL-TV. He succeeds Larry Carino, who has become general manager of WJLB-TV Detroit. (WEEK’S HEADLINERS, Aug. 14). Mr. Early, prior to entering private practice, was regional attorney for National Labor Relations Board for 15th region headquartered in New Orleans.

Thomas J. White, vp, tv sales, Avery-Knodel Inc., elected director of corporation and to newly-created post of senior vp. Mr. White joined station representative in 1948 as salesman in radio department. He later moved into firm’s tv division becoming sales manager for tv in New York office in 1958, and vp, tv sales in 1960. Roger O’Sullivan also was named senior vp. Mr. O’Sullivan joined station representative in 1947, and was made vp, radio sales of Chicago office in 1960. He remains in Chicago branch.

James Theiss, account executive with Blair Television Assoc. since 1956, appointed to newly-created post of vp and general sales manager of representative company. Earlier he had been in media department of Benton & Bowles, New York, as timebuyer on General Foods and Procter & Gamble accounts. Blair Television Assoc. represents stations in major medium markets. Blair-TV represents stations in major, large-sized markets.

For other personnel changes of the week see FATES & FORTUNES

Workers like etv, Oregon study shows

“Working class” tv viewers have a higher acceptance of educational tv than any other class except professionals, according to a three-year survey conducted by U. of Oregon. Among “blue collar” workers interviewed in Eugene (site of university), 14% were viewers of educational KOAC-TV Corvallis, Ore.

Survey indicated only 4% of “white collar” workers and 9% of merchants and public officials are regular KOAC-TV viewers. Among professional people, 19% watched etv. Preliminary results showed, however, that only 2% of area tv viewers regularly watch KOAC-TV; 23% watch it occasionally, and 59% “almost never” watch. Remaining percentage either cannot tune in KOAC-TV or have never heard of it.

Those with only grade or high school education spend more time each week watching general tv than college-level viewers. Survey disclosed. Survey is part of project by U. of Oregon Institute for Community Studies, which is probing nature and sources of resistance to etv. Project, which began in 1959, is being conducted under grant of $178,000 from U. S. Office of Education. Nearly $60,000 was received last month to continue study through June 1962.

Reasoner to CBS-TV show

Harry Reasoner, CBS News correspondent, has been named to handle new daytime news program starting Oct. 2 on CBS-TV. Titled Harry Reasoner With the News (Mon.-Fri., 11:55 a.m.-noon), program is one of three news shows scheduled to debut on same day. Mr. Reasoner also will be news reporter for half-hour series of news and features, titled Calendar (Mon.-Fri. 10-10:30 a.m.). Previously announced was Charles Collingwood With the News (Mon.-Fri. 3:55-4 p.m.).

WOOO sold: $75,000

WOOO DeLand, Fla., has been sold by Trio Broadcasting Co. to Polaris Broadcasting Inc. for $75,000. Polaris principals are S. Donald Potter, Edgar Backus, John W. Fitzgerald and Otto J. Allen. Messrs. Potter and Backus are associated at WJIM-TV Lansing, Mich. WOOO is a 5 kw daytimer on 1310 kc. Broker was Paul H. Chapman Co. with Walter Grimes as co-broker.

KTAL (TV) sets sights to go on air next month

KTAL (TV) Shreveport, La., ch. 6 last week announced tentative plans to go on air early next month, after completion of its new 1,553-foot tower near Vivian, La.

Tower was fabricated by Dresser-Ideo Co., Columbus, Ohio, and erected by the Tesco Corp., that city.

Station studios and offices nearing completion, are at 3150 North Market St., Shreveport. Cost of new NBC-affiliated station has been estimated at $1 million. Walter M. Windsor is general manager.

Fm comments reset Nov. 10

FCC Friday (Aug. 18) extended to Nov. 10 deadline for comments in rulemaking which proposes major changes in fm allocations and operations. Extension had been requested by NAB and engineer and lawyer trade groups (see story page 31). Comments formerly were due Sept. 5.

Sisskind to WIBW-AM-TV

Carl I. Sisskind, news assistant to Sen. Gordon Allott (R-Colo.), Friday announced resignation, effective end of this month, to join WIBW-AM-TV Topeka, Kan., as news director.

Prior to joining Sen. Allott’s staff, Mr. Sisskind was news director of KGMC Englewod, Colo.

New Collins transmitters

Collins Radio Co., Cedar Rapids, Iowa, today (Monday) unveils new line of broadcast transmitting equipment for both am and fm. New fm transmitter, 250-watt model 830B-1, includes self-contained multiplexing equipment for FCC-approved stereo system. It is push-button operated and will also serve as exciter unit for 5-kw fm installation.

Collins’ new am transmitter is model 20V-3 and serves for 1-kw, 500-w or 250-w installations. Both new am and fm lines feature colorful cabinetry and easy access to all internal components.

ATAS to advise in uhf test

New York chapter of Academy of Tv Arts and Sciences has accepted invitation from New York Municipal Broadcasting System to serve as advisory and consultancy board for System’s forthcoming uhf tv operation—WUWF-TV. Academy will advise on programming aspects of operation and also will provide programs for station’s schedule. New uhf station, first in New York, was made possible by $2 million appropriation to FCC by Congress for test of feasibility of uhf coverage in urban areas.
BUT...
how good
are the ones
at the bottom?

Top or bottom—COLUMBIA POST-48's are your best pick!

Starting with "On The Waterfront," "All The King's Men," "Born Yesterday," "The Caine Mutiny"—and right on down through the list of over 200 post-48's from Columbia Pictures—you'll find one top quality feature after another.

No wonder smart shoppers across the country are making this outstanding feature package their number one feature buy. So why not call us? We always enjoy doing business with people who know their onions... or berries!

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
1. all the info on TV's big 5 markets.
   These are the exclusive reps, as of August 15, of ABC-TV's new
   Owned & Operated Stations sales organization.
   Meaning they represent WABC-TV, New York; WBKB, Chicago;
   KABC-TV, Los Angeles; WXYZ-TV, Detroit; KGO-TV, San Francisco
   ... the most uprending stations in these top markets ... and speak
   knowingly about the 5 markets where a healthy slice of the nation's
   spending money is spent.

ABC-TV NATIONAL STATION SALES, INC.
WABC-TV, NEW YORK/WBKB, CHICAGO/KABC-TV, LOS ANGELES
WXYZ-TV, DETROIT/KGO-TV, SAN FRANCISCO
2. from any of these 18 specialists.

These men know all about their business. And plenty about yours. They were hand-picked for their first-hand knowledge of the markets. They will concentrate 100% of their activities on these key markets. Whatever you want to know about the markets, research- or availability-wise, these 18 men know. Or will find out. Fast.

Call the one closest to you, geographically speaking.

663 Fifth Avenue, New York 22, New York, SUSquehanna 7-5000
360 North Michigan Avenue, Chicago 1, Illinois, ANDover 3-0800
1539 North Vine Street, Hollywood 29, California, NOrmandy 3-3311
Madison Theatre Building, 1567 Broadway, Detroit, Michigan, WOodward 1-0255
277 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077
DATEBOOK

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

*Indicates first or revised listing.

AUGUST


Aug. 22-23—Annual Defense Communications Seminar, National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D.C.


Aug. 25-26—Arkansas Broadcasters Assn., fall meeting, Sheraton Park Hotel, Little Rock.


SEPTEMBER


Sept. 5—Comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am/fm programming.

Sept. 7—Deadline for comments on FCC rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on FCC rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.


Sept. 11-17—Affiliated Advertising Agencies 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.


NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis

Oct. 16—Sheraton-Dallas, Dallas

Oct. 18—Hotel Utah, Salt Lake City

Oct. 20—Sheraton Palace, San Francisco

Nov. 10—Somerset Hotel, Boston

Nov. 13—Pittsburgh Hilton, Pittsburgh

Nov. 15—Hotel Leamington, Minneapolis

Nov. 29—Robert Meyer Hotel, Jacksonville, Fla.

Network 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.


Sept. 15—Reply comments due on FCC rule change requiring broadcast announcement of financial interest held by station management or employees in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on FCC proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed FCC rulemaking limiting grants of vhf translator stations only to those which would cover unused areas rather than simply extend an existing station's coverage area.


Sept. 18—Reply comments due on FCC rulemaking on revised program forms.

Sept. 18—Reply comments due on FCC rulemaking on new method and time period for keeping station logs.


Sept. 22—Radio & Television Executives Society, newsmaker luncheon. Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.


Sept. 24-25—Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel Motel, Biloxi, Miss.

Sept. 26—Resumption of FCC hearing on network programming practices, Federal Court House, Foley Square, New York City.


Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.


The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!
New TK-12 Monochrome Camera by RCA Provides
Finer Product Detail...Better Brand Identification

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

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. YC-22, Bldg. 15-5, Camden, N.J.

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

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA
COMMERCIAL RECORDING CORPORATION IS MOVING INTO RADIO'S HOUSE OF SOUNDSMANKSHIP

Commercial Recording Corp. is proud to announce the appointment of Richard H. Ullman, Inc. as its exclusive sales representatives.

Now CRC, one of the nation's leading creators of station jingles and musical advertising, joins other distinguished producers represented exclusively by Richard H. Ullman, Inc. Now, unquestionably, Richard H. Ullman offers radio stations the most complete, most diversified, most saleable program and production aid services available in the entire industry. Services exclusive to you in your market, exclusively from Richard H. Ullman, Inc. Truly radio's House of Soundsmanship.

Call your newest Ullman-man, Dick Morrison, in Dallas (RI 8-8004) or

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President
1271 Avenue of the Americas, New York. PLaza 7-2197

A Division of

THE PETER FRANK ORGANIZATION, INC.

Hollywood / New York
THE BIG SOUND

FORMATIC RADIO

target jingles

Spotmaster
tape cartridge equipment

EV WREN PRODUCTIONS

COMMERCIAL RECORDING CORPORATION

HOUSE OF SOUNDSMANKSHIP
A commercial should have no function other than to sell

Perhaps 15 years spent in the fields of broadcasting and telecasting, prior to becoming a partner in an advertising agency, have prejudiced me in favor of these media. I hope so. Had it not had its effect, or left its mark on me, I am sure that at least a part of those years would have been lost.

To the contrary, those years of elbow-rubbing with station, agency, sponsor and public now are standing me in good stead and, at every opportunity, I do everything in my power to see that some of this experience rubs off on the client.

The Curran-Morton Co. in four years has become one of the two top-ranking agencies in Arizona. I know that the use of radio and television in generous quantities has contributed little to our success story.

Both radio and television have been put to outstanding use for one of our clients—a good example—Staggs-Bilt Homes. Ralph E. Staggs, president of Staggs-Bilt, one of America's largest home builders, has built 45 subdivisions incorporating more than 8,000 homes and currently is developing new projects involving some 12,000 additional homes in the Greater Phoenix area.

Investment • Staggs-Bilt's advertising budget exceeds $500,000 annually. We invest more than 50% of this in radio and television, with gratifying results. I use the word "invest" instead of "spend" because we feel that every cent of any client's budget represents an investment which must net a reasonable return. In other words, we are not of the opinion that media should be a mirror to reflect and magnify the ego or vanity of the sponsor or the sponsor's wife.

We feel that the listening and viewing public of today has at least one eye or one ear focused on the news. Therefore, we are sponsoring news and public affairs programs on two television stations and one radio outlet. We also maintain a fairly heavy schedule of sportscasts.

Feeling that women motivate the family purchasing of new homes, we buy at least 30 daytime spots per week beamed at the home-loving housewife. These spots are divided about equally among the three network affiliates in this market.

At one time Staggs-Bilt was sponsoring five or six half-hour syndicated shows each week, but lack of a good available property at this time has caused us to move to a heavy, seven-days-a-week spot schedule. Results have been even greater than we anticipated. Staggs-Bilt Homes has sold more homes this year than any other Arizona builder.

If and when the time comes when syndicated shows are as entertaining as their pilot films, we may return to the 30-minute segment.

With more than a half million dollars entrusted to us, it is only natural that we devote more than an ordinary amount of time, thought, talent and energy to our spot material, as well as to other media.

When we at Curran-Morton are putting an announcement together, the one word uppermost in the minds of everyone is sell! We don't believe any part of a 20-, or 30-, or 60-second period of time should be wasted in an effort to entertain, amuse, educate, or be "cute." We prefer to leave this area to the joke writers.

Well aware that there exists, alas, an element of potential purchasers who will desert their screen for the refrigerator at the drop of a commercial, we try to design our spots so that at least the first or last six or seven words will be more thought provoking, more apt to cling to the average mind, than the slam of an ice-box door.

Words Must Work • In brief, we waste neither words nor film on so-called "attention getters." If there is any attention to be gained or held, then it must come from the principal vehicle. As it was once so quaintly phrased, "the play's the thing."

If a spot contains no more than, say, 60 words, then it is our sober intent to see to it that as many as those 60 words as possible spell s-e-l-l! The letters may be group differently. They may say, "no monthly payments until January 1962," "your choice of built-ins," "awarded the Good Housekeeping citation," "four gracious bedrooms," or any number of intriguing and inviting little phrases, but when translated, if they don't spell sell, then we—and more significantly, the sponsor—have emerged the loser in this greatest word game since the advent of the cross-word puzzle.

We are not selling pretty girls in gorgeous gowns, not matinee idlers with bulging biceps; if we were, we would not—orally or visually—waste anyone's time in extolling the virtues of fine homes. We are, however, selling something that is also well-built and attractive—houses. We let this fact be known, in every worthwhile time slot, from one end of the dial to the other.

Among our agency's other top accounts are the Arizona Bank, which has been serving Arizona since 1887, and the Wright Manufacturing Co., builders of air conditioning equipment. The rest of the Curran-Morton list shows clients of similar caliber.

We feel that we are known by the company we keep, and on occasion find it necessary to decline an account we do not regard as equal in stature to our present ones.

We would also look with disfavor upon any prospective client who failed to agree with us that radio and television are the best salesmen of our time.

To sum it up—there can be little doubt that there is much room for improvement in the field of broadcasting, just as there always has been and always will be.

But, until something better comes along, it's delivering a whole lot of goods for us.
CAPITAL TYPES #10

THE KING-MAKER

Waits till dusk when his wife makes him go to laundromat. Cuts self shaving every morning due to fascination with reflection in mirror. Keeps sign on desk reading "think big"... a needed reminder. Needs no reminding, however, to listen to WTOP Radio, the station important to people in the Greater Washington area.

WTOP RADIO
Washington, D.C.
Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY
OPEN MIKE®

The case for uhf

EDITOR: It was very interesting to read your lead story in the Aug. 14 Broadcasting, "Will uhf solve TV's problems?"

I am convinced that the FCC spent a tremendous amount of time and did an extensive amount of research before the proposed rule making to deintermix eight markets. They and many other interested people are convinced that the public would be better served by having these mixed markets change to all uhf markets to provide comparable and competitive outlets of local expression. Even though you are not required to give equal space, don't you think that in all fairness to the industry that the uhf performance should be given an opportunity to explain their position?—N. L. Benton, President, WKOW-TV Madison, Wis.

BROADCASTING regards as newsworthy all responsible opinion in its area of coverage and certainly uhf is included. The record of issues of BROADCASTING over the years shows we have carried all shades of observations on uhf vs vhf. Editorially we consistently have taken the position that no uhf channel ever should be turned back and that there should be a dual vhf-uhf system. Let the comments come.

WNHC-TV explanation

EDITOR: A basic reportorial inaccuracy exists in your story re alleged non-clearance of ABC-TV's Discovery show by WNHC-TV (PROGRAMMING, Aug. 14). Ch. 8 . . . likes the inference that we were one of eight key stations to hold up this potentially new worthwhile children's programming . . .

If you . . . wish the following additional facts . . . please feel free to call me personally . . .—Howard Maschmeier, General Manager, WNHC-TV New Haven, Conn.

Mr. Maschmeier subsequently explained to BROADCASTING by telephone that WNHC-TV did not accept the proposed ABC-TV program, but offered alternatively to carry it on a delayed basis at 7:30-8 p.m. instead of during the 5-6 p.m. Monday-Friday period as offered by ABC-TV. He explained that WNHC-TV already carries an "outstanding local children's program," "Admiral Jack," in the station's 4-5 p.m. schedule and that the program is important to WNHC-TV because of its appeal to local and state viewers.

Pay tv in catv's future

EDITOR: Will appreciate five reprints of "The place of pay tv in catv's future" (THE MEDIA, June 19)—William J. Ryan, General Manager, WNOG Naples, Fla.

EDITOR: Would you please send us 100 reprints of "The place of pay tv in catv's future"—Fran Ward, Systems Management Co., Denver.

[Since there are no plans to make reprints of this article, BROADCASTING has forwarded five free sheets to Mr. Ward and has given permission to Miss Ward to make reprints locally, provided that proper credits are given to the magazine.]
Why is approximately 80% of the local TV money in the Des Moines market invested on KRNT-TV?

KRNT-TV makes cash registers ring!

The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register must ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on...

KRNT ch. 8 TELEVISION
DES MOINES, IOWA
An Operation of Cowles Magazines and Broadcasting, Inc.
... and represented by The Katz Agency, Inc.
Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.
NETWORK SPOT $3,800,000 WEEKLY

1961-62 season sees minute billings at all-time high

Participations become dominant pattern in nighttime shows

25 to 75 percent of prime time will be taken by spot buys

The minute participation in nighttime network shows will make its greatest impact in the 1961-62 season. It's conservatively estimated that the amount of time devoted to "minutes" each week in regular series next fall on all three networks represents approximately $3.8 million in gross billings (at the one-time rate).

These "minute men" advertisers are becoming more solidly entrenched than ever before in prime time periods, the estimated weekly gross billing above covering only the nighttime network schedule. (Daytime participation sales also are prevalent.)

Once the experimental form of NBC's so-called "magazine concept" as employed in the early 1950's with the Today, Home and Tonight participating programs, the minute sale in prime time has become acceptable to both the blue chips (Procter & Gamble, General Foods, Brown & Williamson among them) and the smaller advertiser.

Dominant Pattern • It's effects are spreading in nighttime. A study by Broadcasting last week shows minute selling in prime time, which started in 1957, is evolving into the dominant pattern at both NBC-TV and ABC-TV, while CBS-TV is moving more slowly along the same path. This fall, minute buys will account for approximately 75% of prime time program availabilities on ABC-TV; 55% on NBC-TV and 25% on CBS-TV. The increases are substantial for each of the networks over last year, with comparable figures for 1960-61 estimated at 70% for ABC-TV; 45% for NBC-TV and 15% for CBS-TV.

Probable Sell-out • Though networks are confident that minute buys will be sold out by the time the fall season begins, the precise amount of dollars that "minutes" will bring in over the season is indeterminable. Such buys on network shows are for varied periods— for 13 weeks, 26 weeks, 37 weeks or 52 weeks. At the end of each cycle, programs may revert to a weekly or alternate-week sponsorship, so that a full-year projection is not practicable. But whatever the contract length, minute purchases appear to the networks as the immediate answer for problems emerging out of shifting economic conditions and changing program formats.

A Schism • The trend toward minutes, however, also is widening the schism between sellers of so-called "true" spot tv and network "spot carriers." Station representatives contend that so-called "minute selling" of programs leads, in effect, to "distress selling," which, in turn, brings in reduced amounts of compensation to affiliates and contributes to a downgrading of the tv medium. Representatives acknowledge that minute selling on prime network programs tend to cut into spot tv revenue, but insist that the "deleterious effect" this practice is exerting on the medium constitutes their primary objection.

The reasons for the growth of minute selling, as outlined by network sales officials, are the following:

• Costs of network tv programs have risen sharply over the past four or five years and fewer sponsors can meet the expense of weekly or even alternate-week sponsorship.

• Minute participations in programs provide sponsors with "reach," and they have learned over the years that it's possible to obtain broader circulation through investment in a wide range of programs.

• With the emerging inter-network competition, there's a greater degree of safety for the advertiser in spreading an investment over a group of programs; it's an accepted fact of television life that a substantial number of programs
will become fatalities despite the most optimistic expectations.

- The popularity of hour-long programs has contributed to the practice of buying participations, because few advertisers could sustain the cost of underwriting such an extended time period each week or on alternate weeks (ABC-TV and NBC-TV each has 12 hour-long programs sold on the minute formula).

- A minute participation can be more economical for the advertiser than a comparable national spot TV buy, particularly if the advertiser can purchase a program that conforms largely to his distribution pattern.

- The sizable number of programs that reach late summer without being fully sponsored appears to be increasing, so that networks are more amenable to offering parts of programs on a minute basis. A striking example of this practice was the ability of Mobil Oil to buy participations only last week on 21 programs (8 on CBS-TV and 14 on ABC-TV) for next season (see story page 25).

Thomas H. Dawson, vice president, network sales, CBS-TV, in an interview last week stressed the trend toward minute buying does not sound the death knell to program sponsors. He pointed out that advertisers who require prestige and identification with programs will still keep their franchises alive with program sponsorship.

From the network point of view, he observed, there are advantages and disadvantages to selling minutes.

He said there is less loss to a network when a minute advertiser drops out, and the method permits a program to go on the air sponsored in full or with a substantial part sold. The other side of the coin, he said, is that minute buys are often short-termers and sometimes more difficult to clear. Mr. Dawson believes a combination of program and minute purchases is the “best approach” for many advertisers.

**NBC-TV’s Views** - Thomas B. McFadden, vice president, National Sales, NBC-TV, echoed the view of other network sales executives when he said: “I’m sure we would all prefer to sell programs on a straight sponsorship, rather than on a minute basis. This type of selling creates an horrendous problem in paper work. After all a contract for a minute advertiser takes as long to write and to service as one for a full-program sponsor. But like it or not, this is the way our business is heading these days.”

Mr. Dawson at CBS-TV also indicated it was difficult to trace the history of the minute buys with precision but mentioned that as long as five years ago, the rising costs of the television medium led to the development of what he called the “true third” sponsorship (two minutes to a single advertiser on each half-hour show), and the “alternate thirds.” A logical off-shoot of these sales stratagems, he believes, was the minute participation.

**At ABC-TV** - Edgar J. Scherick, vice president in charge of network sales, ABC-TV, expressed the belief there are trend cycles in buying as well as in programming shows. It is Mr. Scherick’s view that with the expected rise in live programming for 1962-63, there will be a corresponding rise in program sponsorship on a full or alternating-week basis. But he emphasized that minute buying has its place in network television, depending on the requirements of the advertisers. Noting that many of the large advertisers still utilize a combination of program and minute sponsorship (he cited Whitehall Pharmaceutical and Brown & Williamson on ABC-TV), but added: “For advertisers new to television and for those who have used the medium sparingly, the minute participation is a test for them. And I feel that, on the whole, television has come off well in satisfying these advertisers.”

Among advantages of the minute buys to the networks themselves executives pointed to:

A greater “flexibility”—and ease—in network selling.

Stronger network control over a program. (A minute participant—usually short term—can have little say as compared to the advertiser of a full hour or half-hour or even the sponsor of an alternate week.)

Many station representatives were reluctant to express their sentiments openly on the subject of minute participations. Some objected to the use of...
Network spot wins $3.2 million of Mobil’s advertising budget

The current appeal of the network’s minute “spot” participations (see adjacent story) has attracted approximately $3.2 million of Mobil Oil Co.’s $12 million in annual advertising billings.

The oil company only last month officially became a client of Ted Bates & Co., an agency that is a prime mover in the recent trend towards advertiser sponsorship of program “minutes.”

Last week, Mobil Oil, which is a division of the Socony Mobil Oil Co. and the fourth largest petroleum company in the nation, bought a heavy schedule of participating minutes on a total of 21 ABC and CBS TV shows. While most are regular weekly series, one of the buys includes minutes in 10 of the 17 American Football League game telecasts scheduled for the fall on ABC-TV.

Buying 69 Minutes • It’s estimated the oil company will spend $3.2 million in its minute sponsorships—$1.6 million on each network—for a total of 69 minutes spread over eight shows on CBS-TV, and a still-being-negotiated number of minutes on 13 ABC-TV programs. All of the CBS shows and 11 of the ABC shows are in prime time.

The network participations are part of Mobil’s new multi-million dollar advertising campaign scheduled to get underway by early fall. Besides network sponsorship the campaign will include a concentrated schedule of full page newspaper ads in major markets across the country. They will be geared, as well as the TV commercials, to a new copy theme still to be announced (but not related to the Mobil gasoline economy run, which it sponsors annually).

The coming advertising campaign will mark Ted Bates’ first efforts on behalf of Mobil Oil since officially taking over the account from Compton Advertising on July 1. Mobil announced the split with Compton in March (BROADCASTING, March 6) after an 18-year association with the agency. At the time, Compton claimed that Mobil’s commissionable billings in 1960 amounted to only $7 million and not the $12 million figure given out by the oil company. Last year the advertiser spent about $2.8 million in radio and TV spot, and was not involved in network participations.

Male Viewers • All of Mobil’s network buys for the fall season are aimed at attracting the adult male viewer. On CBS-TV some of the participations are on alternate-week schedules, and all are effective the week of Sept. 25. They include Frontier Circus (Thurs., 7:30-8:30 p.m.); Pete and Gladys (Mon., 8-8:30 p.m.); Ichabod and Me (Tues., 9-9:30 p.m.); Checkmate (Wed., 8:30-9:30 p.m.); The Twilight Zone (Fri., 10-10:30 p.m.); and The Investigators (Thurs., 9-10 p.m.).

Mobil participations on ABC-TV start the last week in September and continue for 13 weeks through the end of the year. They include, besides the 10 AFL telecasts, Target: The Corrupters (Fri., 10-11 p.m.); The Hathaways (Fri., 8:30 p.m.); Straightaway (Fri., 7:30-8 p.m.); Cheyenne (Mon., 7:30-8:30 p.m.); Naked City (Wed., 10-11 p.m.); New Breed (Tues., 9-10 p.m.); Ben Casey (Mon., 10-11 p.m.); Bus Stop (Sun., 9-10 p.m.); Roaring 20’s (Sat., 7:30-8:30 p.m.); Ozzie and Harriet (Thurs., 7:30-8 p.m.); Adventures in Paradise (Sun., 10-11 p.m.); and the new ABC Evening Report (Mon.-Fri., 6-6:15 p.m.).
Over 200 participating minutes each week

The rule of thumb in minute accommodations in programs being sold on a participating basis on any one of the networks generally is six in the full hour show and three in the half-hour. In several cases the networks have thrown open to advertisers minutes in the alternate week of half-hour programs which have an alternate week sponsor. (Example: in Straightaway on ABC-TV, Autolite purchased an alternate week, leaving the program half-sold. The other half (or alternate week) is then offered to advertisers on the basis of three participations, or one and a half minutes if calculated on a weekly basis.)

Approximate totals of minutes being sold to advertisers in the networks' 1961-62 season schedule and the shows in which about 206 one-minute participations will appear:

**ABC-TV**
- Has a total of some 91½ weekly one-minute participations in the coming season. They are in the hour-long Bus Stop, Adventures in Paradise, Cheyenne, Surfside Six, Ben Casey, New Breed, Steve Allen Show, Hawaiian Eye, Naked City, The Untouchables, Sunset Strip, Target: The Corruptors, and The Roaring 20's. The half-hour programs in which they appear: Bugs Bunny, Ozzie & Harriet, Hathaways and Leave It To Beaver. The half-hour Straightway has participations in the alternate week.

**CBS-TV**
- Has a total of about 40 one-minute participations in the new fall season. They appear in these hour-long programs: Checkmate (alternate half of the show), Frontier Circus, Investigators, CBS Reports, Rawhide, and Perry Mason. Half-hour shows: alternate weeks of Pete & Gladys, Twilight Zone and Ichabod and Me; three minutes per week in one out of four telecasts of Eyewitness to History; full three minutes of I've Got a Secret, and Father Knows Best.

**NBC-TV**
- Has a total of approximately 75 one-minute participations in the fall season. The hour-long shows: 87th Precinct, Thriller, Laramie, Dick Powell Show, Cain's Hundred, Outlaws, Dr. Kildare, International Showtime, Captain of Detectives, Tales of Wells Fargo. A two-hour program sold in minutes: Saturday Night at the Movies (12 participations weekly). The half-hour National Velvet and Tall Man have participations in the alternate week.

**NBC-TV movies sold out**

NBC-TV reported last week its Saturday Night at the Movies, which debuts Sept. 23 (9 p.m.—Concl., EDT), is now sold out for the first quarter, with a total of 11 advertisers buying 12 minute participations. The 1961-62 season program represents a block of at least two hours of prime time sold as a "spot carrier."

Portions of the show have been picked up by Union Carbide consumer products, R. J. Reynolds, and Thomas Leeming (all Esty); Noxzema, Bulova, and Block Drug (all SSC&B); Maybelline (Post & Morr); Lanolin-Plus (Daniel & Charles); Helene Curtis (Ed Weiss); Chemstrand Corp. (DBB), and Beech-Nut Life Savers (Y&R).

**Business briefly...**

Nichols Industries (manufacturers of top cap pistols and guns), Jacksonville, Tex., has announced a 13-week spot campaign this fall in 25 U. S. markets through Aubrey Williams Adv., New Orleans. The commercials are being produced by Keitz & Herndon, Dallas, at Six Flags Over Texas, a Disneyland-type entertainment center which opened earlier this month on the Dallas-Ft. Worth turnpike.

Beatrice Foods Co., Chicago, will sponsor ABC-TV's new Magic Ranch, starting Sat., Sept. 30 (11:30-12 noon EDT). The program is devoted to hocus-pocus, sleight of hand and other magical diversions. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

Procter & Gamble Co., Cincinnati, has signed to sponsor the Academy of Motion Picture Arts & Sciences' annual "Oscar" awards show for the second consecutive year on ABC-TV. Agency: Grey Adv., N. Y.

Purex Corp., Southgate, Calif., is increasing network tv spending this next year and will sponsor eight evening specials, as many daytime specials for women and increased quarter-hour participations on regular daytime shows, all on NBC-TV. Purex scored high in past year with Irving Gitlin series of six specials on women's problems. Planned for evening shows is Don Hyatt series on The World Of such personalities as Bob Hope, Billy Graham and others. Agency: Edward H. Weiss & Co., Chicago.

American Bakeries Co., Chicago, will turn to TV this fall for its cake division and use about 38 children's programs in 24 markets. Firm has been using radio spots through the summer for Taystee bread. Agency: Young & Rubicam, Chicago.

Elgin National Watch Co., Elgin, Ill., will sponsor three special NBC News public affairs programs on NBC-TV between Nov. 28 and Dec. 15. With the Elgin order, NBC News' schedule of specials for 1961-62 is more than half sold. Agency: McCann-Marschalk Co., N. Y.

**Rep appointments...**

- WMNI Columbus, Ohio: Ohio Stations Representatives, Columbus, as state representative.
PLUM: Almost as precisely as with a builder's plumb bob, Columbia is centered geographically in South Carolina. Hub of the state, it's the center to which all eyes (like all roads) turn. And people! Total of 257,961 in the 1960 Census, making it the state's largest metropolitan area, and second only to Charlotte in both Carolinas, and still building. Add WIS-television, with its 78.7% share of the home market audience, according to Nielsen... add WIS-television's central 1526-foot tower that delivers (in this strategic central location) more of the state than any other station can reach... and you come out with a real PLUM of a buy. South Carolina's major selling force is

WIS-television NBC/ABC—Columbia, South Carolina

A STATION OF THE BROADCASTING COMPANY OF THE SOUTH

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.
List of central billing service grows

THE LATEST TO FORM: BROADCAST CLEARING HOUSE INC.

A new central billing service—Broadcast Billing Co.—was formed in New York last week as a wholly-owned subsidiary of Standard Rate & Data Service Inc. (CLOSED CIRCUIT, Aug. 14).

The announcement of the new company, which proposes to simplify and expedite paper work in spot tv buying, came two weeks after the set-up of Broadcast Clearing House Inc., which has been formed for a similar purpose (BROADCASTING, Aug. 7).

An indication that the field of central billing in the buying and selling of broadcast time—previously a vacuum—is rapidly filling is the expected formation of still another service by former Remington-Rand systems experts and an existing company.

Broadcast Billing Co. is headed by Albert W. Moss, SRDS vice president, as BBC's president; George W. Schiele, former sales vice president of Broadcast Advertisers Reports Inc., New York, who becomes sales vice president of the new firm; Richard I. Golden, previously supervisor of automated operations for the Triangle Stations, who becomes operations vice president, and SRDS President C. Laury Botthof, who also will represent SRDS' interest in the subsidiary as board chairman.

Dry Run First • Letters introducing the service to stations and agencies are slated to be sent out this week, and presentations will be made. Before Jan. 1, 1962, the general "target" date for the start of the billing company's service, the firm expects to set up a "dry run" billing operation which is described as a "control period." The firm's birth was made official Aug. 14 in a meeting at SRDS in New York.

The new company, with offices at 432 Park Ave. South, in New York, plans to open operations in Chicago, and later in San Francisco and Los Angeles as the business justifies their openings.

At the outset, the paper jungle in tv will be the first area to come under servicing. Radio will be worked out at a later date. As explained last week, tv is the larger volume of business with "most dollars at stake" and more applicable for control because of the fewer stations and major agencies involved compared to the thousands of radio stations and wide spread of agencies handling radio.

It was noted that the company is preparing a rate structure that most likely will be based on volume.

Background • Mr. Schiele, who was instrumental at BAR in developing a tv audit system now used by several major agencies, was associated with WPBN-TV Traverse City, Mich., and later served in a publicity capacity for the WFIL stations in Philadelphia.

Mr. Golden, who joined WFIL-TV Philadelphia in 1953, developed a centralized traffic and billing system for 13 stations in the Triangle group (excluding one west coast operation—KFRE Fresno). The Broadcast Billing Co. system will use existing order and billing forms and will be patterned to some extent after that developed by Mr. Golden at Triangle.

As seen by the principals of the new company the basic philosophy for a central billing service is founded on the problem that buyer and seller have no access to each other's orders. The task of matching one order against another has developed what Mr. Schiele calls "the war of paper work" (duplication, misunderstanding, etc.). The system will permit a daily check of performance and order.

How It Works • Though the type of service performed will vary from client to client, it's noted, for example, that client station invoices will be prepared and submitted to both cooperating and non-cooperating agencies, and that matching and verification of invoices for client agencies will be performed from both cooperating and non-cooperating stations.

The data processing equipment will be fed all information pertinent to confirmed purchases of tv advertising with daily advance memoranda forwarded to stations as a control in preparing operations logs. Daily match lists will confirm successful performance of ordered

The principals in the new Broadcast Billing Co. formally organized the firm on Aug. 14. At the session (l to r): George W. Schiele, vice president, sales; C. Laury Botthof, chairman of the board of the subsidiary and president of the parent SRDS, and Richard I. Golden, vice president, operations.
Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

New market? Not really. Only in the sense that when Flint and Bay City–Saginaw (two long-established TV markets) were combined, they formed one large Eastern Michigan market. And this moved the market up among the nation’s top 40.* It’s now in the same neighborhood as Providence, Charlotte and Denver.

It’s top 40 in terms of actual homes delivered, too: people watching television, not just set owners. And it’s so easy for you to reach them. For nearly all the viewers in these three heavily populated cities get their television from within the market area—on stations, such as WJRT, which have City-Grade service to all three.

If you’d like more information on the big move, the big market and how big we are in it, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)
announcements with discrepancies prepared for agency-station renegotiation. Monthly invoices will be made from the record of performed announcements at proper rates and reflecting all discounts and credits, and including necessary data of multi-agency advertisers.

Tighter operations for broadcasters with opportunity for recovery of announcements by rescheduling within current ad campaigns, faster collection of receivables, internal cost savings, etc., are seen. Agencies obtain a "pre-reconciled, verified detailed invoice payable with no additional clerical work," it's explained, while still other costly chores and paper work now necessary at agencies also would be alleviated.

35 OUT OF THE TOP 50 NATIONAL SPOT RADIO ADVERTISERS* WITH DISTRIBUTION IN THE WILS MARKET USE WILS RADIO

30

memo to:
Art Topal

WILS
DOMINATES THE LANING MARKET

9 OUT OF THE TOP 10 NATIONAL SPOT RADIO ADVERTISERS USE WILS
- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- General Motors Corporation
- Anheuser Busch, Inc.
- Liggett & Meyers Tobacco Co.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

35 OUT OF THE TOP 50 NATIONAL SPOT RADIO ADVERTISERS WITH DISTRIBUTION IN THE WILS MARKET USE WILS RADIO

*Radio Advertising Bureau - 1959

announcements with discrepancies prepared for agency-station renegotiation. Monthly invoices will be made from the record of performed announcements at proper rates and reflecting all discounts and credits, and including necessary data of multi-agency advertisers.

Tighter operations for broadcasters with opportunity for recovery of announcements by rescheduling within current ad campaigns, faster collection of receivables, internal cost savings, etc., are seen. Agencies obtain a "pre-reconciled, verified detailed invoice payable with no additional clerical work," it's explained, while still other costly chores and paper work now necessary at agencies also would be alleviated.

NETWORK BILLINGS UP 8.2%

First-half shows ABC up 23%; CBS down 3.9%; NBC up 12%

ABC-TV's 12.6% gain in gross time billings for the first six months of 1961 boosted the network more than $3 million ahead of its closest rival, CBS-TV, for the period. The three-network total of $363,869,472 was 8.2% ahead of last year's first-half total of $336,294,077.

NBC-TV's billings also topped CBS-TV and ABC-TV in each month of 1961.

This the first time in some seven years that CBS-TV has fallen behind NBC-TV in gross time billings for any length of time, NBC-TV moved slightly ahead of CBS-TV in October, 1960, and stayed there, except for one month (December of that year), through June of this year. CBS-TV edged past rival NBC-TV in 1953, according to available estimates of network gross time billings (computed at the one-time rate).

January-through-June billings totals were: NBC-TV, $136,293,905; CBS-TV, $132,939,527, and ABC-TV, $94,636,040. ABC-TV was up 23% from its first-half total last year of $76,950,570. CBS-TV declined 3.9%, from $132,939,527; and NBC-TV went up from $120,992,398.

The three tv networks had gross time billings of $59,894,527 in June 1961, an increase of 13.1% over 1960 when billings were $52,970,855.

June network tv billings, as compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by Television Bureau of Advertising, were: ABC-TV, $15,233,000; CBS-TV $21,787,201, and NBC-TV $22,874,326.

Nighttime gross time billings for the three networks are up 2.8% from the first half of 1960, $242,621,764 as opposed to $235,953,120. Daytime billings rose 20.8% over the six-month period a year ago, $121,247,708 as against $100,340,957.

Source: TVB/LNA-BAR

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<tr>
<th>Month by month 1961</th>
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<td>Daytime</td>
<td>$15,644,295</td>
<td>$19,545,824</td>
<td>$24,260,849</td>
<td>$40,168,148</td>
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<td>Mon.-Fri.</td>
<td>13,644,364</td>
<td>16,967,590</td>
<td>20,611,954</td>
<td>33,222,497</td>
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<td>Sat.-Sun.</td>
<td>2,199,931</td>
<td>2,578,234</td>
<td>4,777,165</td>
<td>6,355,039</td>
</tr>
<tr>
<td>Nighttime</td>
<td>37,126,560</td>
<td>40,348,703</td>
<td>36,530,073</td>
<td>50,000 please</td>
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Good commercials don't come easy and they don't come cheap. Stan Freberg, whose Freberg Ltd. has won prizes and plaudits for its successful broadcast campaigns for Chun King chow mein and Butter Nut coffee, revealed last week that the basic fee for the firm's consulting and creative service is $50,000. Production costs are extra, he said.

Currently in preparation at Freberg Ltd. are commercials for Chun King, Tv Guide, Cheerios, Nutoll and Salada tea.

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This Fall in Birmingham

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

THE CREAM OF NBC AND CBS TV NETWORKS

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

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.
ARBITRON RATINGS EXPAND
New overnight national sample with 1,000 homes to replace present seven market ratings

The American Research Bureau will expand its multi-city Arbitron Instantaneous Audience Measurement System to a full national service, starting Sept. 24 (CLOSED CIRCUIT, July 24).

ARB announced last week that on that date, Arbitron will provide overnight national ratings and audience size information for network programs from 7:30-11 p.m. for 26 consecutive weeks, ending March 24, 1962. In addition, seven weeks of daytime network ratings will be supplied. The schedule for national Arbitron after March 24 has not been completed.

The national reports will be supplied to subscribers on the day following the telecast. Each report will consist of rating data by half-hour segments, showing program title, network identity, total number of homes reached, share of audience and sets in use. It will also show coverage factors for each network program.

Data for the national Arbitron will be secured by sampling points throughout the country. The sample will average 1,000 homes per half hour. Initially, a large percentage of sampling areas will be reported electronically by Arbitron meters and others will be covered by the telephone coincidental methods. ARB said that the ultimate objective is a complete electronic overnight national service using about 1,500 metered homes in sampling points throughout the country.

With the introduction of the national Arbitron, the multi-city reports will be suspended, according to James W. Seiler, director of ARB. They have been in operation for the past three years, supplying rating information on network programs from a sample of TV homes fitted with electronic meters in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington. The metered homes will now contribute to the total national sample size needed for the national Arbitron.

OB&M lands KLM
Ogilvy, Benson & Mather, one of at least four agencies seeking the more than $1.5 million KLM Royal Dutch Airlines account, has landed it.

The account, which only covers the North American division of the international carrier, was with Erwin Wasey, Ruthrauff & Ryan for the last four years. KLM is only a modest user of the broadcast media for advertising purposes. Last year the company billed some $300,000 in radio announcements, most of which were pegged for key, international travel cities, and little more than $20,000 in TV spots.

Florida citrus group considers six agencies
The Florida Citrus Commission has reduced to six agencies the number of applicants vying for its $3 million plus advertising account.

They are BBDO; Campbell-Ewald Co.; Grant Adv.; Lennen & Newell; Gardner Adv.; Benton & Bowles. The presentations will be held on Oct. 11-12. B&B has handled the account the past six years.

J. Walter Thompson Co. originally was selected as a candidate in place of Gardner Adv., but withdrew last Thursday because of a company policy against "speculative" presentations where prospective ads and copy ideas are shown. Withdrawing for the same reasons were 25 other agencies.

Sam A. Banks, vice chairman of the 12-member commission, told agency representatives the presentations were set up "to be sure we are buying the best possible advertising representation for the citrus industry (11,000 growers strong). It is not anything against Benton & Bowles and does not mean that the commission is dissatisfied with its present agency."

Stations change mind on Colleens campaign
Stations which originally had accepted the placement of IDs in the Fort Worth-Dallas market for Mayfield Industries Inc. (Colleens, a new feminine hygiene product) reportedly have turned down the short range test.

The "campaign" was to start today (Aug. 21) for a three-day run over this week and next.

It's said the stations acted thus when informed by NAB code officials that the advertising, though not an actual violation, would appear to circumvent the intent of the code.

The NAB's apparent stand on the matter is understood to have come as a surprise to the agency (North Adv.) and to the advertiser which did not feel they had circumvented the code's intent because neither the product's name nor package appear in the TV commercials, nor is there any mention of the product and its use. The commercials point only to advertisements running concurrently in the newspapers (BROADCASTING, Aug. 14), making no reference to the product.

That's why... Weed maintains 14 offices throughout the U. S.—more than any other representative firm.

That's why... Weed hires salesmen with years of solid experience in their territories. In most cases, our men are native to the city in which they are based.

That's why... Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.
re's how to spend your ad dollars to sell young adult. Buy "Breakfast Club," WS, "Flair," Sports or Special Events ABC Radio. You'll sell the consumer who is more of almost everything. Federal Board statistics show that during 1970, young adults (18-44) bought 59% of refrigerators; 62% of all washers; 60% all TV sets. But whether it's phonographs, food, automobiles or aspirin, young adults are more. If you want to reach them, your bet is ABC Radio.

YOUNG ADULTS:
BUY MORE SMALL APPLIANCES
BUY MORE BIG APPLIANCES
BUY MORE EVERYTHING
ABC RADIO 0
FIRST WITH YOUNG ADULTS
Hard liquor advertising has appeared again in radio and TV, setting up a running battle involving Publicker Industries Inc., Philadelphia distiller with subsidiaries, NAB and its radio-TV codes, and two advertising agencies—Al Paul Lefton, Philadelphia, and Ellington & Co., New York.

Publicker is placing two separate test campaigns, according to agency information. One is for Old Hickory bourbon, through the Ellington agency, a campaign that started Aug. 5 on an estimated 30 stations, including two TV stations. The other is for Philadelphia White Label whiskey, a blend of Continental Distilling Co., a Publicker subsidiary, also begun Aug. 5 in over a score of markets.

NAB radio and TV code officials have been in touch with the situation. John F. Meagher, NAB vice president for radio, and Edward H. Bronson, TV code director, said as far as they knew no code stations or NAB members were taking the business. Both voluntary codes have flat bans against hard liquor advertising.

The NAB radio code office, headed by Charles M. Stone, sent out an Aug. 14 bulletin calling attention of code members to a letter sent by Ellington, a feeler asking station reaction. NAB said, "Needless to say there has been no change in the provision of the radio code which states, "advertising of hard liquor shall not be accepted."

Small Stations • Al Paul Lefton has been placing the White Label account in areas where the product has heaviest distribution and where there are no state regulations against hard liquor advertising. Most of the stations are described as smaller operations.

Spots are being placed at all times of the day and night, with some in the afternoon. They vary with different markets as the agency gauges reaction to the commercials. The campaign began when inquiries met with general interest and approval, it was reported. The strongest refusal, the agency indicated, was of this type, "Sorry, we personally see nothing wrong in liquor commercials but as subscribers to the NAB code we don't feel we can accept them."

Most, perhaps all the stations on the schedule are not code subscribers, it was indicated.

A year ago Publicker had put out similar feelers but at that time met with what was described as general disapproval.

The Philadelphia White Label commercials are 30-second spots. Copy is constantly changed and tested. No effort is made to hide the nature of the product. Instead the theme would indicate it's pretty good.

Old Hickory spots are scattered around the country in areas where bourbon is a big seller or where the company figures it might take hold. This, too, is experimental and the agency hopes stations won't "chicken out" on the schedule.

After 9 p.m. • The Old Hickory spots are placed after 9 p.m., according to Al Paul Lefton. Recent inquiries to stations had produced "surprisingly good" response from both radio and TV, the agency said, though most of those indicating they would accept are smaller stations. Larger stations, which the agency presumed were code subscribers, expressed approval of the spots but said it might not be in their best interest to use them.

Copy stresses "unsurpassed lightness," mellowness and age of the product. The copy line suggests listeners taste Old Hickory. TV commercials are similar to four-color ads now appearing in newspapers. They show the product—bottle and decanter—against a pleasing background, well-dressed men and women sitting around with filled glasses. They are not shown actually drinking bourbon. The spots are 20 and 30-seconds on radio, 20 seconds and a minute on TV.

At the Distilled Spirits Institute in Washington it was emphasized DSI adopted a resolution a quarter-century ago opposing use of the airwaves by its members for advertising of hard liquor. Later this was amended to specify both radio and television. The policy has been effective, according to DSI, which knows of no breach by a member. Publicker Inc. and its subsidiaries are not DSI members.

Station Representatives Assn., New York, endorses the principles of the NAB codes, said Lawrence Webb, managing director. He indicated that most member firms would not approve code violations.

At the heart of the liquor advertising problem is the fear of broadcasters that appearance of liquor commercials might lead to congressional legislation that would ban all forms of alcoholic beverage advertising on the air, including beer and wine.

Poor Mixers • Radio and liquor found they didn't mix easily back in the autumn of 1958 when the subject came up during NAB regional conferences. At that time WCRB-AM-FM Boston was carrying vodka commercials on a late-night good-music program, sponsored by Federal Liquors Ltd. The station had been carrying advertising several years for two package stores.

Theodore Jones, station operator, finally agreed to discontinue the vodka account after the late Harold E. Feltows, then NAB president, criticized stations that sold their birthright for a $20 bill.

About this time WOMT Milwaukee announced it was planning to accept hard-liquor advertising. This also created a stir on the NAB conference circuit. The excitement simmered down when the station yielded to association persuasion and the NAB code.

A survey of broadcasters attending the NAB conference at Boston during this period shows 65% approved acceptance of liquor advertising by WOMT but only 9% of those surveyed said they would accept it.

At any rate, a perennial problem has arisen again as a liquor firm tries to gain access to the effectiveness of broadcasting.

<table>
<thead>
<tr>
<th>ARBITRON'S DAILY CHOICES</th>
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<td>List below are the highest-ranking television shows for each day of the week Aug. 10-16 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.</td>
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<td>Thur., Aug. 10</td>
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<td>Tue., Aug. 15</td>
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<td>Wed., Aug. 16</td>
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Copyright 1961 American Research Bureau
YOU CAN QUOTE ME...

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

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

I’LL SAY THIS...

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

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York
Tv's 'wasteland' is lack of hard-goods ads

NO COMPETITION, SO MOTOROLA PUTS MONEY INTO TV

Motorola agrees with FCC Chairman Newton Minow that television is a "vast wasteland," Edward R. Taylor, executive vice president of the Motorola consumer products division, said last week. But where Mr. Minow's wasteland is an area of TV programming, to Motorola it is in durable-goods advertising.

"Television today does not have the advertising of Frigidaire, Maytag and other producers of major household appliances and home entertainment units. There are no Norge ads on TV. Kelvinator is not represented, nor is Hotpoint, nor Hoover. True, some appliances, some radio and TV sets, are advertised on television. It is not a completely no-man's land. But the majority of durable goods advertising is going into other media," he stated.

The dearth of competition is one reason why Motorola is returning to TV this fall with its own advertising. Over $1 million, he said, over the regular budget in other media, has been allocated for sponsorship of three CBS-5 TV specials this fall. On Sept. 27, Motorola will pick up half the cost of a Jack Benny concert from Carnegie Hall, with Sara Lee Kitchens as co-sponsor. On Dec. 11, Motorola and Timex will share sponsorship of Bing Crosby's Christmas Around the World program. And arrangements for Motorola to sponsor The Power and the Glory, probably with John H. Breck Inc. (shampoos) as co-sponsor, around the first of November, are virtually complete.

These TV specials will be used to promote Motorola's overall company image, Mr. Taylor said, as well as to sell its consumer products. The September broadcast will feature the Motorola line of stereophonic record players; the November special will present the company's TV line and all products will be advertised on the pre-Christmas program. Leo Burnett Co., Chicago, is the Motorola agency.

RCA pushing color TV via NBC programming

RCA, the pioneer company in color TV (last year it made about 140,000 of the approximate 150,000 sets sold in this country), has readied the first big salvo in what should be its most ambitious sales promotion campaign in a number of years.

Raymond W. Saxton, RCA's marketing vice president, is announcing today (Aug. 21), the scheduling of three special "Color Nights" on NBC-TV this fall. The "nights" are slated to coincide with the peak periods of the fall retail selling season and are being promoted as a means of encouraging color TV dealers to offer in-store demonstrations of the sets on Oct. 4, Nov. 1, and Dec. 6. Wednesday was chosen for the color demonstrations because it was indicated that the greatest number of dealers could take part in the promotion on that day of the week. Dealers also will be asked by RCA to offer the in-store demonstrations on Saturdays, which is a naturally heavy color programming time on NBC-TV.

The first "Color Night" on Oct. 4 will actually start in the daytime with a three-hour color lineup from 10 a.m. to 1 p.m. On such shows as Say When, Play Your Hunch, The Price is Right, Concentration, Truth or Consequences, and It Could Be You. These shows will be followed by the opening game telecast in color of the World Series.

The evening color schedule for Oct. 4 begins with the hour-long Wagon Train program at 7:30 p.m., followed in succession by the half-hour Joey Bishop Show, the full-hour Perry Como Show, and another, the 60-minute Theatre '61 drama, the Spiral Staircase.

The other "Color Nights," will both offer 3/4 consecutive hours of color telecasts.

RCA will support the "nights" through both TV and print advertising, special displays, and sales and mailers, and a full color introductory spread in the September issue of Reader's Digest. NBC-TV's full-hour program Walt Disney's Wonderful World of Color, will carry the brunt of the promotional campaign. The theme for the promotion will be: "Every day you're missing more and more if you don't have color TV."

RCA is said to be spending about $5 million in an effort to perk up the sale of its color sets. The company believes sales of the sets this year should increase by 50% over 1960.

DuPont's Zexel, Telar set big radio drives

DuPont is set for the largest radio campaign in its history for its anti-freeze and coolant brands, Radio Advertising Bureau, New York, said last week.

Zexel, duPont's permanent-type anti-freeze, reportedly will get the bulk of

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.

A.P.S. Inc., 6 East 46th St., NYC 17
   Channel Master Corp. (Antenna), two 60s, live & semi-animation, film, Hilliard M. Schendorf prod. mgr. Approx. cost $2,700.

Era Productions of Hollywood, 3459 Cahuenga Blvd., Hollywood 28

Sunray Oil Co. (Boron Gas), ten, 60s & 20s, live, film, Bob Mack prod. mgr. Agency: Pott's-Woodbury, Al Christy prod. mgr.

Filmaster Inc., 5 Rockefeller Plaza, NYC 20
   General Motors (AC Spark Plugs), eight 60s (color), animation, film, Phil Cook prod. mgr. Agency: D. P. Brothers; Jack Relius Jr. prod. mgr.


Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 46

UPA Pictures Inc., 4440 Lakeside Dr., Burbank, Calif.
   General Electric Co. (Electric Lamp), three 60s, animation, film. Earl Jonas prod. mgr. Agency: BBDO.

Videotape Productions of New York, 205 West 55th St., NYC 19
   Liebman Breweries (Rheingold Beer), six 60s, tape. Chuck Holden prod. mgr. Agency: Foote, Cone & Belding; Ray Dietrich prod. mgr.
   Smith-Corona-Marchant (Typewriters), two 60s, tape. Chuck Holden prod. mgr. Agency: BBDO; Ev Hart prod. mgr.

BROADCASTING, AUGUST 21, 1961

36 (BROADCAST ADVERTISING)
“Eye on St. Louis” concerns itself with what’s unusual, interesting and important locally—such as the 630-foot Saarinen arch being constructed on the riverfront—and has itself become unique in the process. For “Eye on St. Louis” (fully sponsored for three years) commands an average rating of 16.6—higher than the ratings of 80% of all prime-time programs, local or network, on the other three stations. This popularity, remarkable for a serious public affairs program telecast nightly (10:15 Monday-Friday), aptly demonstrates what happens when a television station has close rapport with its audience and a deep-grained understanding of local community needs and tastes. Such a station is CBS Owned KMOX-TV, first with audiences in St. Louis in every Nielsen report for more than three years.
the budget. Telar, all-year coolant, will use the rest.

At the same time, RAB noted Union Carbide plans to spend about $1 million in radio this winter for Prestone, a competitor of DuPont's Zerex.

RAB to study retailers in series of meetings

Radio Advertising Bureau's persistent efforts to lure the nation's big department stores into radio will take a "psychoanalytical" approach next month to RAB's series of eight regional management conferences get underway (see DATEBOOK, page 14).

RAB reported last week that top-level radio station management attending the series of two-day meetings will get a close look at the major retailers. The Bureau will use information gathered in the course of its "department store challenge" study as it "toothcombs" the store executives and "the stratified confines of the major department stores they head."

Information to be included in the retailer profile-making: duties, typical business day and business viewpoints with suggestions on how to work with and not against their opinions. Other points to be covered include the techniques of dramatizing the radio buy to store personnel and a profile of the duties, opinions and general outlook of typical store buyers.

ABC Radio reports record-breaking gross

ABC Radio grossed $1,682,469 between July 15 and Aug. 10; 90% of it in the Aug. 1-10 period, according to Jim Duffy, the network's national sales director. He said $1,382,180 of the record-breaking gross represented new business and $300,289 was renewals.

Campbell Soup Co., a new ABC Radio client, bought a $50,000 schedule in Flair, Breakfast Club and weekday newscasts beginning Sept. 17.

Other new accounts, each spending $150,000 to $200,000, include Miller Brewing Co., Mennen Co., American Motors and Thomas Leeming & Co.

IBA 'Spikes' to honor outstanding commercials

The second annual International Broadcast Awards of the Hollywood Advertising Club will be presented to the creators of the outstanding radio and television commercials broadcast this year anywhere in the world at a banquet in Hollywood on Feb. 13, 1962.

The date was announced last week by Kenneth C. T. Snyder, vice president of Needham, Louis & Brorby and chairman of the IBA awards committee. Mr. Snyder said brochures are being mailed to prospective competitors throughout Europe, Asia and Africa, as well as the Americas, with complete details of the competition. The deadline for entries, he said, is Dec. 31, 1961, at the HAC offices at 6362 Hollywood Blvd., Hollywood 28, Calif. Entry fees are $5 for each radio commercial, $10 for each tv spot. Competition is open to any advertiser, advertising agency, producer or broadcaster in the world. Radio entries may be submitted on tape or discs, any speed. Tv entries may be on film, 16 mm or 35 mm, or on tape.

The television competition is divided into individual categories for live action, animated art, combination and video tape, each further divided into commercials of less than 60 seconds, 60 seconds and more than 60 seconds, ID's, local-regional (for small budget advertisers), spot, station and program promotional spots, plus special technical awards for cinematography, design, direction, special effects, use of music and use of color.

In radio, awards will be presented for open, dramatic, humorous, musical and local-regional commercials of less than 60 seconds and of 60 seconds or longer, plus ID's, station and program promotional spots.

For both radio and tv there will be a special marketing award for the best complete broadcast-based campaign and there will also be sweepstakes awards for the world's best radio and tv commercials of the year. The IBA award is a tower rising from a metal arch, designed by Louis Liets, Hollywood artist. Since their original presentation last February at the first annual IBA awards banquet, the IBA trophies have become familiarly known as "Spikes." They take their place alongside the "Oscars" and "Emmys" of the Motion Picture and Television Academy.

$3.5 million campaign for new Lever product

Lever Bros., New York, is investing approximately $3.5 million in a campaign on behalf of Mrs. Butterworth's Syrup to introduce the product throughout the country, starting this week. A major portion of the budget will be in television, including a heavy spot schedule in daytime and evening time periods and representation on all six of Lever's nighttime network programs.

The product was placed in test markets last year and now has distribution west of Kansas City. The advertising copy stresses that the syrup contains butter and implies that the product does not require the addition of butter. The agency is J. Walter Thompson Co., New York.

Radio's BBB outlines program for the year

The recently-formed Better Broadcast Bureau Inc., New York, which will attempt to develop new business in national spot radio on behalf of station representatives and station groups, last week announced its program for the coming year.

Clifford J. Baborka Jr., president of BBB, said the organization is preparing 24 new presentations known as "A" presentations, which will be "custom-tailored" for a particular advertiser who uses spot radio sparingly or not at all. The presentations offer prospective advertisers fully-produced copy platforms, special marketing research studies for each account or product, and a specific radio plan designed to meet a client's marketing and distribution strategy, according to Mr. Baborka.

BBB also is preparing 48 "B" presentations which, Mr. Baborka said, will attempt to attain one or more of the following objectives: help increase radio budgets of current users; develop new strategies for radio of current users; work with one or more station representatives on special sales projects; create copy ideas or plans, or develop specific presentations as required by one or more representatives.

To Second-Stage - BBB already has made three major presentations to advertisers in the cereal, watch and pharmaceutical fields, Mr. Baborka reported, adding that "BBB has been invited in each case for the second-stage follow-through."

The organization has been retained by several station representatives but Mr. Baborka declined to name the client list at this time.

BBB's objective is to obtain for national spot radio a more equitable share of the advertising dollar. Mr. Baborka observed national spot today accounts for "less than 2% of total advertising expenditures, compared with more than 7% for the directly competitive media of national newspapers." He added "this disparity in billing is a glaring glaring in the face of the greater number of radio stations (4,000 am and 850 fm), compared with newspapers (1,763 dailies)."

To support its radio sales-building effort, the BBB has retained the services of the marketing research division of George Fry & Assoc., Chicago, and the John Slade Ely Center for Health Education Research Inc. The latter organization will provide studies and material in the mass-consumed food and drugs areas to the BBB.

The BBB makes its headquarters at 16 E. 42nd St., New York 17. The telephone number is Yukon 6-9680.
Another Completely GATES Equipped Radio Station...

WWIL AM & FM, Ft. Lauderdale, Florida

Covering Southeastern Florida's Famous Gold Coast 24 Hours A Day

New and modern facilities, the leadership line of broadcast equipment, a fresh and appealing format, a jump from 1,000 watts to a booming 10,000 watt AM directional signal and the superior high-quality sound of FM... all make up the New Voice of WWIL AM & FM. From the top of the radio dial—at 1580—WWIL serves the fabulous Florida Gold Coast from Miami Beach to Palm Beach with 10,000 watts daytime and 5,000 watts nighttime power.

This modern AM and FM radio station wanted the finest broadcast equipment money could buy... so they chose Gates... from remote amplifiers to transmitters, complete with a studio installation of three audio consoles, five turntables and a Cartritape system, plus numerous audio and transmitter accessories. And, big WWIL-FM will soon install Gates stereo. A total broadcast equipment package for total performance!

Gates FM-5B 5,000 watt FM transmitter, BC-10P 10,000 watt AM transmitter and directional antenna equipment installed in WWIL's new AM & FM Broadcast Center.

Colonel William A. Roberts, Owner
HOW TV ‘MADE’ COLOR PLUS

Fresh from successful use of tv for nail enamel, Color Plus plans similar campaign for lipstick

National tv spot and “spot” participations on the networks have formed the backbone of a national introductory advertising program for Color Plus nail enamel, which entered test markets a little less than a year ago. The product currently is estimated to have a 13.3% share of the nail enamel market’s $33 million annual dollar volume.

That Lanolin Plus Inc. believes “tv did the job” for Color Plus is evidenced by the advertiser’s preparations to introduce a companion product in October, Color Plus Lipstick, again by national tv spot and network participations. The new product reportedly will be packaged as a “piggy back” to the nail enamel.

Lanolin Plus and television have been growing up together 15 years and the advertiser has become known increasingly as a tv account. Joseph Chira, ad director, bases the early success of Color Plus enamel on the company’s past experience in the medium. Knowing how and when to use tv, said Mr. Chira, “we took advantage of its flexibility in terms of choosing markets, selecting audiences, getting as much frequency as we could pay for, test marketing, in-store tv tie-ins, and the more sophisticated development of network spot carriers.”

Summer Activity - The advantages of network tv’s participation buying, according to Mr. Chira, “gave us the opportunity to tell our product news in minute messages dispersed among a number of programs this summer, which gave us different audiences plus the programs’ merchandising benefits.”

Another consideration in summer participation buying, Mr. Chira pointed out, was the opportunity for summer discounts, which made it economically feasible to test network usage for the product. In addition, participations reinforced the blanket of spot tv buys in the top 50 markets.

The Color Plus ad budget in 1961 will exceed $1.5 million, reportedly the largest ad budget for any nail enamel. Al Plaut, Color Plus account executive at Daniel & Charles Inc., New York agency for both the enamel and the upcoming lipstick brand, said tv is allocated about 75% of the total budget.

Test Stage - San Francisco and Los Angeles were the initial targets of the Color Plus barrage last September. The strategy was to reach women in their 20’s to mid 40’s—the group which uses more nail polish than others. The first phase of the campaign was the use of minutes to relate a therapeutic message about the enamel’s lanolin content to women who have the problem of “splitting, breaking or cracking” nails, as well as those women who want to avoid the problem.

Within eight weeks, Color Plus had achieved a 26% share of the San Francisco market and a 23% share in Los Angeles. On Jan. 1, 1961, the product entered the top 20 markets, and by April it was in some 150 markets. Since the test marketing stage, Color Plus commercials and print ads (mostly fashion magazines) have alternated between the therapeutic claims and a fashion approach, which emphasizes the variety of shades. Some 10 new shades have been introduced since the original 13 were introduced on the West Coast.

The added colors are in response to requests from consumers, retailers and beauty salons, all of which also asked for a matching lipstick.

Lipstick On Way - Color Plus lipstick, with 35% lanolin, will be introduced in October in a combination lipstick-enamel package to retail at $1.50. Commercials are now being prepared at Daniel & Charles, which also just finished a new series of enamel commercials (see pictures). A “mix” of minutes, 40s, 30s and 10s, will be used to carry on the fall polish campaign in approximately 100 markets. Lanolin Plus also ordered minute participations for Color Plus in NBC-TV’s new season entry, Saturday Night at the Movies.

Now that the task of informing the public of Color Plus enamel’s arrival on the beauty care scene has been completed, the objective is to relate the product’s “uniqueness” on a continuous, evenly-pressured level. The buying is geared to get more cumulative reach than frequency.

But the basic philosophy of Lanolin Plus product advertising remains the same. As stated by Mr. Chira: “People watch commercials for product news. The advertiser who gets his message across to the consumer will get business once the public’s interest is aroused and if the product answers a need.”
GROWING! This dramatic new concept in documentaries is being picked up fast from coast to coast! Every day more and more markets join the success parade of these twenty-six hour-long specials starring such renowned figures as Lindbergh, Al Smith, General MacArthur, the Duke and Duchess of Windsor, De Gaulle, and more. Actual, on-the-scene filmed highlights in their lives, from the world-famous film libraries of Hearst Metrotone News, are skillfully augmented with new footage from Hearst Metrotone cameramen throughout the world. All brilliantly woven together by the masterful writer John O'Toole, to give a true “PERSPECTIVE ON GREATNESS.” Dramatic entertainment of real prestige and stature. The kind to attract important local advertisers. Plus this practical bonus: a single, compact, easily stored source of material on famous people—complete shows to run at a moment’s notice when needed.

A Great New HEARST METROTONE Production

BCG

FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N.Y. • MU 7-0870
MUSIC
all day long to suit every mood of the day. Freedom from weird sounds... freedom from gimmicks... just wonderful entertainment.

NEWS
More newscasts per day than any other local station. Local news gathering as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES
that are well-known and welcome in every home... selected to suit the program... and backed by vigorous promotion.

NETWORK
Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WEST SEES POOR AD IMAGE
WSAAA survey of media, ad men finds 70% feel advertising's public image needs improvement

A need to upgrade the image of advertising with both the general public and top business management is seen in results of the 1961 survey of western advertisers, advertising agencies and advertising media conducted by the Western States Advertising Agencies Assn., the second in an annual series inaugurated in 1960.

The survey was completed in June. Returns were received from 100 national advertisers, 165 advertising agencies and more than 170 representatives of radio, television, outdoor, newspapers and business and consumer publications in the western states, including Alaska and Hawaii.

Asked, "Do you believe the advertising business today has a poor public 'image,'?" 70% of the advertisers, 76% of media and 71% of the agencies answered "yes." This would indicate advertising's reputation has suffered rather than improved during the past year.

The agency-advertiser-media view of management's opinion of advertising is equally discouraging. Nearly two-thirds of media (63%) and well over half of agencies (54%) expressed the belief that management is not fully convinced of the importance and value of advertising. Advertisers themselves were divided almost evenly, a bare majority (51%) believing advertisers do appreciate what advertising can do for them.

The always controversial subject of agency remuneration revealed a sharp difference of opinion as to whether the 15% commission generally in use is enough for an agency to make a sound profit. More than three-fourths of the advertisers (76%) and more than half of media (56%) felt an agency can make a profit on a 15% commission. But only 19% of the agencies agreed with them, the other 81% contending this is not enough. Only 7% of the media, 10% of the advertisers and 14% of the agencies, however, felt media would tend to increase the amount of the commissions to more than 15% in the next 12 months.

Optimistic • Agencies were generally optimistic about the outlook for advertising in the immediate future, 57% stating the future looks brighter, 35% feeling it will remain about the same and only 8% seeing gloomier prospects.

More than half (55%) of the advertisers responding to the WSAAA questionnaire reported the recent recession did not affect their advertising expenditures, but 45% said the recession caused changes in their ad budgets.

Licensing and standardization of qualifications for advertising agencies by the individual states was favored by a larger segment of the agencies (46%) than by either advertisers (25%) or media (39%), but only 37% of the agencies felt licensing would benefit them. Only 13% of the advertisers

THE MEDIA

WON'T BE ABLE TO ATTEND GRASS ROOTS SEMINAR

Collins Sends Regrets to Georgia

Miffed at NAB President LeRoy Collins' inability to accept an invitation to attend the Sept. 15 grass roots seminar sponsored by the Georgia Assn. of Broadcasters, H. Randolph Holder, WGAI Athens, Ga., president of GAB, had some tart comments:

"We know the NAB president is busy, but Mr. Collins himself suggested a meeting of broadcasters and government officials and here is his chance to get down to the real heart of our problems in a location far removed from the bigness of New York or Washington. It poses a real problem for broadcasters when their leading spokesman doesn't discuss current and critical problems in an informal atmosphere removed from the pressures of high-level conferences.

"I think it is time NAB realized that its strength comes from its small grass roots members, and it is unfortunate that Mr. Collins turned down this excellent chance to learn what really is going on in broadcasting. We hope he can be with us."

Mr. Collins could not be reached, but it is understood that he is scheduled to chair a meeting of the Dept. of Commerce's Committee on Area Redevelopment scheduled to meet that day.

The South East Radio-Tv Seminar will meet Sept. 15 in the Biltmore Hotel in Atlanta, starting at 10 a.m. It will continue through dinner that evening. Sponsored by GAB, it is intended to be a meeting of the presidents and secretaries of seven state broadcaster associations plus others (Broadcasting, Aug. 14).

Among the topics to be discussed
thought agency licensing would benefit
them to 61% who felt it would not (the
other 26% were uncertain). Media
voted 39% that agency licensing would
help them to 41% thought it would not,
and 20% were uncertain.

About half of the respondents (51% of
advertisers, 50% of agencies, 40% of
media) felt that the general diversifi-
cation of product lines and sales divi-
sions within many advertisers' organiza-
tions tends to create significant increases of "conflict of interest" in existing and
prospective accounts. But only one-third
(35% of advertisers, 36% of agencies, 33% of media) felt that these situations
are actually hazardous to the advertiser.

The vast majority of all three groups
said that the advertising agency system
is the best method of serving their
interests.

Agency appointments ...

• Lake Central Airlines, Indianapolis,
  appoints John W. Shaw Adv., Chicago.
• Hires Bottling Co., Los Angeles ap-
  points Cole Fischer & Rogow, Beverly
  Hills, as its agency, effective Oct. 1.
• San Giorgio Macaroni Co., Lebanon,
  Pa. (macaroni, noodles, spaghetti and
  other pasta products), appoints Ketch-
  um, MacLeod & Grove, Pittsburgh.
• Automobiles Renault Canada Ltd.
• Consolidated Aero-Tech Corp., N.
  Y., names Geyer, Morey, Madden &
  Ballard Inc., N. Y., for "Redi-Spare," a
  new puncture-sealing, tire inflating
  aerosol product.

will be the FCC's new program forms,
government regulation, censorship and
NAB's leadership. No formal agenda
is planned.

Down to Earth • Mr. Holder set the
keynote with this observation:

"Distant experts who attend only
high-level symposiums and don't have
to battle the day-to-day problems of
the local broadcaster just cannot speak
with authority for us in national coun-
cils or make our local views known to
the government. Our September meet-
ing will be broadcasters talking about
broadcast problems as they really exist,
not the way some think they exist."

Among those who have already ac-
ccepted the GAB invitation to the Sept.
15 seminar:

Kenneth Giddens, WKRG Mobile,
Ala., president of the Alabama Broad-
casters Assn.; Fred L. Beard, WJDX
Jackson, Miss., president of the Missis-
issippi Broadcasters; Lee Ruwitch,
WTVJ (TV) Miami, president, Florida

Nothing succeeds like success, and two re-
sounding news coups scored by WCKY in the
last 3 weeks have convinced Cincinnati that
Total News and Information is not just a
phrase on WCKY. When the El Paso plane
hi-jacking story broke, WCKY maintained an
open phone line into a hanger at the sealed-
off airport for 8 solid hours, giving WCKY
listeners continuing, live, eye-witness reports
throughout the day. UPI, using tapes fed
by WCKY, claims it ran 25 minutes ahead.

Then, less than a week after the El Paso
story, WCKY interviewed Hamilton County
Prosecutor C. Watson Hover... longtime critic
of Ohio Governor DiSalle. In re-
sponse to questioning, Hover
agreed to debate the Governor
on the question of whether or
not DiSalle had exceeded his
executive powers in commuting
the death sentence of a woman
Hover had successfully prose-
cuted for murder. In a matter of
hours, the story broke across the state... front page headlines, TV bulletins, and radio
interviews. DiSalle called a special press
conference the next morning, and accepted
Hover's offer to debate. WCKY is presently
completing arrangements for this face-to-
face meeting... and has invited interested
radio and TV stations to air the proceedings.
These two incidents are indicative of why
WCKY is fast becoming Cincinnati's most
talked-about news station. You talk to your
AM Radio salesman about WCKY!
Manager Shapiro braves audience in WFAA-TV forum program

“I object to your interruption of programs for weather bulletins.”

The objector: a member of the audience of WFAA-TV Dallas.

This put the station on the spot—a spot it likes to be put on during its new program forum, Let Me Speak to the Manager.

Every Sunday, 10:30-11 p.m., Mike Shapiro, WFAA-TV general manager, answers volunteer critics on a program that started June 18 as an experimental quarter-hour that now has been expanded to a major feature.

About the weather bulletins; here is Mr. Shapiro’s on-the-air reply: “After an investment of thousands of dollars for radar equipment which is vitally important in the area because of tornadoes, we feel this is our obligation as a broadcaster and we will interrupt at any time during programs to bring this information to our audience. If we’re wrong, let us know.”

And they did. Tremendous mail came in, overwhelmingly in favor of continuing weather bulletins.

That one was easy. Some aren’t. Like this:

“You program Naked City ends with the words, ‘There are eight million stories in the Naked City.’ If this is true, why do we have to have re-runs?”

Real Good Point • Mr. Shapiro replied frankly on the air, “You have a real good point there and we don’t know the answer to it.”

Mr. Shapiro speaks as manager. Questions are read to him by a staff man. The manager is seated at a simple office set and replies to questions in an easy, informal and interesting manner. And he mentions names and call letters—his own and others—in giving serious replies to viewers’ letters.

“We’re overwhelmed by the response,” he said, “We had been wanting to start such a program for a year. FCC Chairman Newton Minow’s wasteland speech at the NAB convention in May triggered it and viewer mail has kept the program moving.”

Viewers are happy, judging by the response. They’re grateful for the chance to have their questions answered by the station manager himself. “I find it quite refreshing that you don’t pull any punches about your station and your competition,” a viewer observed.

The program now includes guests. The first was Bill Jones, director of advertising for Frito Co., Dallas. He voiced the advertiser’s viewpoint in response to questions about commercials, using the same frank and straightforward approach featured in Mr. Shapiro’s replies. PTA members and others will appear as guests, the station says.

Assn. of Broadcasters; Ken Ballinger, executive secretary of FAB: Lou Neale, WBEU Beaumont, S.C., president of the South Carolina Broadcasters; James Howe, WIRA Fort Pierce, Fla., NAB Fifth District Director. Mr. Howe will be conference moderator.

Invitations also went to FCC Chairman Newton N. Minow and other state association executives.

The seminar will be the forum for states representing 25% of all radio stations and 15% of all tv stations in the country, GAB noted.

IBEW joins AFTRA in strike

Hollywood Local 45, International Brotherhood of Electrical Workers, at a meeting Wednesday night, voted unanimously to support the American Federation of Television & Radio Artists in its five-week-old strike against KFWB Los Angeles. The eight IBEW members employed at KFWB were still on the job Thursday, despite the AFTRA picket line around the station (Broadcasting, Aug. 14).

Changing hands

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

• KRGV-AM-TV Weslaco, Tex.: Sold by LBJ Co. to Kenco Enterprises Inc. for $1.4 million. Kenco Enterprises is principally owned by John A. Kennedy, veteran broadcaster. Stoddard P. Johnston, KTVU (TV) San Francisco sales executive, is vice president and will be operating head of the Weslaco stations. No changes in personnel are planned. LBJ Co., headed by Mrs. Claudia T. Johnson, owns KTBC-AM-TV Austin, 29% of KWTX-AM-TV Waco, and through KWTX, 50% of KBTX-TV Bryan, all Texas, and 75% of KTVI (TV) Ardmore, Okla. LBJ Co. bought 50% interest in KRGV-TV in 1956 for

44 (The Media)
"I personally took offense at Chairman Minow's charge that all broadcasters had failed," Mr. Shapiro said. "I wanted to get across to the audience that WFAA has taken its public affairs obligations seriously and at the same time have the people tell us if they like what we give them. If they don't want to know why. And we want to know how they feel about commercials and station personalities."

All Kinds * Mr. Shapiro acknowledges all mail, some of it intriguing, informative and humorous; some crackpot. One problem—the questions become repetitious. "We try to solve this by using visuals, by revising the answers to include other angles, or by getting an expert to appear on the show and contribute new ideas on the same subject.

Stations around Texas, hearing about the show, have borrowed tapes. TVB has asked for a set of them.

Radio gets its share of the program. Mr. Shapiro does two five-

$5,000 plus loan of $140,000; acquired the remaining 50% in both radio and tv in 1958 for $100,000. KRGV operates fulltime with 5 kw on 1290 kc.

* KXLY-AM-FM-TV Spokane, Wash.: Sold by Joseph Harris and Norman E. Alexander to Morgan Murphy interests for $3.25 million ($3.6 million for the television station; $650,000 for radio stations). (CLOSED CIRCUIT, Aug. 14). Mr. Murphy owns newspapers and the following broadcast properties: WEAU-TV Eau Claire, WLUK-TV Green Bay, WISC-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich.; KVOL Lafayette, La. James R. Agostino, vice president and general manager of the Spokane stations, will remain in that capacity. KXLY 5 kw fulltime on 920 kc; KXLY-FM is 2 kw on 99.9 mc; KXLY-TV is on ch. 4 and began operating in 1953. Both are affiliated with CBS. The KXLY stations were bought by the Harris-Alexander group in 1954 by Ed Craney and associates for $134 million. Broker was Blackburn & Co.


* KASO Minden, La.: Sold by Frederick A. W. Davis and Jimmy Hugh Howell to Harold (Boe) Cook for $50,000. Mr. Cook is former manager of KGAK Gallup, KMIN Grants, KICA Clovis, all New Mexico. Mr. Davis retains his interests in WGLC Center-ville and WMBC Macon, both Mississippi, and WSRA Milton, Fla. KASO is a 250 w fulltimer on 1240 kc. Broker was Hamilton-Landis & Assoc.

COMMERCIALS AND THE ADVERTISERS' obligation to the television and radio audience are covered in one of the 'Let Me Speak to the Manager' minute programs for the WFAA radio audience. The format is similar to the television format. The advertisers have the opportunity of getting an answer to their problems or ideas with the Manager in a 10-minute period. (CLOSED CIRCUIT, 9/14). 

The KXLY-AM-FM-TV stations in Spokane, Wash., have sold for a total of $3.25 million ($3.6 million for the television station; $650,000 for radio stations). (CLOSED CIRCUIT, Aug. 14). The buyers are Morgan Murphy interests, who also own newspapers. The KXLY stations were bought by the Harris-Alexander group in 1954 by Ed Craney and associates for $134 million. Broker was Blackburn & Co.
And now, the girls from Syracuse

It was bound to happen—a female version of NAB’s annual Harvard seminar—and it did when the American Women in Radio & Television held its first Mid-Career Seminar at Syracuse U.

Eighteen members of AWRT, including past president Esther Van Wagoner Tufty, became coeds-for-a-week. This year’s experimental venture, which is to become an annual event, was produced in conjunction with the radio-television department of Syracuse U. and the Educational Foundation of AWRT. It dealt with four main subjects: audience; programming and community needs; business of broadcasting; new look at American women. Montez Tjaden, AWRT president, termed the seminar an “overwhelming success, more than we even imagined, and something we’ve needed for a long time.”

Next summer’s seminar, the place and date of which have not been determined, will likely have a midwest-ern location to accommodate more AWRT members, Miss Tjaden said. The same format—panel discussions and floor debates—will prevail, she added, except that more broadcasting executives (males) will be on hand as discussion leaders.

Heading this year’s male contingent were Louis Hausman, Television Information Office director; Peter Thornton, promotion director of KDKA-TV Pittsburgh; and Clifford M. Kirtland Jr., treasurer of Transcontinent Television Corp.

Pictured above are 13 of the graduates. Front Row (1 to r): Betty Ross West, NBC Chicago; Esther Van Wagoner Tufty, Tufty News Service and NBC Washington; Doris Corwith, NBC New York (retired); Irma Davis, KCRA-AM-TV Sacramento, Calif.; Jane Angel, public relations advisor, Washington; Elizabeth Wright Evans, KING-TV Seattle, Wash.; Barbara Sharp, Omaha, Neb.

Second Row: (1 to r): Marguerite Staples, ABC New York; Lilian Okun, New York free lance writer-producer; Wana McDole, radio-television director, public schools, Seattle, Wash.; Margaret Mary Kearney, WCAU-AM-TV Philadelphia; Margaret Strickland Parks, National Adv., Washington; Modane Marchbanks, Corn Products Co., New York; Dr. A. William Bleum, director of the seminar.

Not available when the picture was made were Nena Badenoch, Chicago radio-television consultant and chairman of the board of trustees of the AWRT educational foundation; Kay Bailly, in charge of public relations and radio-television for the Junior League Assn., New York; Doris Brown, president and general manager of WKBC North Wilkesboro, and WATA Boone, both North Carolina; Virginia Pate, president and general manager of WASA Havre de Grace, Md.; Del Roberts, assistant to the director of radio-television for the American Cancer Society, New York.

5% of C-C sales come from stations

The three radio stations comprising the Crowell-Collier Broadcasting Corp. (KDWB Minneapolis-St. Paul, KEWB Oakland San Francisco and KFWB Los Angeles) account for about 5% of the total sales volume of Crowell-Collier Publishing Co., C-C President Raymond C. Hagel said Wednesday (Aug. 16) in a talk to a group of financial men in Los Angeles.

Advertising sales of these stations dropped slightly in the first three months of 1961, he said, but rose enough during the second quarter that the first half ended with the broadcasting division “ahead of 1960 in both sales and operating margin.”

Referring to the questions raised by the FCC about the operations of the Los Angeles and San Francisco stations, Mr. Hagel said: “Within the last few days we have furnished the FCC with additional information to help them in their deliberations. We are hopeful that the matter will be resolved in our favor and that the license for KFWB, the point at issue, will be renewed in the near future. If the commission is not satisfied, it has the right to call a hearing.”

“About 60% of Crowell-Collier sales volume comes from Collier’s Encyclopedia, a number of other reference books and the Harvard Classics,” Mr. Hagel reported. A new young people’s encyclopedia is in preparation, he said. The C-C General Publishing Division includes MacMillan Co., with a general book list although 75% of its business is in the educational book field; Free Press, publisher of professional books and graduate textbooks, and a new paperback department, Collier Books, which will begin operations this fall with a balanced list. And in June, Mr. Hagel noted, C-C expanded its service to the educational market by acquiring La Salle Extension U. correspondence school.

Overall, C-C had sales totaling $27,977,000 for the first half of 1961, slightly below the first half of last year, but Mr. Hagel predicted that the year’s total, excluding La Salle, will equal or exceed the $64.4 million gross for 1960. Net earnings for the first half of 1961 were equal to 28 cents a share, down from 53 cents for the first half of 1960, he said. He attributed the drop to “start-up expenses for the paperback operation and the various new encyclopedias and to the expansion taking place in editorial and marketing organizations at other points throughout the company.

Despite these relatively heavy outlays, we expect per-share earnings to exceed slightly the $1.35 reported last year.” The financial position is sound, he said, noting that “when the agreement for the purchase of WMGM New York expired last month, $4 million became available for working capital.
Etv outlets on catv proposed for NCTA

A plan for every community tv system in the country to carry a local educational tv station where there is one to be had was adopted by the National Community Television Assn. board last week.

The board, meeting in Chicago, charged its educational tv policy committee to put the program into effect. Homer Bergreen, Seattle catv executive, is chairman of the committee, and will work closely with William G. Harley, president of the National Assn. of Educational Broadcasters; Loren Stone, chairman of the tv board, NAEB; Richard B. Lewis, director, audio-visual service, San Jose State College, and Lee Campion, technological development, National Educational Assn.

The board also:
- Named George J. Barco and Al Ricci to its executive committee. Mr. Barco is president of the Meadville, Pa., catv; Mr. Ricci, Keene, N. H.
- Authorized a study of a plan for a management institute.
- Scheduled second legal seminar on catv for December in Chicago.

NCTA President Glenn Flinn, Tyler, Tex., named the following committee chairmen:
- Jim Lenahan, Coos Bay, Ore., membership; Jack Crosby, Del Rio, Tex., budget and audit; Fred Goddard, Aberdeen, Wash., industry relations; Fred Stevenson, Rogers, Ark., public affairs; J. R. Willis, Granite, Okla., regional and state; Courtney Kirkcegeng, Phoenix, Ariz., information; Kip Fletcher, Pottsville, Pa., standards; J. Holland Rannels, Cumberland, Md., convention host; R. L. Stoner, LaGrande, Ore., safety; Gene Schneider, Casper, Wyo., constitution and bylaws, Ed Whitney, AMECO, Phoenix, Ariz., industry advisory.

Storer chooses Zwicky
For D. C. legal office

The establishment of a Washington legal office was announced by Storer Broadcasting Co. last week. Named to head the office is Warren C. Zwicky, a partner in the Washington law firm of Jones & Zwicky. The new office, which will handle Storer's Washington legal affairs, is part of the company's legal department, headed by John E. McCoy, vice president for law and finance and secretary.

"FIRST WE'LL TEST IT IN SOUTH BEND"

Find out fast what the Midwest thinks of your new product by testing first in the South Bend market. The conditions are ideal: isolation from outside TV ... a good mixture of employment in industry, commerce and farming ... incomes way above average.

The per household income in South Bend's metro area is $7987, highest in Indiana. But it's only part of the total South Bend market picture. This is a 15-county market with a buying income of $1.7 billion! The people can afford your product, all you need do is tell them about it.

There's one way to do this effectively and economically ... use WSBT-TV.

From sign-on to sign-off WSBT-TV delivers 41% share of sets in use.* And this in a 3-station market. Test in South Bend with WSBT-TV. Get market and coverage facts from Raymer.

*Nielsen Survey, Feb. 20-March 19, 1961
of the company, Mr. Zwicky will also work with Earl H. Gammons, Storer representative in Washington.

Mr. Zwicky, 32, has been in Washington communications law practice since 1953 when he was graduated from Harvard Law School. He is a member of the Wisconsin and D. C. bars and is admitted to practice before the FCC, the U. S. Court of Appeals and the U. S. Supreme Court. He received his undergraduate degree from the U. of Wisconsin in 1950. He is a native of Oshkosh in that state.

Robert F. Jones, former Ohio congressman and FCC commissioner, will continue his law practice in Washington.

WIRL warns listeners about dangerous fumes

The effectiveness of radio during an emergency was again proved when a line from a barge on the Illinois River ruptured, saturating the air above nearby Peoria, Creve Coeur and North Pekin with 150 tons of compressed ammonia fumes.

WIRL Peoria told BROADCASTING of its role in helping to avert a possible serious situation with a quick appearance on the scene and an equally quick series of broadcasts warning its listeners of the impending danger and urging them to remain calm.

The station’s seven mobile units, cruising around the danger area, gave wind reports, directed persons to shelter areas and broadcast the word when the mayor decided to evacuate the city.

WIRL was on the air more than four hours giving reports and instructions to the community. It made more than 60 broadcasts.

Last week, Robert W. Frudge, president of WIRL, reported that the incident has inspired a research team from the U. of Pennsylvania to document the events.

Accuracy preferable to speed, says Gramling

Newsmen of the world face their greatest responsibility today, Oliver Gramling, assistant general manager of the Associated Press, told the recent convention of the Texas AP Broadcasters Assn. He said the world crisis places upon broadcasters and newsmen of all types "the burden of taking a little bit more time and being satisfied with being second or third with the news, but being right."

KCRS Midland received the top news award, one of 19 member stations sharing 30 awards. A special plaque went to Herb Humphries, KCRS news director, for covering the story of a West Texas farmer’s murder of his four children and his suicide.

The association elected Lee Butler, KTRE-AM-TV Lufkin, president, succeeding Roy Eaton, KXOL Ft. Worth.
Free tv fighters gather new steam

Pay tv foes, buttressed by a “substantial” financial donation from the Theatre Owners of America, plan to appeal the July 28 ruling of the Arkansas Public Service Commission. The decision directed Southwestern Bell Telephone Co. to provide rates and lines to the Midwest Video Corp., an affiliate of International Telemeter Co., for establishment of a closed circuit wired pay tv system to about 5,000 homes in Little Rock (AT DEADLINE, July 31).

The anti-pay-tv forces—Independent Theatre Owners of Arkansas, a state affiliate of TOA, United Theatres Corp., and Rowley United Theatres—all of whom are represented by attorney Howard Cockrill, announced last week they will file notice of appeal with the Arkansas Appellate Court before the Saturday (Aug. 26) deadline for such action. The movie exhibitors again will contend that the Arkansas Public Service Commission does not have jurisdiction to rule on the proposed pay tv test because it’s an interstate matter.

Plans for the appeal were formulated only after the theatre owners’ finance committee voted unanimously to advance the necessary funds—believed to be more than $20,000—for the court fight. The Arkansas movie exhibitors also are contributing to the legal war chest.

The appeal will mark the second pay tv battle that the movie exhibitors are waging in the courts. They previously filed a brief in the U. S. Court of Appeals for the District of Columbia against FCC’s decision last February authorizing RKO General to test the Phonevision system for three years on WHCT (TV) Hartford, Conn. (BROADCASTING, July 31).

Media notes...

Tall tower • The Storer Broadcasting Co. has announced the beginning of construction of what it describes as the world’s tallest self-supporting tv antenna at its WITI-TV Milwaukee facility. Resting on a triangular base, the 1,077 foot high antenna is designed similar to the Eiffel Tower of Paris. The antenna is expected to be operational early in 1962.

Third quarter payment • AB-PT Inc., New York, announced Aug. 14 the third quarterly dividend of 25c per share on outstanding common stock and 25c per share on outstanding preferred stock, payable Sept. 15 to holders of record on Aug. 25.

WIP move • WIP Philadelphia this fall will move to new and larger studio facilities and offices in the Wellington Building, 19th & Walnut Sts.
HILL RALLIES TO SAVE V'S
Connecticut delegation, Rep. Kearns lead attack against FCC plan to delete single vhf channels

Backfires against the FCC's proposals to delete the single vhf channels in eight cities began burning last week on Capitol Hill.

* The entire Connecticut congressional delegation voted to fight the FCC's threat to remove ch. 3 from Hartford, the state's capital, "by all proper means, including legislation if necessary."
* Rep. Carroll D. Kearns (R-Pa.) pledged "all out" support in maintaining ch. 12 in Erie, Pa.

These were two of the eight cities in which the FCC proposed to substitute a uhf channel for the sole vhf channel in order to make cities all uhf. The other cities: Binghamton, N. Y.; Champaign-Urbana, Ill.; Columbia, S. C.; Madison, Wis.; Montgomery, Ala., and Rockford, Ill. (Broadcasting, August 7, 14).

Connecticut Strategy • Underway in the Nutmeg State is a far-reaching citizens' campaign against the removal of ch. 3 from Hartford.

The prime lever in the project designed to arouse public opinion is a committee comprising 300 leading citizens, led by Gov. John N. Dempsey. The entire Connecticut congressional delegation endorsed the plan and accepted membership in the group.

Their endorsement was made at a war council in Washington last Tuesday, August 15.

Present at the two-hour meeting, which took place in the Capitol, were Gov. Dempsey, Sen. Prescott Bush (R), Reps. Frank Kowalski (D), Emilio Q. Daddario (D), Robert N. Giaimo (D), Horace Seely-Brown (R), Abner W. Sibal (R) and John S. Monagan (D). An aide represented Sen. Thomas J. Dodd (D) who was in Europe at the time.

Also present were Paul W. Morency, president, and Tom Easton, news editor, of ch. 3 WTIC-TV Hartford.

Congressman Kearns met last week with Arthur Ingram, general manager of ch. 12's WICU-TV in Erie, and Michael Csp, chief engineer of the station. According to the WICU-TV officials the better part of four Pennsylvania counties would lose their only Class B service if ch. 12 is deleted from Erie.

Opposes Delay • WTVK (TV) Knoxville, Tenn., (ch. 26) asked the FCC last week to deny the request of the Assn. of Maximum Service Telecasters for a six-month extension of deadline for comments on the commission's proposals to deintermix certain markets and add a third vhf in others (including Knoxville) (At Deadline, Aug. 14).

The station said another vhf service is "desperately needed" in that city and accused AMST of delaying tactics. WTVK claimed AMST had fully commented on vhf drop-ins at less than minimum mileage in the FCC's inquiry on drop-ins last February. The FCC has proposed adding ch. 8 in Knoxville.

WIS-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WCIA TV Champaign, I11., and WNBF-TV Binghamton, N.Y., threatened by the FCC with swapping their vhf channels for uhf, joined AMST's request for an extension and emphasized that the time allowed for comments in this proceeding was slight compared with that permitted in other, less complex, rule-making.

Taft Broadcasting Co., which owns WRCB-TV in Birmingham, also supported AMST's request for extension. In addition to Knoxville and Birmingham, v drop-ins are proposed for Baton Rouge, Charlotte, Dayton, Jacksonville, Johnstown and Oklahoma City.

Senate subcommittee to resume spectrum study

The Senate Communications Subcommittee, which is looking into the nation's over-all telecommunications policy, will resume hearings this week on space communications and the manner in which spectrum space is allocated between government and non-government users.

The subcommittee will hear James E. Webb, head of the National Space and Aeronautics Administration; Lee Loewinger, the Justice Dept.'s antitrust chief; and Frank Ellis, director of the Office of Civil & Defense Mobilization, on Wednesday. Philip J. Farley, special assistant to the Secretary of State, and a Defense Dept. representative will appear Thursday.

One of the matters being considered is the proposal (SJ Res 32) of Sen. Vance Hartke (D-Ind.) to create a special five-man commission to study and report on the manner in which the spectrum is allocated. The aim of the resolution is maximum use of the spectrum.

The subcommittee, which is headed by Sen. John O. Pastore (D-R.I.), began its hearings Aug. 1, when it took testimony from the FCC (Broadcasting, Aug. 7).
ABC-TV asks FCC for swift action

ABC-TV asked the FCC last week that it be permitted to start financially in the construction of new interim TV stations on the third VHF channels recently assigned to Grand Rapids-Kalamazoo, Mich., Rochester and Syracuse, New York. (Broadcasting, Aug. 7.)

The network, in offering "thoughts which may be of assistance to the commission," said it "regards the establishment of temporary operations to be of such importance to the public and to network broadcasting that it is prepared to assist ... with the approval of the commission."

In a letter to the commission, AB-PT President Leonard Goldenson said the network has received "a large number of inquiries" which indicate that the channels will be eagerly sought by competing applicants.

Despite past efforts of the commission, it has not proved possible to expedite the comparative hearing process, ABC pointed out, with it being of first importance that interim authorizations be made in the instant cases. Effective Sept. 11, the FCC has added ch. 13 to Rochester, ch. 9 to Syracuse and ch. 13 to Grand Rapids. In each of the three markets, there now are two commercial VHF stations operating. Consequently, a full-time third network service is not now available there.

The commission has invited proposals for temporary operations in the three cities pending a final grant and, ABC said, it is apparent that most of the prospective applicants will propose some type of interim operation. "To avoid the appearance of giving any applicant a comparative advantage, a (temporary) grant to a combination of the applicants is definitely to be preferred," ABC told the commission.

Help from FCC - It would be helpful if the commission would announce what type of interim proposals it would consider acceptable, the network continued. All applicants in a given city should have the privilege of participating, but should not be required to do so, Mr. Goldenson wrote. Those applicants who do participate should share equally in financing, profits or losses, and operation. "I stress the concept of equality because unless equality of participation is enforced, it is likely that some applicants will attempt to insist on a larger share and this could well lead to the breakdown of negotiations," he said.

Officers and staff of the interim station should not include any persons associated with any of the applicants, ABC stated. "This is important to avoid jockeying for position among the applicants and perhaps some comparative advantages accruing to an applicant who succeeded in infiltrating the operation," Mr. Goldenson continued.

The transmitter site and installation for the interim station should be permanent, while temporary studios would suffice, the ABC president said. If the applicants cannot agree on a site, the FCC's chief engineer should step in, the network felt.

"I hope these thoughts may be of assistance to the commission in its efforts to establish an effective interim policy and I can assure you that ABC will cooperate in every possible way with the commission and with the applicants for the new channels," Mr. Goldenson concluded.

FCC asked to extend date for FM comments

Broadcasting lawyers, engineers and the NAB last week asked the FCC for a nine-week extension of the deadline for comments in the commission's rule-making proposing major changes in FM allocations and operations. (Broadcasting, July 3.) Comments presently are due Sept. 5, but NAB, the Federal Communications Bar Assn., and the Assn. of Federal Communications Consulting Engineers asked an extension of the deadline to Nov. 10.

In a joint filing, the three groups said the new rules are of "far-reaching significance and raise substantial problems of a technical and legal nature." Therefore, they said, additional time is needed to prepare more meaningful comments and data to assist the FCC in reaching a final decision.

The proposed FCC rules would establish three classes of FM stations with protected service areas and minimum mileage separations. The NAB has appointed a special committee, headed by Ben Strouse of WWDC-AM-FM Washington, to study the proposal and advise the association on its comments.

At the same time the FM rulemaking was issued, the FCC asked for comments on whether the duplication of AM station schedules by fms under common ownership should be curtailed. No proposed rules on this subject were issued and the FCC said none will be adopted without further proceedings. WBEN-FM Buffalo, N. Y., also asked for "at least" a 90-day extension of the FM deadline date last week.
BILLS BACK NFL-CBS PACT

Antitrusters Kefauver, Celler would legalize group deals for pro sports TV rights recently held illegal by court

Congress' two chief trustbusters moved last week to try to free the National Football League from the bind in which it was put by a court decision which found NFL's package television deal negotiated with CBS-TV to be illegal.

Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee, and Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee, introduced legislation to legally sanction the NFL-CBS agreement—and others like it.

Celler, who said he had been contacted on the matter by Pete Rozelle, NFL commissioner, and Ford Frick, baseball commissioner, announced his subcommittee will hold a one-day hearing on his bill (HR 8757) Aug. 28.

Ordinarily, Sen. Kefauver and Rep. Celler are more concerned with putting new antitrust laws on the books or with stricter enforcement of existing statutes. But in the NFL-CBS case, they feel the effect of the decision of Federal Judge Allan K. Grim (Broadcasting, July 24) was unduly harsh.

The decision blocked a two-year, $9.3 million pact, from which each of the 14 league teams would have derived about $300,000 annually. This is more than any team has been able to get from television through individual negotiation.

Hardship * Sen. Kefauver said the court decision, by forcing the teams to negotiate individually, "would work a hardship on many teams and jeopardize the future of organized team sports."

Rep. Celler noted that the rival American Football League operated under a package TV deal last year and had renewed its contract for the 1961 season. He added that the National Basketball Assn. and the National Collegiate Athletic Assn. have had the same type of television arrangements for many years, and that the National Hockey League operated under a similar television contract at one time.

Both bills expressly permit the NFL and other professional football, baseball, basketball and hockey leagues to negotiate group TV arrangements with the networks. Judge Grim had ruled that the proposed NFL-CBS contract violated a 1953 decision of his as well as the antitrust laws.

Rep. Celler said he had agreed to sponsor the legislation "to remove the inequality that exists" because the AFL is permitted to sign a group contract while the NFL is not. Another factor in his decision, he said, is that Commissioners Rozelle and Frick had assured him no attempt would be made to broaden the bill's coverage.

Differences * Although the Kefauver and Celler bills would authorize package TV-sports contracts, they are not identical. The Kefauver bill contains a provision from one of his earlier proposals (S 168) which would prohibit major league baseball teams from telecasting their games into an area within 75 miles of a minor league game without the home team's permission. The provision would afford college football teams similar protection from professional baseball telecasts, except on Sundays, the traditional playing day for the pros.

The Celler bill does not contain this blackout provision. The New York Democrat believes it "unnecessary and undesirable." Football league and network officials oppose the blackout, arguing that while professional football teams now play on Sundays, they might want to schedule games on Saturday, when most college teams play.

Hill conferees agree on FCC revamp bill

SENATE, HOUSE NOW TO TAKE FINAL VOTE ON PROPOSAL

Senate and House conferees reached swift agreement last week on legislation to streamline the FCC. The bill (S 2034) permits the commission to delegate adjudicatory functions to individual members and subordinate employees and eliminates the mandatory right of litigants to review by the full commission.

In the only point of serious difference, House conferees agreed to a Senate provision permitting the parties to any dispute to seek commission review.

The House bill would have allowed the commission to rule out in advance the possibility of review for certain types of minor cases.

Both versions, however, permit the commission to exercise discretion in granting review. Under the agreed-on legislation, litigants are guaranteed review only by individual commissioners or employe boards that would be created to hear appeals from initial decisions. The commission could limit the cases it would consider to those it
Lombardo finds lots of fair-weather friends

Everyone talks about the weather and now pressure is building up to get the FCC to do something about it. A freshet of protests inundated the agency last week, ranging from stormy to balm, after a telegram from bandleader Guy Lombardo to Chairman Minow which complained that dramatic embellishments on inclement weather reports by New York weathercasters had damned business at an outdoor show Mr. Lombardo runs at Jones Beach, L. I. (Broadcasting, Aug. 14).

More than a dozen comments and protests were received last week at the FCC Complaints & Compliance Division and the barometer was still rising. A division staffer said he feels the FCC’s jurisdiction in the matter is very limited unless the plaintiffs can prove that weather broadcasts have been deliberately falsified or broadcast with the motive of hurting the businesses that are protesting.

Repeaters • Resort operators from New Jersey and New Hampshire strongly backed Mr. Lombardo’s position. The Jerseyites cited radio comments such as “The sun may dry the beach, but now it looks like the Everglades swamps” and “If you’re going to the beach, you’d better take a coat.” The New Englanders accused some radio stations of running gloomy early-morning predictions throughout the day, despite official weather bureau revisions predicting good weather. The latter problem might be settled, the FCC suggested, if stations give the time the forecast was made when broadcasting it.

Several business interests and Chambers of Commerce wrote their congressmen to complain of weathercasts. The letters were forwarded to the commission.

Two private weather-predicting firms added to the tumult. One, taking a swipe at “the high degree of error” in U.S. Weather Bureau reports, said it is asking the Dept. of Commerce to investigate radio- tv weathercasts. Another told the FCC it thinks the problem is “worth more than passing notice.”

Back to Normalcy • Thomas C. Orr, vice president of the Ask Mr. Foster Travel Service, wired Chairman Minow, urging that “tv weather forecasts be tempered before they arouse more tempers.” He said programs originally intended to be a public service have degenerated into “vehicles for fashion models, would-be actresses and even cartoonists.” He asked that the country be “allowed to return to normal” and vacationers be allowed to take their chances with the weather.

The auto Laundry News, Detroit trade publication for the car-washing industry, said that broadcast weather reports seemed always to err on the gloomy side. If forecasters predict rain, people don’t have their automobiles washed. The News pointed out.

Embroidery • Robert Moses, president of the Long Island State Park Commission, wired complaints to the FCC announcing that he has requested all New York City stations to avoid “dramatic and fanciful embellishments and interpretations added to factual reports.”

WPIX (TV) New York, to calm Mr. Lombardo’s wounded feelings, invited him to conduct the weekend weathercasts last weekend. Which he did.

Government briefs...

Set for hearing • The Securities & Exchange Commission last week, at the request of Broadcast International Inc., New York, set for hearing the agency’s suspension of 60,000 shares of common stock offered by BI to the public June 2, 1961 (Broadcasting, April 10, July 10). The SEC suspended the offering June 29 on charges that the prospectus made false and misleading representations as to the clients and officers of the company and the use of proceeds.
Reception highlights State Department briefing

Some 350 broadcasters attended a State Dept. foreign-policy briefing for radio-tv and print-media news- men last week. High point in the two-day affair was a reception given by Secretary of State Dean Rusk Monday in the impressive State Drawing Room, atop the new State Dept. building. In the photo at the left, Secretary Rusk (right) greets J. Leonard Reinsch, executive director of the Cox Stations and radio-tv advisor to President Kennedy. In the photo at the right, Charles E. Bohlen (center), special assistant to Secretary Rusk for Soviet affairs, chats with James Borman (left), news director of WCCO Minneapolis, and David Mohr, of WJAR-AM-TV Providence, R. I. Other senior government officials who addressed the briefing session and attended the reception for informal conversations with the newsmen were Gen. Lyman Lemnitzer, chairman of the Joint Chiefs of Staff; Foy Kohler, assistant secretary of state for European affairs; Walter P. McConaughy, assistant secretary of state for Far Eastern affairs; and Arthur H. Dean, chairman of the U. S. delegation to the nuclear test-ban talks in Geneva, Switzerland.

House committee okays aid to etv

A federal aid to educational television bill (HR 132), which had run into unexpectedly stiff opposition in the House Commerce Committee, finally won that group’s approval last week.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would make $2.5 million in matching funds available to the states for the preparation of surveys and the installation and acquisition of educational television facilities.

In two executive sessions, Southern Democratic and Republican members of the committee had come close to killing the measure (BROADCASTING, Aug. 14). The session last week, however, was comparatively serene, as the bill was approved by a 21-3 vote.

While the bill requires states to match the federal aid on a dollar-for-dollar basis, those that pioneered in educational television would get consideration.

An amendment introduced by Rep. Robert W. Hemphill (D-S. C.) would entitle states wishing to expand an existing station, to an additional grant of up to 25% of the cost of their etv facilities.

Another amendment, offered by Rep. John E. Moss (D-Calif.) specifically prohibits federal control over the programs broadcast by the etv stations. He said later he felt this was already implied in the bill but he added his amendment to ease the fears of some committee members.

Although it finally won the backing of a sizeable majority of the Commerce Committee, the bill still faces a high hurdle in the Rules Committee, where a similar bill died in the last Congress.

The Senate has already passed an etv bill ($205), but it differs from the House bill.

Time limit set for listeners’ complaints

Members of the public who have something to say about an FCC licensee must do so within 30 days after an application for renewal is tendered for filing or set for hearing.

Noting that its present rules—adopted three weeks ago (BROADCASTING, July 31)—do not clearly specify a time limit for protests from the public, the commission amended its new rules requiring local notification last week.

Applicants for renewal are required to inform the public, at the time their application is tendered and again if a hearing is scheduled, that comments may be made to the commission.

The rules change was taken by an FCC “board” consisting of Commissioner Robert T. Bartley, acting chairman.

USIA’s budget upped by Senate committee

The Senate Appropriations Committee last week grudgingly recommended that the Senate vote the U. S. Information Agency $138.9 million for its propaganda activities in fiscal 1962, which began last July 1. The total is $4.1 million more than that approved by the House but $12.5 million less than the administration requested.

In reporting its recommendations to the Senate, the committee said it has “serious reservations about the effectiveness of many” USIA activities. The report expressed the hope that the new USIA director, Edward R. Murrow, “will bring needed improvements and the development of a strong, competent agency which will display initiative and aggressiveness in attacking the evils of communism and telling the good things about America.”

The report didn’t mention the Voice of America specifically, but that operation has come through the budget-hear- ing process in good shape. The House approved $19 million for the Voice, and the agency considers that amount sufficient for the present. USIA, however, plans to seek an additional $2.4 million in a supplemental appropriation, of which $1 million would be used to strengthen the Voice.
-EQUIPM'T & ENGINEERING-

Shure reports sales gains abroad

The fear of foreign "cheap labor" electronic competition both here and abroad has been overemphasized and U. S. quality gear can beat the price phantom in the world market. H. I. Blumenthal, export manager for Shure Bros., Evanston, Ill., said last week in a report on the growth of the firm's foreign sales. Shure makes broadcast microphones and other components.

Mr. Blumenthal said that Shure sales abroad show that high quality American electronic products "are now gaining a foothold" in Asia as well as Europe, selling at prices "well above competitive foreign brands." These markets traditionally have been dominated by their own locally-made goods, he said.

ITA expands sales units

ITA Electronics, Lansdowne, Pa., last week announced an expansion of its sales activities to better serve its customers. The enlarged sales operation will be headed by A. S. Timms, formerly field service engineer at ITA.

Industrial sales will continue under Eliot S. Baker, recently elected a vice president. He will direct sales of special ITA products for industry, government and research applications.

U. S. sues in merger

The proposed merger between Ling-Temco Electronics Inc. and Chance Vought Corp. has been attacked by the federal government. The Dept. of Justice on Thursday filed an antitrust suit in Dallas federal court. U. S. District Judge Joe E. Estes denied a government request for a restraining order and set Sept. 11 as the date for hearing on a preliminary injunction.

Technical topics...

Agency appointed - Federal Mfg. & Equipment Corp., Garden City, N. Y., appoints The Zakin Co., N. Y., as its agency, effective immediately. Federal manufactures a complete line of tv station equipment and other communications devices. Advertising will be in radio-tv trade and specialty publications.

Quieting amplifier - The Ron Electric Co., Livingston, N. J., has developed an automatic background quieting amplifier, Gate Amplifier 40 A, designed to key itself on and off with the sound intended for transmission. The unit is designed for standard rack mounting, 3-1/4" panel space required including self-contained power supply and VU meter. Further information is available from the company.

made by broadcasters for broadcasters

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The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations.

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TELE-WEST AIMS FOR U.S. TV MARKET

Taped English-language productions cost 50% less

Tele-West Productions, a West German producing organization, is aiming for the United States market by preparing drama programs on tape in English as well as German. The company claims production costs are approximately one-half of those for a similar program produced in the United States.

Ronald Kahn, joint managing director of Tele-West, Duesseldorf, who was in New York on business recently, said he has approached various networks and producers here in the hope of arranging co-production deals. He said he has received "a great deal of encouragement" and is returning to Germany to make a report on the progress of his talks.

Made a Sale - During his visit, he showed two hour-long taped programs to various networks, producers and station groups and sold one of the dramas, A Child's Game, to Metropolitan Broadcasting, which will present the property on two of its stations—WNEW-TV New York and WTTG (TV) Washington, D.C. Tele-West also has produced, in German and English versions, another hour-long taped drama, Concerto for Combs. Mr. Kahn said he thought that the production in two languages, using the same actors for both versions, is a unique technique.

Mr. Kahn is a native of Germany who lived in the United States more than 20 years and has worked with various Hollywood film companies and with Bartell Broadcasting Corp. in sales and programming capacities. He returned to West Germany last year and formed Tele-West in association with several German film and tv executives.

Mr. Kahn believes there are several factors that contribute to the saleability of programs produced in Germany for export to the U.S. He cited these: there is a substantial pool of performers who can speak English as well as German because they lived in the United States, England and Australia during the years of Adolph Hitler's rule; the production cost is about one-half of the U.S. rate because scales for actors and technicians are considerably lower; there is an adequate pool of capable dramatic writers living in Europe.

Sequences are shot initially in German; then the same sequences are shot in English. Mr. Kahn said on the first two programs Tele-West has produced, the shooting was in the film technique, with scenes edited in sequence at a later date.

The co-production transactions Mr. Kahn has been offering U.S. producers and networks involve the use of a name U.S. star and director and a German cast for the remainder of the roles. He believes there is "wonderful opportunity" in Germany because the country is now the No. 4 tv market (behind the U.S., the United Kingdom and Japan) with five million tv sets and the number of receivers is increasing each week as the country awaits a second tv network in 1962.

IBS signs Japanese affiliations pact

International Broadcasting System Inc., New York, last week announced the affiliation of Japan International Broadcasting System as a first link in a proposed worldwide chain of radio-tv networks to interchange programs and to interest advertisers in their sponsorship.

The affiliation was signed in Tokyo last week by John M. Keesing, IBS executive vice president, and Saburo Matsukata, board chairman of the Japanese company. The plan is to provide a clearing house in New York for production and distribution of "suitable" programming anywhere in the world.

The next link in the system, a Central American network, is expected to become IBS-affiliated within two weeks. Programming throughout the projected global system will be largely public service in nature, and it was emphasized that "everything that goes out will be paid for." Mr. Keesing candidly told a news conference in New York: "The project is altruistic, but with a selfish motive—we know money can be made."

Mr. Keesing said he will be in Europe in September to negotiate two additional IBS-affiliated networks.

The Japan IBS was formed especially to participate in the new worldwide system. It will cover the geographical area of Japan proper, Republic of Korea, Okinawa, Hong Kong, Nationalist China, the Philippines, Thailand, Burma, Singapore and Malaya.

L. Nicholas Dahlman, president of IBS in New York, reported that through the services of IBS, advertisers and tourist offices will be able to pinpoint their messages anywhere in the world in the "most acceptable and effective manner." (In 1958 Mr. Dahlman organized Broadcast Planning Corp., which is now a wholly-owned subsidiary of International Broadcasting System. Broadcast Planning performs a public interest program service for local tv stations in the U.S.)

Mr. Dahlman stated that IBS will be its own sales representative, and by November the company will be ready to announce a rate card applicable to all stations in the affiliated networks.

Official-Fremantle agree

Official Films Inc., New York, entered an agreement last week with Fremantle International Inc., New York, for Fremantle to handle distribution of five Official tv film series in various parts of the world. Fremantle will sell Peter Gunn, Mr. Lucky, Wire Service, The Dupont Theatre and Yancy Derringer in Italy, and distribute all the series except Peter Gunn in the French-speaking countries of Europe and all of Canada. The contract was signed by Paul Talbot, Fremantle president, and Seymour Reed, Official president.

East Germany not member

The reference to a delegation representing East Germany at the Stockholm European Broadcasting Conference (BROADCASTING, Aug. 14) was in error. East Germany is not a member of the International Telecommunications Union and, therefore, is not eligible to seat a delegation. There were East Germans attending the conference as members of the delegation representing the Eastern European Broadcasting organization (OIRT).
ABC said buying 25% of Toronto tv outlet

American Broadcasting Co., New York, is reported in the Toronto Daily Star as having acquired 25% of CFTO-TV Toronto, Ont., the maximum amount permitted to a non-Canadian citizen or company. ABC is said to have bought part of the 17% owned by television personality Joel Aldred, Toronto, part of the 10% owned by Ted Rogers, Toronto, and part of the 10% owned by Paul Nathanson, Sovereign Films Ltd., Toronto.

Mr. Aldred has been president of CFTO-TV since its inception early last year. The station went on the air as Toronto's second station at the end of 1960. Mr. Aldred and Ted Rogers own CHFI-FM Toronto.

No comment from Mr. Aldred or John Bassett, chairman of CFTO-TV and publisher of the Toronto Telegram, was available. The sale of shares is subject to approval by the Board of Broadcast Governors. ABC in New York had no comment.

Financial losses heavier than anticipated in the first year of operation are at the base of the reported sale. Mr. Aldred was removed from active management of the station in May when it showed such losses.

Similar problems have plagued CHAN-TV Vancouver, B. C. (where the management has changed in recent months), during the first year of operation. The licenses for these stations were awarded by the BBG to companies and individuals with no previous broadcast station management experience. Other second station applications in these cities by radio broadcasting stations were turned down by the BBG.

In cities where second tv stations are affiliated with successful broadcast stations, no such problems have appeared on the surface.

Abroad in brief...

New agency • Huxley-Irwin Ltd. has been formed in Hamilton, Ont., Can., to provide services to advertisers in the consumer, agricultural and industrial fields. The new firm is headed by Michael K. Irwin, president, and John W. Huxley, vice president. The agency is headquartered at 70 Stanford Ave., North, Hamilton, Ont. Telephone: Jackson 8-0058.

Stations boost power • French-language CFCM-TV Quebec City, Que., and its English-language sister station CKMI-TV both boosted power last month. CFCM-TV jumped from 12.7 kw to 100 kw to cover 220,000 homes from a new transmitter. CKMI-TV increased video power from 5.6 kw to 13,850 kw, using CFCM-TV's old transmitter, it covers the 156,000 homes which used to lie in the French-language station's area. Both stations are owned by Television de Quebec (Canada) Ltd.

Radio provides • To test radio's power in providing leads for its agents, Prudential Insurance Co. of America recently bought five morning spots over CJRH Richmond Hill, Ont. Offer of a "Map of Discovery" drew 75 telephone callers, about three times as many as company officials had expected.

Ford of Canada • Ford Motor Co. of Canada has signed a $22,000 contract for a nightly news-in-depth program over CFRB-FM. On week nights, show will not work to rigid time limits, may last a full hour when news is heavy, other times may stop after 10 minutes.

Tax imposed • Tv commercials, filmed or taped in the United States for use in Canada, will have to pay a 20% duty based on cost of total production when entering Canada, under new regulations imposed following a brief from local producers. British commercials have to pay 15%. In addition, there is an 11% sales tax based on total production costs plus duty. However, tv commercials made for and used by U. S. companies, and then sent to Canada for use by subsidiary firms, are not affected by new customs regulations.

Rep appointments • CJJOY Guelph, Ont., has appointed Air-Time Sales Ltd., Toronto, Ont., as exclusive representative. CKNW New Westminster, B. C., has appointed Stephens & Townsend Ltd., Toronto, Ont., as exclusive representative.

Several Canadian am's being sold to groups

Sales of a number of Canadian radio stations are underway, subject to approval by the Board of Broadcast Governors. CKRM Regina, Sask., in operation since 1926, is being sold to a group associated with CKSO-AM-TV Sudbury, Ont. It is understood this is the first of a number of stations this group plans buying.

CFUN Vancouver, B. C., is reported sold to Gordon W. Burnett, CHOW Welland, Ont.

BBG and its predecessor the Canadian Broadcasting Corp. have in the past not favored multiple ownership of stations by any one group, nor by interests outside the locality in which the station is situated. Approval of these two sales by the BBG will be watched with interest by the industry as setting a precedent for more radio and tv station sales to groups owning stations in other parts of Canada.
NOW AVAILABLE
5-10 KW TRANS-
MITTERS WITH
SILICON
RECTIFIERS

UNMATCHED PERFORMANCE ... DEPENDABILITY ... RELIABILITY ... MAIN-
TAINABILITY ... ARE YOURS IN CONTINENTAL'S TYPE 315B/316B 5-10 KW AM
BROADCAST TRANSMITTER ... NOW AVAILABLE WITH SILICONS IN THE
HIGH VOLTAGE RECTIFIER SUPPLY. WRITE FOR FULL INFORMATION AND
STRICTLY COMPETITIVE PRICING RIGHT AWAY!

Continental Electronics Co.
MANUFACTURING COMPANY
4212 South Buckner Boulevard  Dallas 27, Texas  Evergreen 1-7161  SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters
Today's Texan too busy for tall tales

SCIENCE HAS ADDED MIDAS TOUCH TO STATE'S BOUNTIFUL RESOURCES

Texas of the 60s isn't Texas any more.
It's bigger and better. Bigger as an industrial, commercial and farming complex. Better as a developing marketplace fitted with the best facilities of the astro-economic era.

Today's Texas looks little like the lusty Texas of pre-World War years. It's different from post-war Texas after the chemistry had been brought in by the military. And the last decade has seen a reshaping of its productive, distributive and cultural facade.

Big, braggings Texas has succumbed to the sweep of a population and industrial shift toward the Southwest. Its surface is studded with the tall pipes and stills of petrochemistry. The gadgetry of science is overrunning the land of the cowpoke and gusher-blessed millionaire.

Even the Texas gag is dying out, with an assist from the entry of land-superior Alaska to the Union and because of the arrival of millions of immigrants from other states.

**Bragging a Bore** - The tall tale has become tiresome. Few Texans start off a talkfest with a whopper about this heel-kicking millionaire who had a ranch-full of pink Cadillacs and pinker blondes. Bragging has become boresome. It's being relegated to the porch rockers of mellow oldtimers who remember when Main St. was littered with buffalo bones and the sign left by a past mode of transport.

In Texas, 1961 model, the gags have given way to talk of supersonics, economics, electronics and, naturally, embryonics. Oil-gusher gossip has been joined by the jargon of petrochemistry—a multi-billion-dollar miracle that abets the rocket, clothes the body, soothes its aches, and powers as well as equips modern industry.

Texans talk today of stocks and cotton and the new plastics. Not just the millionaires—and there still are a few thousand around cities and rangeland—but the men who man the electric consoles of soup-mixing towers at cattle feedlots, the top-drawer and lesser executives in spearshaped office buildings, and the well-paid roughnecks who pierce the bowels of the earth in search of still more oil.

**Changing State** - There are 10 million stories and 10 million people in Texas
vital buy in houston / kirk tv
of the 60s. A month and 5,000 miles
on the trail will reveal a few of
the stories and permit contact with a few
hundred business people.

Today's Texas is changing. Five years
ago BROADCASTING took a look at the
Texas economy (BROADCASTING, July
23, 1956). What it saw was good, but
nothing bearing resemblance to the tall
tales. Texas was still talking it up back
in 1956, but a change was taking place.

The rapid rise of Texas into one of
the nation's important industrial states
—fastest growing in the U. S.—some-
how didn't fit into the pattern of thigh-
slapping whoppers about oil and cattle
barons.

Texans don't know how to brag, the
1956 Texas analysis contended. They
ignore the transition of the people and
wide open spaces into an important
market blessed with the fruits of the
nation's highest farm income and the
balanced economies stimulated by in-
dustrial expansion supported by more
mineral resources than any other state.

In five years there have been im-
portant changes, most of them favorable.
But there is a stark, conspicuous excep-
tion—oil.

Oil the Exception = Oil! More oil,
much more than anywhere else in the
United States. "Oil is sick," a Texas
oil man said. That's an extreme view.
Production has been cut by state
rationing to eight days a month. "Eight
lousy days, yet they keep pumping 16
even 20 days in other states," he added
(see oil-gas-petrochemistry, page 62).

The story sounds and is painful.
It's not pleasant for those who live off
oil and oil production, but not as
gruesome as it sounds for Texas produces
well over a third of all U. S. oil.

It's a petroleum paradox, however.
Texas has achieved an economic mira-
cle in the last few years. It has sur-
vived a blow in the oil-enriched belly
that might have crippled a weaker busi-
ness structure.

Business Better = Right there is living
proof that Texas is tough. Business, ex-
cept oil, is better than ever. There's
plenty of oil to feed the refineries and
petrochemical plants. And there's gas
to feed the same industrial structure.
Oil production will hold its present level,
many top oil men say, and it may in-
crease.

In the period of its oil miseries Texas
can offer this evidence of business dura-
bility during the five-year period 1956-
61. In the half-decade these trends are
noted:

- Manufacturing production up 15%.
- Population up 8%.
- Personal income up 21%.
- Per capita income up 12%.
- Farm income up 23%.

All around Texas are signs of eco-
nomic maturity. The hotter boom areas
are leveling off in many spots, still
climbing at a startling pitch in others.
Statewide the trends are healthy, com-
manding the attention of those in the
business of selling goods and services.

Five years later, a month-long look
from the Panhandle to the Rio Grande,
from El Paso to Orange, reveals an area
that throbs with commercial vitality.

End of Feud = Dallas can't tell where
it ends and Fort Worth begins; the latter
is shedding its Cowtown monicker. And
this is breaking up a delightful munici-
pal feud.

Houston may start piercing the sub-
troposphere if its skyscraper binge con-
tinues.

The Gulf Coast is tube-and-tank hap-
piness—the greatest petrochemical indus-
try in the world, a golden crescent of
processed mineral wealth.

East Texas is growing trees faster
than it chops them down for paper, and
keeps adding to its oil-gas-chemical fa-
cilities.

A ribbon of new industry and busi-
ness stretches westward from Abilene,
in west central Texas, to Midland and
Odessa.

El Paso's central city more than dou-
bled in the 1950-60 decade.

San Antonio's military foundation
base is supporting a growing populace.

Corpus Christi is pacing the Gulf
growth.

Lubbock maintains its fancy pace.

Amarillo is having a gas; helium and
chemical splurge.

Wichita Falls is in a building boom.

Waco and Austin are benefitting from
the shift of population and industry.

Big Spenders = The 10 million people
comprise a consuming market that is
stimulating the transition from a raw-
material toward a fabricating state. Ad-
vertisers find Texas a good place to

The basic contours of Texas are the
same but the markets aren't. This
itinerary, consuming the entire month
of July, plots the air and highway
route taken by J. Frank Beatty, senioreditor of BROADCASTING, in search of
the story of the new Texas.

Five years ago he traveled a similar
trail, describing the entry of the Lone
Star state into industry and com-
merce, replacing and/or supplement-
ing the basic oil-cotton-cattle income
of the past.

The remaking of once-howling Texas
can be understood only by on-the-
scene inspection. This review of the
new Texas market is based on nearly
5,000 miles of travel, hundreds of per-
sonal interviews, research into the
files of local enterprises, and the ex-
tensive facilities of the U. of Texas
Bureau of Business Research directed
by Dr. John R. Stockton.

This is one of a series of regional
and major market reviews by BROAD-
CASTING.
Petrochemistry boosts oil, gas profits

NEW INDUSTRY PROSPERS THOUGH PRORATION CUTS PETROLEUM OUTPUT

American life in the 60s, mobile and teeming with gadgetry, supports one of the world's notable chemical complexes—the tall plumbing that protrudes all over the Texas landscape and the oil and gas industries on which this petrochemistry is based.

When mom takes a box of brand-name detergent to wash baby's waterproof panties and rompers in a plastic sink dish, everything but mom and the baby is synthetic. Baby's aspirin plus the bottle it came in were products of Texas' underground wealth. One of these days even the water may be fresh water converted from the sea.

The thousand or more products made out of oil and gas support the Texas petrochemical industry, the nation's largest and likely to remain the largest for decades to come. The basic crude and natural gas from which these products are made provide the greatest source of power, heat and chemicals.

**Raw Materials** Texas exploded out of its original cow and cotton economy when oil was discovered. It started to become an industrial state when oil and gas supplied the raw stuff for plastics, synthetic fibres, rubber tires, detergents, pharmaceuticals, machinery—the list of products runs on endlessly.

As long as Americans live well, dress neatly and keep moving there will be a prosperous oil, gas and petrochemical economy in Texas. Texas provides nearly a third of all fuel energy used by the U. S.

But all is not well with oil, even though Texas has produced 24 billion barrels—close to a billion barrels in 1960 alone.

The sad fact remains there is too much oil coming out of the world's underground. Imports from newer fields in the Near East and other areas could flood international markets if not controlled. That's why the average Texas well is now a dribbler instead of a gusher, averaging maybe 12 barrels a day under eight-days-a-month proration. Texas wishes other oil states would curtail production as sharply. Behind this severe proration is vivid recollection of the 3-cent-per-barrel oil early in the century when East Texas fields were booming and gushing. In the 30s oil prices dropped from around $8 to 10 cents a barrel; now it's about $2.50.

Present production schedules run a fraction of those a decade ago. A third of Texas wells are exempt from proration limits because they are shallow or starting a new life with the help of water-flooding or gas-pressure-builders.

**Not Too Gloomy** The oil story is gloomy, but not too gloomy. The miracle, of course, is that Texas' economy has risen steadily in the last five years during petroleum's troubled times. After all, petroleum supports a third of the Texas manufacturing-mining employment. Jobs in the oil and gas industry have dropped 23,000 in a decade. Drilling continues at a lower rate and suppliers of oil-field equipment and materials have suffered heavily.

"Oil has reached a level," according to Dr. John R. Stockton, director of the U. of Texas Bureau of Business Research. "The plain fact is we have more oil than we can sell."

As oil settles down to this less buoyant level, gas and petrochemicals take up the slack easily and point the way to a new prosperity. Gas, it's realized, is doing to oil what oil once did to coal. A cheap fuel, gas can be used without processing though actually it's stripped of rich hydrocarbons to feed a share of the petrochemical industry. Of all natural fuels, gas is the only one on which the price is controlled by public agencies.

**Supplies Much of U. S.** Extensive underground networks of pipes take Texas gas to three-fourths of the states, providing half of all the gas consumed in the nation. Although there's too much oil for a peacetime world, the gas supply isn't at all inexhaustible. Half of the gas in the Carthage Field of East Texas has already been removed, according to those who deal with the problem. The production in Texas is rising over the 5 trillion (cu. ft.) yearly mark.
Gas, by the way, introduced the word "trillion" into Texas economics.

The magic word in petrochemistry is "on-stream," the opening of a new plant. A $25-million Mobil ethylene plant went on-stream in July in the Beaumont-Port Arthur-Orange complex. It's now at capacity, turning out high-purity ethylene from which many intermediate plastics come later to become food wrappers or greenhouses, bottles or shirts and suits.

To the westward 600 miles, Rexall is winding up work on a tube-and-tank neighbor to the huge Odessa plants of El Paso Natural Gas Products Co. and its best customer, General Tire. El Paso makes the basic products used in synthetic rubber for tires; General Tire converts it into tire material for fabrication elsewhere; Rexall will make tiny pellets that will be sent east to Holyoke Mass., or west to Los Angeles, the main ingredient of squeeze bottles and plastic dinner dishes and such.

Plumber's Paradise • A petrochemical plant is mostly plumbing and a few hundred people can run a $100-million complex. But that's only the beginning. Over 1,500 people have been working on the Rexall plant, getting it ready to go on-stream. Less than a third that many will be needed to keep it running. But with all the satellite and corollary functions, the Rexall plant eventually will mean an increase of several thou-
This night scene is typical of dozens of Texas cities where refineries and petrochemical plants operate around the clock. This plant, with its own Texas' main source of revenue,” Dr. Stockton said.

New Industry • All this from an industry that didn’t even exist two decades ago. Actual petrochemical production added $1 billion to the value of chemical products in Texas, according to the U. S. census of manufactures, a jump of 47% in a few years.

Intermediate chemical plants are developing. Finally the processing of the intermediates into finished goods is expanding. Already Houston has 18,000 chemical workers earning $100 million a year; Beaumont-Port Arthur-Orange has 5,000. The finishing industries are becoming more important, spurred by the increased consumption of chemical-based finished goods as the Texas market develops.

**DIVERSIFIED INDUSTRY KEY**

**Electronics, aircraft, food processing, apparel among many non-petro manufacturers in state**

Earlier in the year Houston’s petrochemical experts “gaped,” according to the Houston Chronicle, when Monsanto Chemical Co. announced it would build a new complex with the world’s largest ethylene plant and several somewhat smaller units in nearby Brazoria County. This whopper may run up to $100 million.

**Other Industries •** Petrochemical plants come in big, costly spreads. But Texas also has important non-petro industries, and they’re getting more important every year. The state ranked first among all states last year in the petrochemical report of Industrial Development & Manufacturers’ Record.

A good part of the industrial and population growth occurred in four counties — Harris (Houston), Dallas, Bexar (San Antonio) and Tarrant (Fort Worth). Electronics plants are expanding and new ones are being built as diversity in the state’s economy continues. Food production and apparel manufacturing are developing. The aeronautics industry, facing competition from missiles, had 38,500 employees at year end.

Temco Aircraft merged with Ling-Altec Electronics to form Ling-Temco Vought, with diversified output including refrigeration. Chance-Vought abandoned the word “aircraft” and included electronics, automation gear, mobile homes and trailers in its diversified line. It then joined Ling-Temco to form Ling-Temco-Vought. The big Texas Instruments and Collins Radio Co. have expanded. Carling announced a $20 million brewery in Fort Worth and Falstaff expanded in Galveston, where Continental Can Co. will operate a plant to make beer cans.

**Growth in Food Processing •** Food processing grows and grows. Corn Products Co. installed a new sugar plant in Corpus Christi, using milo grains (sorghum). United Fruit entered the frozen shrimp business in the lower Rio Grande Valley. Holsum Baking, Frito, American Beauty Macaroni, Pillsbury and others are listed by...
WE COVER A
BIG MARKET!

SAN ANTONIO and SOUTH TEXAS

50,000 WONDERFUL WESTERN WATTS

KENS Radio has suggested that people
"try our brand of music — western style"
and the people in this vast 105 county
coverage area have tried it and like it.
This great market coverage offers an
amazing potential for your clients. KENS
Radio, now rated third station in the
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Tall Tower KENS-TV is first in homes
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entire broadcast week (June ARB). The
powerful combination of CBS network
programs PLUS top-flight local program-
ing make KENS-TV your best buy for
reaching the 364,400 TV homes of
the market.

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KENS

TV-5
CBS

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Out of the depths
TExAS Has:
48% of U. S. known oil reserves (18 billion barrels).
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30% of all U. S. petrochemical plants.
Nation's top rank in oil-gas chemical production.
60,000 miles of oil pipelines.
68,000 miles of gas pipelines.
57 refineries processing 778 million barrels of crude yearly; over fourth of U. S. capacity.
Nearly 200,000 oil wells in 6,800 fields.
Out-of-state gas sales of quarter-billion dollars a year.
14% of total world oil production.
60 million acres (third of state acreage) under oil-gas lease.
All-time oil production record—23 billion barrels in less than century.

the Texas U. Bureau of Business Research.

From airplane and auto, the industrial picture around the major cities and the Gulf Coast will flip the eyelids of a wandering observer. Obviously Texas has made fantastic progress in the last few years. Why shouldn't it, with all its natural blessings?

There's a curious side to this industrial growth. Florida, South Carolina and dozens of other states spend big money to lure new industry. Yet mighty Texas, with over $350 million tax income from petroleum and gasoline, operated up to 1958 without an industrial promotion fund. And Texas knew, but didn't seem to care officially, that 10 factory jobs create 75 jobs in other lines including service, 112 new households, 296 people added to the area, 107 autos, 70 telephones, retail stores, $360,000 gain in retail sales and $590,000 increase in personal income.

Old Law Repealed — Finally an old 1878 law designed to keep out carpetbaggers was repealed and Texas had the chance to promote. So what did Texas do? It appropriated a tiny $23,000 to bring in new industry. It upped the figure modestly this month in the new appropriation bill.

"We send $234 billion out of Texas every year for things we can make ourselves," said Walter E. Dickerson, chairman of the states Industrial Commission. "We have fuel, labor, resources. Eventually we will get a lot of new industries. The chemical plants, for example, feed each other. They make a product and sell it to another plant. Then they sell the scraps left over to someone who combines them with something else."

One of these days Texas will get the promotional message. Luckily its banks, investors, railroads, utilities and manufacturers have the go-get-it spirit and have done privately a job neglected by the state. Mr. Dickerson began doing this very sort of thing for Central Power & Light Co. in Victoria three decades ago, helping bring Pittsburgh Plate Glass and American Cyanamid to the coastal bend.

Other Industries — Texas industries include cellulose from pine trees and the fuzz on a cotton seed (linters), bromine-magnesium extraction from salt water, chemical processing, solvents (sulphur), transportation equipment, electrical machinery (mostly electronics).

But Texas has a long way to go in the fabricating business. Dallas and Fort Worth are developing their production of finished goods. Alcoa has an aluminum plant at Rockdale, using lignite as fuel, and another on the Gulf at Port Lavaca (Point Comfort), burning gas. These plants, convenient to bauxite supplies and fuel, turn out pigs and ingots. Reynolds has a gas-burning aluminum plant at Corpus Christi.

The two Alcoa smelters have a capacity of nearly 300,000 tons of ingot a year. They employ 2,300 people with a $16 million payroll and spend about the same amount for materials, goods and services. Alcoa owns its Point Comfort gas wells and is building a deep-sea channel to the adjacent Gulf to provide a turn-around basin for large ore boats.

Unluckily for Texas, most of the aluminum is shipped outstate for processing—a situation the state hopes to correct as its industrialization continues.

Iron and steel production mostly comes from the Lone Star Steel Co. in East Texas, where there are ore deposits. Armco has its expanding Sheffield division on the Houston Ship Channel. Their combined output is 2.4 million tons a year.

Texas needs more semi-finishing and fabricating plants to provide jobs and new income for its swelling urban population.

"Here lies the future of Texas," Mr. Dickerson said.

Larger industries
MANUFACTURING:
Transportation equipment, 52,700 employees
Chemical, allied products, 43,800
Electrical machinery (electronics), 20,200
Oil refining, 41,700
Food products, 79,200
Apparel, textile products, 35,500
Fabricated metal products, 29,600
Machinery (except electrical) 37,900
Printing, publishing, 29,600

NONMANUFACTURING:
Oil, gas production, 114,300
Mining (mostly oil, gas), 128,300
Construction, 155,700
Transportation, utilities, 226,000
Railroad, 40,300
Public utilities, 41,700
Retail trade, 503,700
Wholesale trade, 169,300
Service, 310,400
Finance, insurance, real estate, 120,000

About 20% of the nation's supply of this vital chemical is being manufactured in this unit.

Shell Chemical Corporation manufactures glycerine for hundreds of uses in this modern plant near Houston.
You're in good hands when you buy the WENDELL MAYES STATIONS... IN TEXAS!

KBWD Brownwood  KNOW Austin  KXOL Ft. Worth  KCRS Midland  KSNY Snyder  WACO Waco

Texas' LARGEST Radio Group
New leaders wear old Texas names
YOUNGER MEN CHANGE STATE'S FACE AND TIES WITH REST OF U.S.

The stunning commercial facade of Texas, deeply impressive despite its dispersal, is a tribute to the hardy pioneers who shaped a diversified economy out of their cattle and oil earnings.

Monuments to the shapers of a new commercial and industrial structure on the southwestern plains abound in Texas cities. But they are practical monuments — tail, impressive office buildings and less attractive industrial complexes that symbolize their faith in the future of the land of the longhorn.

Familiar Names • The names are familiar — Jones, Belo, Carter, Murchison, Stewart, Thornton, Hough, Ware, Dealey, Maedgen, Dobie, Joiner, to mention only a few. The list could go on for pages.

Their wheeling and dealing moved from cattle through oil into the sophisticated industries of the '60s — petro-chemistry, electronics, supersonic aviation.

Now second and third generation descendants are directing the destinies of Texas. They operate quietly. Few wear wide Stetsons except possibly on ceremonial occasions. Their decisions are based on the reports of accountants, lawyers and electronic computers.

The spirit and courage of early Texas still course through their arteries but their methods are mature and scientific.

Bankers generally aren't as stuffy as their eastern counterparts.

Take a Chance • They're more likely to ride along with a customer in temporary trouble. Texas was built on the sagacity and risk-taking of its bankers, who helped finance the upgrading of herds, the ventures into cotton and sorghum, the search for oil and, more lately, the processing of raw materials into semi-finished and finished products.

The wheeling-dealing men of a few decades back were often rip-snorting, rugged operators who employed primitive methods in a primitive economy.

But Texas is changing, and so are its business leaders. Despite the juicy rhetoric of some latter-day historians, they're normal and average men. They aren't running around in levis and diamond-studded chaps. They don't buy their dog a boy, as suggested in a recent effort to revive the tall tales of Texas. And they don't keep a Piper Cub in the living room for quick hops to the patio.

The people of Texas have changed, and so have the ties with the rest of the United States.

Good Communications • There's a blessing that Texas is enjoying to the hilt — fast and efficient communications. The vast spaces — 900 miles from tip to tip — once were a problem that encouraged the state's bubble-gumish lore of rip-snortin' people who made a million bucks before breakfast. The exaggerations helped rationalize the state's built-in handicaps.

But economic and social miracles have happened. Half of Texas' 10 million people had never seen the state a decade or two ago. The vast distances have been cut down to working size by highways — and they are the best. They were cut by the piston plane and now the whine of the jet is everywhere. The supersonic jet will bring Calcutta, India, as close to Dallas as pre-war Shreveport, La., a city near the northeastern state line that has strong Texas ties.

Financial Center • Wall Street has come to Texas. And vice versa.

The economic evolution was dramatized early in the summer when the Dallas Murchisons — John D. and Clint Jr. — took over control of Alleghany Corp., an empire-building trick that caught worldwide attention.

They're under 40, these two (John 39, Clint Jr. 37). But in Texas business life has begun long before 40, and it often continues another three or four decades.

The Murchisons symbolize the new era of youth in the state. Bank presidents under 40 are a dime a dozen. They're full of fire, energy and a commercial pioneering spirit reminiscent of the older oil and cattle barons.

"Young men could once come to Texas and make a quick killing in oil," John Murchison recalled.

Changing State • "But all that has changed. All Texas has changed. The competition for young men is tougher but the opportunities are great in management, manufacturing, industry, technical fields and the professions."

"It's tougher to build big individual enterprises," said the man whose family will live in the history of big individual enterprises. "A lot of Texas' industry growth has been built by big industry not individuals. Heavier manufacturing is here. People are moving out of the country into the city. That's important and it will continue.

"We're starting to process our own raw materials. In Lubbock the Lewter feed lot is fattening Texas cattle for market. These cattle formerly were shipped to Kansas City and other cattle finishing centers." The lot is said to be a Murchison enterprise.

Field is Broad • But the key to that spectacular post-war growth of Texas is traced by Mr. Murchison to communications. "There's interplay among important markets," he explained. "Texans are looking for business opportunities in New York, San Francisco, Los Angeles and Chicago. They're selling on a telephone, three hours on a jet.

"Texans really aren't spectacular characters. There aren't many millionaires, despite all the tall tales. As these tales are fast dying out, Texan businessmen have always felt their tales were hurting the state."

This soft-spoken, relaxed emperor builder is the antithesis of the fiction- and tall-tale Texan. He quietly answers...
Ignore it
NEW LEADERS WEAR OLD TEXAS NAMES continued

questions, listens attentively, and asks his own questions of the interviewer. He and Clint Jr. occupy an unimposing two-story building at 1201 Main St., almost hidden by nearby skyscrapers.

Own Dallas Cowboys = The Murchisons' interest in broadcasting is secondary—the impact of antitrust decisions on one of their teams, the Dallas Cowboys of the National Football League. Interest centers on the federal court ruling upsetting the plan to teletcast games, a decision affecting the Cowboy's exchequer.

They promote enterprises to make money, these amazing brothers, but they allow sentiment and civic spirit to subdue the profit motive in this new and losing enterprise.

The spirit of old Texas is there, too—Lamar Hunt Jr., also a wealthy second-generation Texan, is pouring money into the American Football League's Texans. It makes little financial sense, but it's great fun for these competitive entrepreneurs, and for the football-loving fans of central Texas.

Banks Bigger = Getting back to more serious economics, Mr. Murchison said, "Banks and insurance companies are getting bigger. Dallas has become an important financial center. Its importance in the nation will grow."

"Isn't there any chance for a young man to make a killing here?" he was asked again. "Yes, but bring money, if it's a quick million you're after," he said. Murchison the elder, Clint Sr., got his start in the east Texas oil boom.

The Murchisons both believe and practice diversification. Their holdings include insurance, construction, oil, utilities, transportation—name it, they're in it.

Older Texans have cheerfully stepped aside for their brash, younger successes, this healthy pioneer with his blend of vitamins and horse sense had a quick answer to the reasons for Texas' growth. "Manpower made Dallas and Texas grow," he said, "men who could think and have the courage to execute. Without the latter, a man's a dead pigeon, no good."

Great Opportunity = "We don't really have many millionaires," he said. "We're building a stronger Texas and building it fast. Young men have the greatest opportunity in history right here in Texas."

"This is a growing area that creates unlimited opportunities. But you've got to go git it."

"We're building Texas agriculture in a diversified economy. There are more cattle than before and they're better through scientific feeding and breeding. I started in the banking business Oct. 14, 1916, with a private bank loaning money to jitney drivers on their tin lizzies. Often I'd chase them down Main St. to get their payments. Banking is very simple—get deposits, loan out the money, get it back."

Helped in '30s = "We've financed a lot of Texas growth. In the '30s we rode along with businessmen in trouble,
KXYZ and KXYZ/FM present a sophisticated, brilliant montage in a symphony of sound, catering to the refined musical tastes of Houston and the great Gulf Coast... twenty-four hours daily. A limited number of commercial announcements are showcased by Beautiful Music, Bright Humor and KXYZ Total Information News, and Sports by Solly Hemus, lending impact to your advertising messages.

1320 ON YOUR AM DIAL
96.5 ON YOUR FM DIAL

5000 WATTS

REPRESENTED BY
ADAM YOUNG, INC.
NEW LEADERS WEAR OLD TEXAS NAMES continued

helping them keep their equity.”

In a thoughtful mood, he observed, “If there’s any trouble, we’re getting too smart. We’re fighting among ourselves.” He made this prediction: “Dallas County, I figure, will reach 2 million people by 1975.”

In another imposing building, a younger banker thoughtfully discussed the state’s elemental economics. “Oil isn’t up to five or ten years ago—it was spectacular then—but it’s still big business, accounting for $100 million of our loans or a fourth the total,” said Robert H. Stewart III, president of Dallas’ largest bank though still in his early 30s.

“A lot of big corporations are setting up headquarters or important regional facilities in Dallas. Haliburton Oil Supply Co. is moving in from Oklahoma. Hunt Oil, major independent, and others are headquartered in Dallas. Southwestern Life, Southland Life and Republic Life headquarters in Dallas.”

Work Together • What’s to come? Agreeing with most other Texas businessmen, he observed, “Diversity assures the future of Texas and Dallas. We have a good labor supply, not highly unionized. Our banks team up on big loans that might otherwise go to New York or Chicago. We have the largest banks between Chicago and the Pacific Coast.”

The softness in oil is mentioned by all financiers as they survey the blooming economy but all emphasize that oil’s still a basic money maker and supports satellite as well as processing industries.

A. G. McNeese Jr., at 50 president of Houston’s Bank of the Southwest, is concerned about residential construction industries as well as oil in that market. But he’s “generally optimistic” about the trade area’s future.

Petroleum Will Solve Problems • The residential lag will be overcome automatically and the petroleum industry will solve its problems, he believes. And new consumer goods industries will support large numbers of employees per investment, bring payrolls that will expand the per-capita income and incidentally stimulate the purchase of new homes.

Houston’s expansive economy has attained the expected recovery from the recent depression, according to 42-year-old James A. Elkins Jr., president of First City National Bank, largest in the area. Expenditures for capital improvements and construction tend to offset the lower level of the oil and gas industry, he said, a statement vividly verified by a fast look around the central city and outlying industrial clusters. At last count (early July), First City National had $665 million in deposits.

Water Resources • Of special concern to J. W. McLean, president of Texas National Bank, is the area’s water resources. Any time, any place in Texas, water is a favorite topic. While Houston is blessed with rainfall, surface resources and underground resources, “the vibrant industrial growth between the Mississippi and Rio Grande” promises to create vastly expanded needs for water.

“This region will rank first in the country in use of industrial water before this century ends, if the present growth rate prevails,” Mr. McLean said. “A zone of 75-mile radius around Houston is the hub of this burgeoning industrial complex. About 1.8 billion gallons of water daily are available within this zone. Reservoirs to be built by 1966 will add another 1.5 billion gallons daily to the supply. Still other planned reservoirs on four different rivers will increase the total supply to over 4 billion gallons daily by the end of the century. This insures a surplus of some 700 million gallons daily above the highest estimated needs for the year 2,000 and allows for a doubling of demand in the next five years alone.”

Engineering Study • Texas National recently conducted an engineering study of the water subject, coming up with what Mr. McLean called “an intriguing story for the nation’s industrial leaders.” His local pride prompted this postscript, “Houston’s population is expected to double the 1960 census figure (1.2 million) by 1970. The growth immediately ahead of us appears to be terrific and I am convinced the water resources will be a chief contributing factor.”

In some parts of Texas where water isn’t so plentiful—the plains and Permian Basin, for example—the people know how to utilize and conserve their resources which often are underground rather than surface.

Tol Ware, vice president Mr. Maedgen of Amarillo National Bank in the Panhandle High Plains, reminded there are vast underground water supplies augmented by new surface ponds that dot the region. In the works is a Canadian River Dam. “This visible water supply will impress easterners who scoff at the countless ponds and are skeptical about the immense underground reserves,” he said. And of course it will bolster the water supply.

C. E. Maedgen, chairman of the board of Lubbock National Bank to the south, summed up the water problem this way: “We have 9 million acres of fertile land, irrigated by underground water and there’s little sign this hidden resource will dry up. We’ve been irrigating since the mid-30s.”

Lubbock had 3,500 people when Mr. Maedgen arrived in 1917. "I figured a city would be built here," he said, "and I bought a 25-foot lot for a bank. It was built. It’s growing and Lubbock National is growing with it. We have financed a lot of this growth and we’ll keep growing.” The bank is housed in a 12-story building decorated with mosaics and murals. There’s a snazzy chrome-plated fire plug outside for the benefit of lovers of chrome-plated fire plugs, a symbol of Lubbock National’s pride.

Achievement • An ex-mayor of Houston, lawyer and broadcast investor, (KTRK-TV Houston), Roy Hofheinz, oozes optimism as he contemplates the past of Texas and looks ahead. “Texas is going through a transition from enthusiasm to achievement,” he said. “A lot of eastern capital is moving into Texas real estate.”

Texans once had trouble raising money in the East. Now the Munich sons and others can get money. Texas is on the march.

“Everybody’s getting away from tall
Houston's most interesting radio station because its

Key People Really Care!

KPRC, Houston's first radio station, isn't just another jukebox with a transmitter and tower. Its Key People Really Care about listeners and clients, and do everything possible to make the listening pleasant, meaningful, interesting, and resultful. They also insist upon truthfulness and good taste, and as a result, KPRC! has thousands upon thousands of loyal listeners, hundreds of sales-happy clients. It all started years ago when KPRC! engaged Dr. Ernest Dichter's organization to make the first motivational research survey in Houston's radio history to find out what Houston radio listeners wanted from radio. Following the findings in this survey, KPRC! started making the necessary changes, and today you'll find more and more Houstonians listening to KPRC! for its

1. Interesting News! Announcers at KPRC! don't just read releases off a news ticker or machine. KPRC! maintains a staff of 11 newsmen. They go to the scene of the news, witness it, write it, and in most cases, report it themselves on the air. Since they live the news they know the news...and, KPRC! news is most interesting!

2. Interesting Music! The records heard on KPRC! aren't the records KPRC! thinks ought to be heard—they're the records listeners indicate they want to hear by their purchases at record stores, by the records they play in public places, by what they say in conversation to KPRC! people and their friends.

3. Interesting People! The voices on KPRC! are friends. The voices belong to real flesh and blood people like Tim Nolan, Bob Byron, Johnny Edwards, Jack London, Gordon Smith and Ken Fairchild. They are companionable people, intelligent people, friendly, interesting people.

AS A RESULT, KPRC! IS MOST INTERESTING, MOST BELIEVABLE, MOST RESULTFUL, BECAUSE ITS

Key People Really Care!

950 on all Houston area radio dials—Edward Petry & Co. Nat'l Reps.

BROADCASTING, AUGUST 21, 1961
How Do You Measure Television?

On the bias, obviously. But whose? That of nose-counters who equate big numbers with stature? That of TV critics who prefer to kill audiences instead of bad guys? Or something in between?

One yardstick we suggest: the distance from a station to its community. Corinthian has always believed that local programming is the shortest distance to its viewers.

A look back at highlights of the past season’s local affairs programming—in prime time—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on “Tornado Alley.” In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

When the instrument is Corinthian television, twenty-one inches reaches from station to community—and from seller to buyer.

Responsibility in Broadcasting

THE CORINTHIAN
FOUR MAJOR TEXAS MARKETS

Here is the growth record of four major markets in Texas, based on figures compiled by the Dallas Chamber of Commerce. The figures, except bank deposits and employment, cover the first five months of 1961 and 1960, unless otherwise indicated.

<table>
<thead>
<tr>
<th></th>
<th>DALLAS</th>
<th>HOUSTON</th>
<th>SAN ANTONIO</th>
<th>FORT WORTH</th>
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<tr>
<td>BANK DEBITS (in millions)</td>
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<td>BANK DEPOSITS (Dec., in millions)</td>
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<td>1960</td>
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<td>NON-FARM EMPLOYMENT</td>
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<td>512,800</td>
<td>204,970</td>
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<td>503,370</td>
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<td>POSTAL RECEIPTS (add 000)</td>
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<td>11,423</td>
<td>8,227</td>
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- Sources: Bank Debits, Federal Reserve System; building permits, Dun & Bradstreet; bank deposits, published by banks at time of bank holding companies (revised, 1961 preliminary); employment security agencies; postal receipts, postmasters of cities.

tales and bragging. They're working hard instead.

"Texas is growing up in the auto age. Its cities are building for the automobile and the jet. The east was designed for the horse and buggy. Texans can move about swiftly and easily. The economy is diversified and getting more so. Yes sir, Texas is on the march."

"Humble, Texaco and Gulf began in Texas," he said. "They moved east because of the financial market. Now they're coming home where they can live close to their production, marketing and refining. And they will cut administrative costs."

Humble is moving all its staff into a cloud-high building and all but a few Gulf officials will be moved from Pittsburgh to Houston.

The last five years have been good to Bank of the Southwest, its capital surplus doubling since 1956 and its deposits almost doubling to $390 million in the 1950-60 decade.

Young Financeer - Another successful Texan with broadcast holdings is Jack C. Vaughn, who took over his invalid father's extensive oil and business holdings in 1947. Still in his early 30s, young Vaughn owns the near-30-story Vaughn Bldg. in downtown Dallas as well as imposing new structures located in Midland, Corpus Christi and Amarillo.

"Texas has only begun to grow," he said. "We're riding the impetus of the last decade and we'll keep going. "The future of Texas is unlimited. We have right-to-work laws and true free enterprise. We have decent government. The future of electronics and petrochemicals is beyond our dreams.

"We in Texas should make heavy equipment and sell it out over a wide area. We should fabricate our products and sell them to the Far West, South-west and South instead of letting the business go to Detroit, New York, New Jersey, Chicago and other cities."

"We should manufacture Fords, not assemble them."

Widespread Interests - Young Vaughn's interests are spread over 17 states and foreign countries. He's interested in construction, helicopters, cattle, owns Spartan National Life Insurance Co. 100% and is a banker. Television holdings include KROD-TV El Paso; KOSA-TV Odessa and KVII-TV Amarillo.

These are a few of the thousands of successful, aggressive Texas businessmen who have taken part in the growth of Texas, 1961 model, and who are shaping the future.

1ST IN HOUSTON FM

95.7

(ST IN HOUSTON FM)

KHUL

presented "COOL" a more refreshed radio

1st news
with 24-hour programming
and now with Stereo

(SPECIAL REPORT: THE TEXAS MARKET) 75
HOUSTON GROWS 5% YEARLY

Huge plants line 50-mile sea channel; boosters point to prospects for future

An innocent question, "Just how big is Houston?" can bring a loaded answer from any member of the tops-in-Texas cult that has grown up at the headwaters of the Big Ditch.

As a few hundred feet above average terrain in Houston's formidable skyscraper center, the question is apt to— and did—inspire this forward-gazing reply: "Two-and-a-half million in 1975."

They talk that way in Houston when the conversation gets around to the essential economics of this ocean-tied miracle—and don't try to imply the metropolis is anything short of super terrific, or anything as ordinary as Dallas.

50-Mile Channel • Houston's Big Ditch is a 50-mile ship channel to the Gulf, 100 yards wide at the narrowest point. It's fondly described as "The Port of Houston's Fabulous Fifty Miles." There are three ways of seeing it—by air, water and auto. From above, the view is beautiful. Aboard the sleek Sam Houston, a city yacht used to enlighten visiting industrialists, the channel view is impressively functional. By auto the clusters of tanks and tubes can be glimpsed in hundred-million dollar bits.

At one bend the visitor aboard the Sam Houston will watch this collection of plants unfold: Stauffer Chemical, Signal Oil, Lone Star Cement, Continental grain elevators, Southwest Sugar, more Signal Oil, Koppers—and they're all on one side. Across the channel are Tennessee Coal & Iron, Ideal Cement, Mayo Shell, U. S. Gypsum, Gulf Oil, Armco Steel, Tenn-Tex Alloy, Todd Shipyards. This 20th Century spectacle goes on and on. It's getting so crowded they're figuring out a series of finger ditches to make room for more industry.

"Houston is on the threshold of the largest chemical complex in the history of the world," said Roy Hofheinz, lawyer and ex-mayor. "It has a combination of cheap fuel, water, water transport, adequate land and mild weather."

Statistical Proof • For number lovers, Houston has stacks of tables, charts and...
statistics that tell one of the exciting stories of American city progress. Here are some of the current numbers: 544,000 in May labor force with 518,000 at work—match that if you can, Dallas; 92,375 in manufacturing; nonresidential construction contract awards totaling $134 million in the first five months of 1961 and $288 million in the 12 months of 1960; doubled bank debits in a decade, $14 billion to $28 billion; almost doubled bank deposits, $1.3 to $2.6 billion; more than doubled postal sales, $8 to $20.6 million.

But getting back to the original question, "Just how big is Houston?" the answer is 1,234,158 people in 1960 compared to 806,000 in 1950, according to the U. S. Census (metropolitan area, Harris County). A fast pass at a slide rule will suggest a 1961 mid-summer population of 1½ million. The growth rate is running over 5% a year.

Million Mark Jubilee * Some years ago Houston set up six months in advance a rousing July celebration as the city attained the million-people mark. This miracle of the data-processing arts was based on honest planning fortified by intense promotion. Nobody ever proved the million mark was reached earlier in the year, or a few weeks later. Anyhow The Fete of a Million People called world attention to the city's numerical achievement and industrial progress.

The basic economy of Houston is supported by $3 billion worth of oil and gas plants, the 50 miles of ship channel plants devoted to a wide assortment of other industries, 125,000 cows (tops for any Texas county), enough docks and a turning basin to justify the proud claim Second U. S. Port, assorted farm products and such basic facilities as freeways, the international airport and the geographical-geometric achievement—a harbor for ocean commerce and a full 360 degrees in which to spread.

Plentiful Resources * A thoughtful Houston businessman will account for the growth this way: To a major extent the growth in the Texas Gulf Coast area, especially Houston, must be attributed to the incomparable natural resources, the geographical location of the region and the mass production industries—notably oil refining, chemicals and metals—which have been built upon them.

And the future? The prospectus goes: Booming Houston increased 54% in the last decade, according to the 1960 census, and population analysts are predicting an even faster increase in the years to come. Growth of the port and city go hand in hand, with business and industry moving ahead at full throttle, looking to a dynamic future.

Interlinking of oil and gas throughout...
Station KPAC-TV

Beaumont-Port Arthur

has appointed

Blair Television Associates

as national representative

effective August 14, 1961.
Here at Beaumont-Port Arthur is where America’s big blue-chip companies make a lot of their blue chips, in petrochemicals—companies like:

- Allied Chemical
- DuPont
- Koppers
- Bethlehem Steel
- Firestone
- U.S. Rubber
- Olin Mathieson
- Goodrich
- U.S. Steel

These blue-chip payrolls build business in four thriving cities—Beaumont, Orange, Port Arthur and Lake Charles.

Remember one station, and only one, delivers all four markets:

KPAC-TV

Channel 4 NBC

NEW SUPER-TALL TOWER — To give still finer service to this growing market, and bring Lake Charles well within its Grade A zone. KPAC-TV is putting a new-super-tall tower into operation early this fall. Rising more than 1,000 feet above average terrain, the new tower is estimated to bring more than 25,000 additional TV homes within the service area of KPAC-TV—a substantial increase for the station that already reaches more homes than any other in the market.

TIME FOR ACTION—Check with your nearby Blair office for complete data on KPAC-TV and its great Gulf Coast market.

TEXAS GOLDCOAST TELEVISION, INC.

BLAIR TELEVISION ASSOCIATES

National Representatives
HOUSTON GROWING 5% A YEAR

continued

the main types of manufacturing is significant, according to a Federal Reserve Bank review. Oil and related industries account for over 150,000 employees and over $1 billion in personal income, the bank said—and that was two years ago.

Inland Waterway Too • Besides the heavy ocean traffic, Houston is tied into the inland waterway system with access to the entire Mississippi Valley and Great Lakes region. The total traffic of its port exceeds 60 million tons. Nearby Beaumont and Port Arthur have 49 million tons, split about 50-50 with Beaumont having an edge.

The younger generation is taking hold in Houston just as in Dallas, Fort Worth, and other Texas cities. These businessmen are behind new physical, cultural and educational facilities.

A $38-million pond, Lake Livingston, will bury 80,000 acres on the Trinity River, including the village of Kickapoo, some good roads and pipelines.

U. of Houston, second largest in Texas, has 13,000 students. Like Rice U. it was founded by a local philanthropist.

The symphony signed Sir John Barbirolli as conductor; local grand opera plays to full houses. There are a number of museum and art galleries.

Covered Stadium • A new $22-million stadium with a protective dome will provide weatherproof football and baseball. The Houston Oilers were the American League champs in 1960. The new Colts baseball team will join the National League next year. The stadium will seat 53,000 for football, 46,000 for baseball and 66,000 for sports less demanding of ground area. It will have $8 million in needed facilities and a $1 million standby stadium for use next year while the dome project is being completed.

This recreational tidbit isn’t unusual in Houston. A review by the local Chamber of Commerce listed these Houston rankings in the Southwest—first seaport, first in population, first industrial market, first in retail sales, second in wholesaling, first in value added by manufacture, first in factory payroll and first in factory capital expenditures.

National Rankings • Nationally Houston was ranked this way—second seaport, seventh in population of incorporated area, 16th in metropolitan area population, 14th industrial market, 15th in retail sales, ninth in new manufacturing, 18th in value added by manufacture and 20th in factory payroll.

Retail sales, according to the U. S. Census Bureau, rose 90.4% from $811 million to $1.34 billion from 1948 to 1958. And value added by manufacture rose in four years, 1954-58, from $869 million to $1.17 billion.

Houston recently spent $3 million on its international airport. New air routes to both East and West Coasts have opened. Airlines contribute over $10 million a year to the economy. The $120 million Texas Medical Center is expected to be one of the world’s greatest medical concentrations. Baylor U. College of Medicine and U. of Texas Dental Branch are located on the 163-acre tract.

“Now other cities in the world has on its doorstep such a wealth of natural resources,” the Chamber of Commerce has proclaimed. No other city has refuted the claim.

Science increasing Texas farm profits

1960 INCOME TOPS $2 BILLION; LEADS IN LIVESTOCK, MANY CROPS

As elsewhere, Texans can’t keep them down on the farm after they’ve seen Big D, Houston or other modern cities.

But the decline in the Texas farm population to a little over 10% has been in inverse ratio to the income from its agriculture. Last year’s cash income to farmers totaled $2.2 billion (see table).

Texas is full of farming firsts. It tops the U.S. in cotton, cottonseed and grain sorghum. And it has the largest harvested acreage of any state—24.1 million acres. Texas is generally around top place in the rice standings.

Fancy Cattle • It’s superfluous to observe that Texas is first in livestock. There are over 9.2 million cattle—fancy breeds suited to the state’s assorted climates and pasturage and looking little like the fabled longhorn. Cattle supremacy is now tied to Texas’ top position for grain sorghum, blended with cottonseed meal, molasses and other goodies to fatten range-reared cattle for market. At the Lewters feed lot in Lubbock they fix a mechanized supper for up to 30,000 cattle at once, a do-it-at-home function once handled at Kansas City and other centers.

Texas agriculture naturally utilizes the latest in farm machinery. Farms are big and getting bigger. Of importance to those who sell goods and services to Texas, the rural living standards are rising steadily as they keep pace with urban trends.

More Cows in the East • It startles outsiders to hear there are more cattle clustered on lush East Texas pastures than on the West Texas range. Fancy grasses have been planted there and water is plentiful. Harris County (Houston) has a heavier cattle population than any other county.

And those unfamiliar with cotton are often startled to learn that a by-product of the average bale of cotton is 800 to 1,000 pounds of cottonseed worth $45 to $90 a ton. Once dumped, this product is worth up to $100 million yearly to Texas ($56 million last year). It’s used for stock feed after the oil has been extracted. The oil finds its way into shortening, salad oil, other foods.

Texas is learning how to conserve its

Truck farming is a big industry in the Rio Grande Valley. This photograph of an irrigated field was made in the McAllen area.
Acres of beef cattle are shown in this aerial view of Lewters feeding pen, Lubbock. Production and processing of beef is becoming increasingly important to the economy of this section of the state and elsewhere.

Water supply, a boon to irrigation in the arid farm areas. Dry-farming methods have been improved where water isn't available. Irrigation is found all the way from the Rio Grande Valley to the Panhandle, much of it based on conservation techniques. In the valley most of the water comes from the river; in the plains from vast underground sources.

**Supplies Demand** This ground water supply manages to keep up with the plains irrigation but experts can't agree on how long it will be available. Thousands of ponds built on the plains are collecting runoff that, farmers hope, will trickle down into limestone caverns to replenish the supply. At least half the state has underground water. It's sinking slowly, studies show, but there isn't any sign of exhaustion. Many cities once dependent on ground water are now developing surface water sources.

The rich soils of vast plains and humid flatlands produce over $2.2 billion a year in agriculture products, with livestock producing $1 billion and crops the rest. Naturally the price of cotton is a key factor in determining the success or failure of a crop year since this crop accounts for a little over half the farm income. In 1960, for instance, cotton farmers received $565 million for their crop. This was $107 million or 15.9% below the amount received for this crop in 1959.

**Temperamental Cotton** Cotton is grown from the Sabine river in the east to Lubbock in the west. It's temperamental, this little bush with the fuzzy fruit. In the Rio Grande Valley they raise fast-maturing strains because of parasites and pests; out on the western plains they produce different types. Careful selection of strains, pest control, irrigation and mechanized harvesting of fields defoliated by airplane spraying have kept Texas in the front of cotton-growing states.

The second grain crop is sorghum, a dwarfish sort of corn-like plant with tassels of tiny, oily kernels. This grain will produce $200 million in a good year ($195 million in 1960). The discovery that it is 98% as efficient as corn for cattle fattening is perhaps the main reason Texas is now finishing its own steers. Nearly 7 million acres were planted to grain sorghum last year, topping the nation, with another 800,000 acres planted to other types for silage and forage.

**Wheat, Too** It's not often anyone thinks of Texas as a wheat state, but last year farmers received $135 million from their crop. It was a good wheat year. Wheat acreage ranks fifth in the nation, practically all of it winter wheat. And Texas ranks one-two-three-four with Arkansas, Louisiana and California in its rice crop, which brought the state $56 million last year.

Fruits and vegetables produced $89 million for farmers. The Rio Grande Valley is raising better types of oranges and grapefruit as the killer-frost damage of a decade ago is forgotten. Its red and pink grapefruit are the world's finest, the valley boasts.

The famed Texas cattle bear no resemblance whatever to the longhorns of legendary grazing days. The vast King Ranch, with headquarters at Kingsville, 25 miles from Corpus Christi, has its renowned Santa Gertrudis strain with a tickproof hide bred in from Brahman cattle. This is the only American-developed strain. Whitefaces dominate the herds but there is a growing percentage of Black Angus and other types. Cattle ranchers got over a half-billion dollars for their animals last year.

**Scientific Ranching** A drive around famed King Ranch headquarters provides a quick course in scientific agriculture. Cattle breeding has been raised to a form of high art. Fancy quarter-horses and racers (two Kentucky Derby winners—Assault, triple crown winner in 1946, Middleground in 1950) are bred and trained but ogling tourists are kept at a distance because these thoroughbreds are temperamental. Every-spring about 50 two-year-olds are shipped to major tracks to start their racing careers.

The ranch consists of 823,400 acres. It was founded before the Civil War by Richard King, a native New Yorker, with the present-day ranch operated by a corporation of which Robert J. Kleberg is president and general manager. Other ranches are operated in Kentucky, Pennsylvania, Australia and Latin countries. Experiments cover the range of land utilization, breeding, feeding, and wildlife conservation.

**FARM CASH INCOME**

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<tr>
<td><strong>CROPS</strong></td>
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<tr>
<td>Cotton</td>
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<td>Cottonseed</td>
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<tr>
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|          |                |                |
|----------|                |                |
| **LIVESTOCK**|            |                |
| Cattle   | 534,634        | 310,877        |
| Dairy products | 128,645   | 109,424        |
| Calves   | 96,285         | 94,829         |
| Poultry  | 74,430         | 62,199         |
| Eggs     | 60,369         | 66,115         |
| Hogs     | 42,338         | 58,143         |
| Sheep-rams   | 23,418   | 22,745         |
| Wool     | 21,167         | 18,859         |
| Mohair   | 18,782         | 12,939         |
| **Total**| $1,010,195     | $754,130       |

**ALL COMMODITIES** $2,209,219 $1,883,288

*Does not include government payments.*
Battling Houston for top population Big D claims Ft. Worth's 600,000 as part of its trading area

In Dallas they hang two favorite tags on the metropolis— "Big D" and "Business Hub of the Southwest." Both are descriptive. And both are accurate, judging by convincing statistics telling one of the great stories of American civic achievement.

Any time Big D gets an argument from Houston about who's biggest— Houston has more people—it has an economic ace up its sleeve: Fort Worth. The combination is unmatched in Texas. The combined population is equaled only by eight or nine other American markets. Fort Worth, of course, has over a million and Fort Worth is about 600,000; Houston, 1,243,000. Houston is the largest city in Texas, but it has a million and half of its population only in the city proper.

In every metropolitan area one station dominates the market — in the Dallas-Fort Worth area, KRLD-TV is that outlet. *Average Quarter-Hour Homes Reached, 9 a.m. to Midnight, Sunday through Saturday, shows Channel 4's dominance of this incredibly rich market. Consult your Advertising Time Sales representative or KRLD-TV direct. *ARB — June '61

Reach the Dallas-Fort Worth market EFFECTIVELY with Channel 4

Represented nationally by Advertising Time Sales, Inc. (Formerly The Bronham Company)

Clyde W. Rembert, President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
able to swing it. Houston gets a National League baseball club in 1962.

Long an industrial community, the factory aspect is shifting from aeronautics to the newer sophisticated industries that serve the missile age (see Dallas Electronics story, page 86). But an intensified defense crisis could bring back some of the dwindling aeronautical activity.

Income High • Personal income more than doubled in a decade, according to government figures, wages-salaries going up about 120% and other labor income 2½ times. Living standards are high; there's minimum unemployment and the city has tooled up its physical facilities for fast expansion in the 60s. Bank deposits in Dallas were up $310 million in mid-summer over a year ago.

Dallas isn't exaggerating when it boasts of financial prowess. It has big banks, big insurance companies, big business, big financiers and big wheels — the Murchisons (Alleghany Corp.), for example (see story, page 68). Their influence is felt all over Texas, the U. S. and around the world.

Big Banks • It has two of the largest banks in the nation — Republic National Bank with nearly $1.2 billion in resources, and First National Bank in Dallas, with just under $1 billion. Combined, Dallas banks have over $3 billion in resources and there is no such thing as a branch bank in Texas.

A score of Dallas-based insurance companies have over $9 billion insurance in force; the city is one of the four leading U. S. Insurance centers. There are 19 members of the New York Stock Exchange, ascribed to its proclaimed role of "leading securities center of the South." Merrill, Lynch, Pierce, Fenner & Smith has 100 employees in its two Dallas offices and is in a big expansion program.

The city is a transportation center, dominating southwestern traffic. Mexican Airlines last April started international service. Delta has just added new service to Las Vegas and the West Coast; Eastern to New Orleans and Miami. Two-score truck lines have terminal facilities, averaging $200,000 a day in freight clearings as 1,200 trucks head in all directions. Some 1,800 Texas communities rely solely on trucks for shipping service.

Style Leader • With its crossroads location, Dallas has assumed a dominant position in the apparel and dry goods industry. Its styles have become pace-setters. Dallas Fashion Manufacturers Assn. members, employing 11,000, have a $30 million annual payroll. Over 6,000 garment buyers go there four times a year. Sales comprise 80% of the state total.

Industrial districts are prettied up in the modern manner. Brook Hollow along the freeway is described locally as "the most beautiful entrance to any city in America." It houses 200 firms with $75 million plant investment and includes such names as GE, RCA, Abbott Labs, Insurance Co. of North America and Parke Davis. There are a score of other districts plus another 17 industrial areas. The new 16-lane Stemmons Freeway runs along Trinity District, an industrial center with 1,000 firms and $100 million in buildings located on a 1,500-acre plot.

Many Conventions • Conventions and trade shows numbering about 200 will bring the city $75 million this year. The Merchandise Mart of Dallas was set up in 1952 and a furniture mart was added in 1957, the largest outside Chicago. In mid-July there were 10,000 furniture buyers in Dallas for the summer show. Other marts are devoted to decorative, home furnishings and gift building, with a million square feet is devoted to gift wares. Hotel space doubled in the 50s, including large Hilton and Sheraton facilities.

Industrial payrolls last year totaled $1,785 million, up $77 million in a year. Principal sources were manufacturing, $457 million; retailing, $237 million; wholesaling $224 million; service, miscellaneous $193 million; government (including private education) $186 million; transportation, $120 million; construction $104 million.

Bank deposits were up 8.1% in 1960, payrolls 4.6%, bank debits 10.1%, electricity use 10.7%, number of telephones 5.9% and postal receipts 7.7%—all that in one year.

Wholesale Center • Over 3,000 wholesale firms did business of more than $4 billion, leading the rest of the state and ranking 12th nationally. Leading items were autos, machinery, groceries and farm products. Metropolitan Dallas has 28% of the Texas wholesale business compared to 11.3% of the population. Houston is second-ranking wholesaler with $3.6 billion.

But where Dallas really gets exciting is in its office, industrial and highway facilities. The city set a local building permit record in the first quarter of 1960, its $57.6 million ranking third in the U. S. Among current projects are an upcoming First National Bank in Dallas building, Praetorian Bldg., southwestern Bell, Glidden Co. plant at Carrollton, Republican National Bank tower, Southwestern Life, more freeways, St. Paul's Hospital, $3 million Medallion department store, Montgomery Ward, $50 million shopping center and 10,000 homes (1961 total). The city is becoming an important building supply center.

Post-Graduate Study • In the future is a post-graduate study facility, Graduate Research Center of the Southwest. It's in limited operation now and a
Says John Hopkins:
General Manager, KTVT, Dallas-Ft. Worth, Texas

"We bought Seven Arts' Vol. I and II because YOU CAN'T HAVE TOO MUCH OF THE BEST."

"We have one of the most extensive film libraries in the country, but still we bought Warner's 'Films of the 50's' to enhance our reputation for presenting the best in feature film entertainment. Vol. I and Vol. II both represent by far the best post-'48 features you can buy. And we need the best to pitch against network competition."

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures — "Gigot", starring Jackie Gleason, completed shooting in Paris... Gene Kelly directing...

Theatre — "Gone with the Wind" in preparation...

Television — Distribution of films for T.V., Warner's "Films of the 50's"...

Literary Properties — "Romancero" by Jacques Deval...

Real Estate — The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue    YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, III.    ORchard 4-5105
DALLAS: 5641 Charlestown Drive    ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive    GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Dallas electronics production center

The most spectacular factor in the growth of Dallas industry is the production of electronic items and associated research. Blessed with skilled engineers, these firms are neck-deep in the Minute Man, Saturn, Nike-Zeus, Sergeant, Thor, Atlas, Hawk and all the magic names of the missile era.

By yearend these firms will have turned out electronics products with a total value of $263 million, according to a compilation by the Dallas Chamber of Commerce. The industry employs around 17,000 persons with a payroll of $100 million—17.4% of all Dallas factory workers.

Doubled in Three Years ☆ Nobody's much excited over the growth rate, but for the record it must be stated that Dallas electronics employment doubled between 1958 and 1961. And this is just the beginning, according to a recent statement by James J. Ling, board chairman of the new Ling-Temco-Vought combine (a merger of Ling-Temco Electronics and Chance Vought Corp. that will be wrapped up by the time these lines appear).

Ling-Temco-Vought covers the gamut of electronics, radar, tv, missile and industrial electronics. It has a backlog of $300 million. A subsidiary, Continental Electronics Mfg. Co., built the most powerful transmitters in the world. They include a 2,000 kw job for the Navy and superpower gear for Voice of America. Continental developed radar for the Nike-Zeus antimissile-missile system and many types of space equipment. A Polaris sub system was developed in collaboration with Alpha Corp., a Collins Radio subsidiary.

Largest of the Dallas electronics firms is Texas Instruments (18,000 employees worldwide, 11,000 in Dallas County; 1960 billings of $233 million). TI is a leading manufacturer of transistors and other components. Last year it spent $38 million on engineering alone, about half supported by other firms and the government.

Collins Plant ☆ In Texas, Collins' Dallas headquarters directs operations that employ 3,000 (including the subsidiary Alpha Corp.). It has an $1.8 million addition. The Texas division is devoted to single sideband communication, airborne navigation, flight control, broadcast and space equipment. Alpha handles space surveillance, integrated land-sea-air systems and instrumentation switching facilities.

Electronic Corp. makes low-cost tv stations and automated fm gear. It has proposed a commercial tv service (uhf) for Dallas businessmen, providing visual-audio news, market data and weather. Varo Inc. provides power supplies, components and other electronics items.

RST Division of Dresser Electronics designs and makes magnetic components and electronic sub-systems for missiles and rockets, radar and television. In all there are 14 Dresser Industries divisions. Among Dallas electronic firms are Geotechnical Corp., Space Corp., General Electrodyamics, Airborn Inc. and dozens of others.

FT. WORTH INDUSTRY GROWS

Cowtown label fading as new plants multiply; stockyards and packing houses still important

Some of the oldtimers hate to admit it, but those who measure markets with slide rules instead of sentiment can state a good case on behalf of the claim that Fort Worth is losing its beloved "Cowtown" reputation. For Cowtown has gone modern.

Of course some western flavor persists, especially in world-famed Amon G. Carter Museum of Western Art where it appears in high concentration, but a curious pedestrian who talks to a hundred or so of the natives will find they're more interested in the chance of reviving the Hustler (B-58 bomber) as a key defense weapon or the state of business at Sun Chemical, the shift of Great Southwest Corp. headquarters from Dallas and the building plans of Carling's beer, Crown Cork, General Foods and Sears Roebuck.

The latter in this year knew Fort Worth when it was a trail crossing. He observed and sparked its growth into a modern city as publisher (Star-Telegram), broadcaster (WBAP-AM-TV), and civic leader.

Industrial Parks ☆ Major industrial parks house much of Fort Worth's industry. The city and environs are the second largest aircraft production center in America. The Hustler is the fastest manned weapon in the U. S. arsenal but production at General Dynamics, with 16,000 employees, has been hit by Washington indifference, an attitude that is starting to feel the pressures of international crises. Bell Helicopter, selling aircraft in 50 countries, is keeping busy and employs 3,000. Carswell air base has B-52 bombers.

The cattle industry, which drove Fort Worth into business prominence, is still important. The $30-million investment in packing houses and stockyards provides work for 10,000 and a $30-million annual payroll. About 3 million animals are handled annually, a business that grosses $200 million a year.

Grain storage capacity, 72 million bushels, is fifth largest in the nation. Flour and feed mills are important.

Forth Worth likes the tag "Detroit of American Boats," the industry having $14 million in annual sales and a $4.6 million payroll. There are 400 concerns directly connected with the oil industry. Life insurance and fire-
WBAP REACHES 1,086,600 people in FORT WORTH - DALLAS
the Hospitality of the Old West.”

This draws a fast reaction from old-timers, who stick to the original version. “The spirit of West Texas remains,” according to Harold Hough, WBA-AM-TV vice-president-director. “Many of the ranchers live here. We’re the marketing center for West Texas. Ranching and oil are still important.” He conceded Fort Worth has become more modern with its aeronautical and scientific industries. Then he added, “Many of the people who work at Convair live as far west as 100 miles.”

Industrial City * “Don’t swallow those yarns about our Cowtown atmosphere,” another business official stated with a suggestion it would be better if he remained anonymous. “Fort Worth is an industrial city, with close Dallas ties. Everybody goes back and forth so much over the turnpike and old Route 80 that it’s getting to be a joke—except when you mention Amon Carter airport and Love Field.” Carter airport is 19 miles from downtown Fort Worth. A diligent right-of-way purchase, 16 miles long and 50 feet wide, brought it into the Fort Worth municipal boundaries. But Love Field, 15 minutes from Dallas hotels, dominates the traffic movement despite the fond hopes of Mr. Carter.

Medium-size cities have sprung up between Dallas and Fort Worth. Tarrant County has 53,500 employed in manufacturing, $128,000 in construction, $3,700 in retail trade, 24,200 in government. With assorted other lines, the county has 219,000 employed compared to 455,000 in Dallas county, according to late figures of Texas Employment Commission. Wages and income rose 139% between 1948-57 and the pace is still brisk. Food and related products are big employment sources. Candy is an important item.

Shopping Center * Fort Worth continues to be the shopping center for much of northern and western Texas, southwestern Oklahoma and eastern New Mexico, according to a Federal Reserve study. The city leads in women’s clothing manufacturing in the Southwest and has a number of furniture plants. Lennox Industries is the Southwest’s No. 1 producer of air-conditioning equipment. Value added to manufacturing, all products, tripled in the 1948-58 period. The low work-stoppages record is claimed to lead the Southwest.

Looking ahead, Fort Worth hopes for a million population in the mid-70s. Its bank debits (individual accounts) doubled from $4.7 billion to $9.3 billion from 1950 to 1960.

Whether it’s Fort Worth, Dallas-Fort Worth or 53 counties, Cowtown is living, spending and thinking like other Texas cities which are mostly thinking like other American cities.

---

**THRU THE SAME DOOR . . . FOR 21 YEARS!**

Since 1940, GEORGE ERWIN has been the friendly “waker upper” . . . the big selling force in Fort Worth morning radio.

Other voices, too, have become KFJZ trademarks... PORTER RANDALL, 21 Years... DAVE NAUGLE, 15 years.

POSSIBLY this is why you can expect better results... why Hooper says we lead in all time periods for three straight reports!*

*May—June '61  
June—July '61  
July—Aug. '61
Television's potential as a sales tool has taken on new dimensions in a handful of U. S. markets.

Each of these areas boasts one of those unique engineering achievements usually dubbed "The Tall Tower." A lofty tribute to someone's ability to "think big," this utilitarian giant sends TV's selling signal booming out to consuming masses that competing media can only dream about reaching.

Experts Re-Evaluate • The result: experts in every phase of the marketing function find they must re-evaluate these markets to take full advantage of this unusual video impact.

No longer valid is the old concept of covering only a metropolitan market. Outdated, too, is that favorite of print media, "the retail trade zone." Even the more modern idea of regional marketing via TV has to be expanded in Tall Tower markets. Any lesser approach passes up a golden opportunity to use the most muscular of all mass media, Tall Tower Television.

New Sales Support • An advertising manager, for example, finds a Tall Tower supplies solid TV sales support for trade areas that never before enjoyed such help. Obviously, retail activity can be stepped up without any increase in overall advertising investment. This is a development that is not likely to bring gloom to any board of directors.

And what about the effect of this Tall Tower on the company's co-op advertising program? The smaller dealer — who traditionally has moaned "When are you going to do some advertising in my town?" — is finally willing to agree that the company's schedule on a Tall Tower station really reaches local customers. Participation by more distributors of this type cuts the amount that each must pay, so co-op campaigns become more welcome, more frequent and, hence, more effective.

Media Analysis • While the advertising manager has been becoming pleasantly acquainted with Tall Towers, the media analyst at his advertising agency also has made interesting findings.

This expert notices that some TV stations are pushing back the horizon adding a dozen or more counties that competing channels do not penetrate to an effective degree. In the San Antonio Television market, for example, the 1961 ARB Coverage Study credits WOAI-TV (the Tall Tower station with the greatest coverage) with 52 counties — compared to only 39 for the VHF with the shortest tower.

The media authority recognizes, too, that a Tall Tower station's greater potential audience makes it possible for each schedule to reach a larger unduplicated cure, a benefit that is vital to the sales strategy of many advertisers.

Homes vs. Ratings • Everyone performing the time-buying function for an agency is made conscious of Tall Towers by sales presentations stressing "Total Homes" supplied by stations fortunate enough to be operating from a big stick. Conversely, pitches by competing channels show a strange fondness for metropolitan rating points and are apt to speak disparagingly of extended coverage that delivers "windmills and jack rabbits."

The real oddity in this difference of emphasis is that some of the most vocal supporters of the glorious rating point have quietly applied for permission to build their own Tall Towers! Clearly, continuing market research by agencies and advertisers has firmly established the importance of delivering people rather than percentage points.

And an increasing number of 1961's fourth quarter schedules are going to Tall Tower stations solely on the basis of potential. With many of their commercials slotted in or adjacent to wholly untested program fare (which describes the prime time line-up in any market), time buyers and their clients reason that they are reducing the risk by choosing a channel which, sign-on to sign-off, delivers more than its fair share of the audience.
San Antonio's skyline is impressive as seen from one of the modern expressways which lead into the city. The look belies its historic past.

**BASES BOOST SAN ANTONIO**

Old and new blend to give southern Texas center unusual, but prosperous, economy

In San Antonio, where the old and new live in prosperous harmony, they "Remember the Alamo" every time there's an excuse for a festival. More recently they're learning to enjoy more prosaic symbols such as the payroll at Lackland air base or the $675 million in bank deposits. This city of contrasts is a tourist's dream and an economic exception.

**Military Center**  Much of the basic economy can't be observed easily. San Antonio is surrounded by colossal military bases scarcely visible from highways—the biggest military center outside the Pentagon." There's no collection of big industrial parks or chemical plants to dramatize local industry.

San Antonio is content with its unusual economic facade for obvious reasons—these for example:

- Nearly half its wages and salaries come from the government, a steady income source immune to the harsh fluctuations of the average city.
- Even without the business boosts of major industries its population is increasing at a pleasant rate—500,460 in 1950 to 687,000 in 1960, a healthy 37%.
- The defense installations promise continued growth—it's a haven for retired military personnel and younger men coming out of the service.
- It serves as a financial center for south Texas.
- Distribution and service industries are the second main source of income. Manufacturing is developing but San Antonio isn't yet a major factory city with only about 26,000 so employed. Strikes, by the way, are rare.
- The historic shrines and other tourist attractions bring in $50 million a year; conventions draw another $10 million; an urban renewal project is in the works.

- Important medical facilities at the military bases; a new hospital is underway at Lackland and the U. of Texas is to have a medical center.

The governmental side of San Antonio isn't easily documented. Many of the primary facts are on record but the full spread of federal influence has intricate and important aspects.

Military statistics as of July 1960 (and they haven't changed much in a year), show 49,888 military and 29,987 civilian personnel drawing $270 million in annual pay.

**Since World War I** The Army came to San Antonio in World War I. Kelly Field was the first great flying center, flanked soon by Brooks air base. Now there are five Air Force bases—Kelly, Brooks, Lackland, Medina (usually included in Kelly) and Randolph. Lackland is by far the largest with 26,000 military and 1,900 civilian personnel.
QUALITY-CONTROLLED

studio,

- world's finest facilities, including intersync and interswitch!
- 3 huge studios—9 Marconi cameras—a total of 5 Ampex VideoTape recorders!
- currently serving nation's top agencies and advertisers!

At your disposal are 9 of the latest Marconi 4½" image Orthicon cameras and a G. E. color camera. Special Varotol zoom lens, electric dollies and camera crane add to the highly versatile camera effects. Director's "Tele-Cine Center" features the latest in intersync and interswitch equipment.

One of 3 huge modern studios! Walls are of 4" thick Oak excelsior for greater sound proofing and sound absorption. Overhead air-conditioning ducts keep performers cool at all times. Overhead lighting is second to none, and operated by a silicone controlled dimmer. Pre-sets permit five different scenes to be prelighted at one time.

PREPARATION OF STORYBOARDS, CASTING, DIRECTION, STAGING AND MUSICAL SCORING AVAILABLE IF NEE

WFAA productions

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas
Add that all-important "quality touch" to your next videotape production! WFAA PRODUCTIONS is a complete entity affording the ultimate in technical equipment and production know-how. Studio or location, no job is too big or too small. Our $250,000 VideoTape Cruiser can range up to 500 miles for "on location" taping... has its own power supply, two Ampex VideoTape units and 6 Marconi cameras. "In studio" shooting is the most flexible and fully equipped you will find anywhere!

Texas' fabulous country clubs provide pleasing backgrounds for "on location" taping. However, WFAA's VideoTape cruiser can go anywhere... to retail outlets, ranches, traffic areas, even the oilfields to achieve that added realism.

DICK GRAY, Manager
WFAA PRODUCTIONS
Former network unit manager and producer of many national live, film and videotape commercials in New York, Dick Gray's extensive background will prove invaluable to advertisers and agencies. He is in charge of all production, including taping, mobile contracts and commercial recording.

Special set construction, as well as the utilization of a variety of existing sets provides limitless backgrounds. Rear screen projection is also available.

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas
Monaural or multi-track stereo (up to 4 track), WFAA PRODUCTIONS is fast becoming noted throughout the nation for the quality of its transcriptions...tape or disc. And the talent supply is almost unlimited, backstopped by engineers and directors with many years of experience.
Kelly has 4,496 military but 20,701 civilian workers. The Army operates Brooke Army Medical Center at Fort Sam Houston where there are 12,942 military and 4,566 civilian personnel.

These statistics seem simple enough. They comprise about a fourth of the city’s personal income and possibly three times the factory income, according to a Federal Reserve Bank analysis at the close of the last decade.

Here’s where the related influences appear. The military bases spend around $400 a year on local products and services, a boost for factories, wholesaling and retailing. Another influence—dependents of military people live around the area. Many retired officers settle down there, close to old friends and delighted with the balmy climate (about one measurable snow every three years and a steady breeze). Finally, young military men stay around when they leave the service.

Stable Influence. The military influence is marked by stability, all bases being permanent peacetime installations. A disturbed world suggests possible expansion of these bases. Capsu-lized, San Antonio now has roughly 100,000 people in its military facilities, with an income of a third of a billion dollars.

Another secondary factor: U. S. Services Automobile Assn. has its world headquarters in San Antonio, with a 1,600-employee payroll and a flow of money into local banks.

San Antonio has the elements for growth. Ample land for city spreading is available despite the big military bases. New freeways are being built with a $40-million project approved by the voters. South Texas is on the move. Livestock, vegetables and fruit are the backbone of food and packing plants. The large Latin populace is several generations removed from old Mexico and its income is increasing. It went from 25th to 17th in central city population in a decade. Five new industries came in 1960. A complex of federal offices is expected to expand. The Chamber of Commerce is headed this year by James M. Gaines, president-general manager of WOAI-TV.

Mexico Prospering. About 150 miles away in Mexico there are growth signs. This is important to San Antonio as a shopping and distribution center. Mexico is developing a middle-class citizenry.

Friedrich refrigerator plant, major San Antonio industry, employs 1,500. It began in 1883 and recently was acquired by Ling-Temco of Dallas. Tumpano Co., aeronautical plant, employs 250.

The old shrines are getting older. The Alamo inspired a movie whose premiere last fall brought a lot of publicity to the city. The physical facilities are becoming thoroughly modern, though a charming tree-decked waterway that once was a river winds through the downtown and some of the streets wander around in the spirit of a past century.

It adds up to a city of cultural contrasts and economic solidarity.

WEST SETS RECORDS, EVEN FOR TEXAS

Five cities, on route 80, trying to outgrow each other

One of the boomingest of all Texas booms is remaking the map along Route 80 in the Permian Basin. Strung out 210 miles east of the Pecos, five new cities are trying to see which can grow the fastest. They are, from west to east, Odessa, Midland, Big Spring, Sweetwater and Abilene. Somewhat south lies San Angelo. West Texas is full of surprises, especially the unexpected group of skyscrapers that comes up on the Route 80 horizon en route to Midland. The almost-twin cities of Odessa and Midland, circled by air, show vividly what’s happening in the basin. At the present rate of growth they’ll be physically tied to each other in another decade or so. (See El Paso, page 111.)

Oil and gas, new industries and mili-
tary money are behind much of the boom. The basin, which actually reaches into nearby New Mexico, has over 81,000 oil and gas wells producing close to a tenth of the oil in the world—1.45 million barrels a day. Last year 5,318 wells were drilled. If the holes were laid end to end, they would reach from New York to Los Angeles and back again (taking a crow-flying course).

West Texas has huge chemical industries related to petroleum, mineral plants, gypsum and cement. Enough building is going on to keep some of the cement plants busy. The West Texas water problem is being solved as new lakes and dams are built, though they learned long ago how to live on slim water rations. With more water there will be more industry.

Abilene-Sweetwater

The city of Abilene doubled in population in the last decade, maintaining the West Texas pace. It grew from 45,570 to 90,368 (98.3%) from 1950
to 1960, enjoying the employment and money from 90 manufacturing plants, the oil industry, three colleges and two military units. Metropolitan Abilene has 120,377 people.

Dyess Air Force Base has a $2 million monthly payroll, housing two bomber wings and a transport wing. A $6 million Nike Hercules unit has a personnel complement of 315. New Atlas ICBM launching sites are on the way. The downtown is slated for a new look with building of an enclosed mall shopping center covering two blocks. Streets and utilities have been overhauled.

The colleges are Abilene Christian, 2,500 students; Hardin-Simmons U., 1,600, and McMurry College, 1,157.

Agriculture centers around livestock, cotton, grain sorghums and wool-mohair. Abilene is a financial and wholesaling center as well as a producer of food products, apparel, brick and tile and structural steel.

Sweetwater is the main city in Nolan County, 19,000 population. It has gypsum and cement plants and a packing income. Like Abilene it gets money from oil and transportation.

Big Spring

New and modern Big Spring bears little resemblance to the little county seat of Howard County in the pre-oil days. Opening of the Howard-Glasscock field in 1925 brought about the change. Cosden Petroleum Corp., now a subsidiary of W. R. Grace & Co., built a refinery in 1928 and it has a daily flow-through of 30,000 barrels. Cosden supplies jet fuel and gasoline by pipeline to local Webb Air Force Base ($14 million payroll) and Dyess Air Force Base at Abilene. Another line feeds into Midwest and Ohio Valley distribution systems. Besides custom fuels for other oil companies, Cosden is a big petrochemical producer, including $9 million a year of roofing-paving asphalt and a similar business in bases for fibres, rubber, plastics and drugs. Styrene alone runs 70 million pounds with new capacity.

The population is 31,230 in the city, a thumping 92% increase in the 1950-60 period. Dry farming includes cotton and grain sorghum. There's a lot of ranching. Farm income in Howard county is around $9-10 million. Telephone connections jumped from 5,329 to 13,316 in a decade. Big Spring has over 50 manufacturing plants, including Cabot and Richard carbon black. Webb air base has been expanded.

San Angelo

San Angelo's metropolitan population rose from 59,000 to 65,000 during the last decade but it's getting ready for a larger gain in the '60s. A master municipal plan is in the works. The city, with its water supply being augmented by a $32 million dam, is promoting the processing of its own raw products. These include grain-feed crops, cattle and wool-mohair, the world's largest wool market, it's claimed. The gas supply is unlimited. A rail project in Mexico will tie San Angelo via the Santa Fe to new Chihuahua al Pacifico railroad trackage, providing an outlet to Topolobampo on the Pacific. Home building is up 41% over last year. There's a spurt in nearby gas drilling.

Odessa

Odessa can't be dealt with calmly. Not long ago it was a cattle-loading point on the Texas & Pacific RR, with an occasional stopover by Route 80 motorists in search of a service station. Now it brings into being some of the civic fantasies once portrayed by oilied Texans at Madison Avenue's posh refreshment stalls. It's really flossier than most of their descriptions. The Odessa Athletic Club can send a New Yorker slinking home in shame, or better still down to the Golden Rooster for a calming potion or two, probably more.

The Chamber of Commerce is guilty of gross understatement in its slogan, "America's Newest Industrial Frontier." Ask any Odessan. It's newer and greater than that. The city's population jumped 208.1% in the 1950-60 decade —29,495 to 80,338. Another 10,000 live out in Ector County. Twenty-odd miles to the east is Midland.

Here are a few of the goodies that Odessa proclaims: largest oil supply center in the world; largest oil equipment show in the world, an honor shared every other year with Tulsa; slickest publicity gimmick — a 250-member Chuck Wagon Gang that travels the nation feeding up to 18,000 at a time (cost plus 10%) and spreading the fame of Odessa; fastest growing city in Texas; "Drilling Tech," a twice-a-year,
**a channel 12 community service presentation**

As surely as "the air waves belong to our people," KONO-TV devotes a prodigious portion of its time, talent and energies to conscientious community service. Our entire staff is public-service oriented, recognizing that we have the opportunity to continue building a safer, better educated, more enlightened San Antonio and South Texas. Besides carrying a large schedule of nationally created public service programs and local and national spots...we initiate numerous community service projects which are conceived, planned and produced by our station...working closely with civic, cultural, military, religious and educational groups. Several programs are reproduced for us for airing on other stations. We are proud of the year's community service accomplishments...as locally produced...as partially outlined on this page.

**MILITARY:**
- U.S. Army Reports"—for Fourth Army.
- "Biggest in the Southwest"—for Kelly Field.
- "Sam Antonio Air Materiel Area." The Greatest War"—for Ft. Sam Houston; an historic record of weapons of the Civil War.
- "Summer Safety"—for Brooke Army Medical Center.
- "Coverleaf Varieties"—for Fourth Army Recruiting.
- "Aerospace San Antonio"—for Randolph Air Force Base.

**BLIC SAFETY:**
- "The Children's Hospital"—a one-hour filmed and video taped tour of Santa Rosa Hospital's new children's Hospital Facility.
- "The State Tax Crisis"—a panel of all State Senators and Representatives from Bexar County, on the air live for five and one-half hours answering questions toned in by viewers.
- "Tax Telethon"—to answer viewers' questions on income tax problems.
- "Know Your Social Security"—quarter-hour series produced for local Social Security Office.
- "San Antonio Federal Reserve Bank".
- "The Picture Behind Our Ghost Towns".
- "Report on the Missions".
- "San Antonians in Uniform"—filmed by our local news director on a European tour.

**GOODWILL:**
- "Mexican Holiday".
- "Panoramic Holiday".
- "The Modern Pentathlon".
- "Accent on Fun".

**MEDICAL:**
- "Flight Nurse—Lifeline in the Sky"—for Brooke Aerospace Medical Center.
- "Army Burn Center"—for Brooke Army Medical Center.
- "Exercise with Betty & Glenn"—a daily exercise show conducted by professional physiotherapists.

**CULTURAL:**
- "Ideas in Focus"—a weekly half-hour of discussion by a Rabbi, a Priest, and a Protestant Minister.
- "Young Pegasus"—for the San Antonio Public Library.
- "Little Theater Reviews"—for the San Antonio Little Theater.

**AGRICULTURE:**
- "Livestock Auction"—at the San Antonio Livestock Exposition.
- "Gardening with Renton"—weekly gardening program for urban farmers.

**EDUCATIONAL:**
- "Conversational Spanish"—series for St. Mary's University.
- "Learn to Type"—series for San Antonio College.
- "The Art of Investing"—series for San Antonio College.
- "Set Theory in Mathematics"—series for St. Mary's University.

**RELIGIOUS:**
- "Catholic World Report"—weekly live studio presentation.
- "Sunday Morning Worship"—weekly remote program.

**TOPICAL:**
- Daily interviews concerning civic, cultural or social events of general interest to the community, plus local film newscasts, complete weather coverage, and bulletin news coverage.

**COMING SOON**
- "San Antonio Symphony Concert Series".
- "Lives of Great Americans"
AND MORE AND MORE AND MORE

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. . . KFDX-TV and KSYD-TV which dominate Wichita Falls, Texas’ 5th largest TV market with . . . yes . . . an 86.9 share of audience, according to the March, 1961 ARB, 9 a.m. to midnight, Sunday through Saturday. (Station C, 13.8 share of audience.)

Serving the entertainment, cultural and community needs of Wichita Falls for over eight years, KSYD-TV (Channel 6, CBS) and KFDX-TV (Channel 3, NBC) offer national and regional advertisers and their agencies 138,400 TV homes* in one of the best test markets in the Nation. For full details check our national representatives.

TO SELL WICHITA FALLS, USE KFDX-TV AND KSYD-TV . . . THE HOME TOWN STATIONS WITH THE PROVEN ACCEPTANCE.

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six-week course in oil drilling at Odessa Junior College, only such course in the world; a high school with three football fields; authentic recreation of Shakespeare’s original theatre; $175 million, maybe more, petrochemical palace on one side of town, including a $70 million Rexall plant soon to open and a General Tire synthetic rubber plant that use ethylene and its chemical relatives from El Paso Natural Gas Products Co.; highest retail sales per family in the U. S.; big, beautiful buildings built by banks whose deposits multiplied 25 times in 15 years; very high bout concentration (Odessa driveways seem bare without one); population headed toward 250,000 in 1965 (this is both Odessa and Midland but it just could happen in this bursting economy).

Everything is spanking new and attractive, even the sewage plant where they recapture water for industrial use. The exhibition hall and oil equipment facilities are eye-openers.

That’s the sort of impression Odessa makes on a visitor’s first inspection. According to local lore, the second visit is apt to be permanent.

Midland

The control point for the vast Permian Basin oil fields is Midland. Some 650 oil companies and their satellites maintain offices in this rather new oasis along Route 80. The first question a stranger asks goes about like this, “How come all the big buildings?” The answer, of course, is that 650 oil companies do their Permian planning out of 72 Midland office buildings.

The city took the 1960 census figures in stride — figures that might have caused municipal apoplexy in the prosaic East. The central city had 9,352 people in 1940, went up to 21,731 in 1950 and then up 188.4% to 62,625 in 1960, almost triple in the last decade.

In Midland they like to talk about the handsome, efficient airport. Airlines schedule it as Midland-Odessa airport but this doesn’t fool Midlanders who note it is part of their own city property and add that Odessans are welcome to share the conveniences. Like other Texans, they’re great plane riders. The airport is said to park more planes per capita than any other U. S. Airport.

The office building binge started in the ’20s, not much later the Permian Basin’s riches were unlocked. Gulf Oil was first, eventually to be joined by 649 others. Midland ranks sixth in the state in office area (2 million sq. ft.).

Among other cities are Brownwood, 17,000, trade center for 10 counties and garment as well as meat processing center; Snyder, 13,850, ranch-farm center with refineries; Monahans, 8,600, petroleum center.
INDEPENDENTS BUILT WICHITA FALLS

Oil production and service second largest in U.S.

The city of Wichita Falls was built by independent oil producers who prospered and drilled and then prospered and drilled some more wells. This process is still going on and Wichita County continues to be one of the largest producers.

Last year production in the 15-county district totaled 70 million barrels despite rationing cutbacks, with 1,584 producing oil fields of which 69 were opened in 1960. The oil production and service industry is second largest of any U.S. county, it's pointed out. The large makers of drilling rigs and other rigging gear have plants in Wichita Falls, and the city claims more independent oil companies headquartered there than any other city. Two major refineries are operated.

Exploration Continues • Despite the concern over oil proration, the district is still one of the most active exploration areas in the world with an average of 63 wells drilled per week—all this after 50 years of wildcutting. About 8,000 Wichita County residents work in the oil business and a few thousand sit around offices planning ways to make millions, or ways to spend them.

Many of the legends dealing with the spending sprees of Texas oil kings grew out of area wildcutting. Oil was discovered early in the century and Wichita Falls has been oil-dominated ever since that time. Natural gas came along later and the city built the first municipal gas supply. Oil booms in 1911, 1918 and 1937 high-spotted the wealth that gushed out of the ground.

Ranching gave way to oil as the big money-maker but agriculture still is important. Main crops from 135,000 acres—40,000 irrigated—are wheat, beef cattle, cotton, dairy cattle, alfalfa and grain sorghum.

Wichita Falls and its surrounding counties comprise a growing trade area. City merchants get half their business from outside shoppers who come from a North Texas-South Oklahoma area with a half-million population. The metropolitan area of Wichita Falls rose 23.1% in the last decade, from 105,009 in 1950 to 129,638 in 1960. But the central city enjoyed just short of 50% expansion (49.5%), from 68,042 to 101,724, according to the U.S. Census. Fifty miles to the north Lawton, Okla., has a metropolitan population of 90,803, up 64.6% from 1950. Lawton's central city population in 1960 was 61,697, up 77.5%.

Building Boom • There's a housing boom in Wichita Falls. Last year 1,621 residential building permits were issued. Total permits amounted to $25.7 million. First National and Wichita National merged to form First-Wichita National Bank, described as "the largest and strongest financial institution between Fort Worth and Denver." Midsummer deposits for all city banks totaled $182 million, up from $176 million a year ago.

Sheppard Air Force Base has 17,000 personnel and is undergoing expansion. It's a big missile training unit and has a strategic B-52 bomber wing. Wichita Falls includes 112 plants with $1 million payroll a month.

The spirit of the gushing era is maintained. "This is a good place to advertise," one businessman explained. "The people have the daring Texas spirit, spending a high proportion of their income."

The land that wildcatters built is more sedate these days but it's riding along with the rest of Texas toward the balanced formula of oil, farming and finished goods.
WATER MAKES RIO GRANDE DELTA RICH
Industry adding millions to agricultural prosperity

The deep alluvial soils deposited around the Lower Rio Grande delta are richly fertile but need a water boost. Much of the irrigation is gravity flow because the delta fields are below river level.

This economy embraces four counties—Cameron, Hidalgo, Starr, and Willacy. They have a combined population of 370,000, having risen from 321,000 in the last decade, and relish the term, “Fifth Largest City in Texas.” There are 250,000 more across the border.

Industry is coming to the valley. New plants appear in Harlingen, McAllen, Brownsville and Weslaco. Farming and ranching, however, remain the basic sources of income. International bridges cross into Mexico from Brownsville and south of McAllen. The Mexican border towns are growing and the living standards are improving. Tourism, aided by the border crossings and the charms of Padre Island, amounts to a $50 million business.

Among crops are 10 million boxes of citrus fruit a year. After the groves were frozen out a decade ago new and improved strains were planted. The red grapefruit, Valley growers boast, is the world’s best and sweetest. Ranching is big business and the shrimp catch is important.

Cotton is raised as are other crops such as vegetables. The Valley’s worst problem is its end-of-the-line location far from markets, even Texas markets.

Brownsville industrial development is based on petroleum, alcohol, chemicals and food processing. The port ships out cotton. The shrimp catch is huge. Port Isabel is terminus for 10 barge lines that ply the Gulf coastal canal. Population is 48,040, an increase of 33.2% from 1950.

Harlingen, linked with a fast freeway to Brownsville, is a distribution center and ships cotton and grain crops via Port Harlingen. Fruit and vegetable canning is important, including a large cannery operated by the HEB food chain for its own supermarkets and private brands.

A Fiesta Tourista is held in February, adding to the tourist income. Four international bridges are within an hour’s drive. Harlingen’s population is 41,205, a 77.4% increase in a decade, and is still rising.

San Benito has a population of 16,442. It has an extensive modernizing project underway, dressing up the civic facilities. Located on the new expressway, it is a market for cotton, fruits and produce and shares in the areas food-processing industry.

McAllen, “City of Palms,” has a population of 32,728, a gain of 60% for the decade. As a highway crossroads with access to Reynosa, in Mexico (60,000 people), it has garment plants, marketing facilities, food processing and oil-field machinery. Falcon Dam is 65 miles upstream.

Weslaco has a 15,649 population, doubling in the last decade. It has can and garment manufacturing, farm machinery, wholesaling, citrus marketing and food processing. Among other markets are Edinburg, Mission, Pharr, Mercedes and Elsa.

Cotton growers have learned how to beat the pests and have an $80 million income yearly. Mechanical pickers cut harvesting to a third the cost of hand-picking. If more water to supplement river and underground supplies is made available, farming should enjoy further growth. The valley has vast gas reserves. Texas Plastics is located at Elsa. Oil production is extensive but gas is the money-maker. A fine causeway has been built to Padre Island.

Up the Rio Grande Valley 200 miles is Laredo, international crossing to Nuevo Laredo, Mexico, and in the heart of ranching country. Irrigation promotes truck crops for the winter markets. Some cotton is raised. Across the border Nuevo Laredo has a population of 45,000. Laredo is a shipping point for vegetables, wool, mohair and cattle. The population (metropolitan) was 64,971 in 1960.
Still the most influential group buy in Texas. No other group of stations can cover this great market so efficiently.
EAST TEXAS FLEXES MIGHTY MUSCLES

Convincing figures used to prove area's business health

The oil-happy inhabitants of East Texas thought they had seen everything after the oil boom of 1931. The piney woods and productive soils were almost forgotten—until, that is, Jan. 17, 1940, when Ernest L. Kurth, of Lufkin, started grinding up pine wood for paper. Kurth's Folly, they called it. Now paper is a major product, along with oil and water which have been taught to mix congenially in the interest of business and industry.

Mr. Kurth's cockeyed dream has turned into big industry. Newest symbol is a $60 million plant at Texarkana, Anglo Southern Paper Corp. that's going into this northeast corner. And the oil and Sabine river flow on and on.

East Texas has a heavy industry foundation that's growing. This includes LeTourneau earth-moving machinery plant built by famed philanthropist, R. G. LeTourneau, who turns over 90% of profits to human welfare; gigantic Lone Star Steel, sitting near a big supply of iron ore; Kelly Plow, and others. Texas Eastman is in the petro-chemical business; Campbell Soup has a new plant and General Tire is another new industry. All these give East Texas extreme diversity in industry, supported by extensive farming (cattle, truck crops, poultry). There are rich reserves of lignite.

East Texas is broadly conceived as 71 counties that include Dallas, Houston, Galveston and Beaumont-Port Arthur-Orange. For purposes of this look-around, it covers the area east and north of these large markets. While not documented here, the economy is inevitably tied closely to Shreveport and the rest of western Louisiana.

East Texas businessmen have been doing a fast burn since the U. S. Dept. of Commerce and other federal agencies called some of the counties depressed areas—the official name was "redevelopment areas." Tyler, in Smith County, quickly roared in protest along with other cities.

"We're prosperous around here," said Frank Bronaugh, associate manager of the Tyler Chamber of Commerce. "Business is better than last year. We have new Kelly-Springfield tire and Cordite plastic plants. It's more of that bureaucratic thinking in Washington. They probably saw some census figures showing drops in population around parts of East Texas, but this is not depression. It's the normal evolution of the agriculture industry. We don't need any of that government aid and we don't want it."

Around Longview, Marshall, Texarkana, Nacogdoches, Lufkin they're feeling the same way. Washington goofed, they say, and East Texans are mighty unhappy when they look at their statistical and commercial charts, wondering why the government didn't do a little investigating before attaching this undeserved, industry-repelling stigma. An on-scene inspection confirms the optimistic local appraisal of the East Texas economy.

Tyler

It isn't constitutional but the people in Tyler call their city the Capital of East Texas. With an eye to the practical aspects of flower growing they also call it the Rose Capital of the World in honor of the $7.5 million annual crop. Tyler industry also is built on oil, a General Electric $15 million home-heating and air-conditioning plant, new Kelly-Springfield tire plant ($10 million), Continental Can, Union Asbestos & Rubber nearby, National Homes prefabs and Cotton Belt RR headquarters. In all there are 110 major manufacturers with a $30 million payroll.

Population jumped 31.5%, 38,968 to 51,230, in the city from 1950 to 1960. Total farm income in the adjacent area is around $16 million. The livestock industry is growing and new hybrid grasses have been planted. Other crops include cotton, corn, fruits, vegetables. The city is a wholesaling and retailing center.

Oh yes, Tyler has a third "capital"—Oil Capital of East Texas, a title open to discussion as far as Longview, Kilgore and other cities are concerned. As to the alleged depression, Tyler wants to sue.

Texarkana

The evolution of modern farming gave Texarkana, straddling the Texas-Arkansas border, a sock in the soft underbelly of its statistics when the 1960 census was taken. The metropolitan area, the census showed, lost 3.1% of population in a decade, from 94,580 to 91,627.

But this must be equated against the city itself. In 10 years the city rose 23.1% from 40,628 to 50,606 people. All the business indexes are up sharply: Postal receipts $466,489 to $691,850; industrial deposits from $54.7 million to $67 million; bank debits from $349.5 million to $610.6 million (and many economists consider this the key figure);
Le Tourneau’s pioneering in earth-moving equipment has won him many designing awards. He is shown here at his Longview heavy-equipment plant with some of his machines that are manufactured there.

telephones from 11,842 to 24,135. Business permits are 10 times the 1950 level.

Texarkana has an Air Force station and ordnance facilities. Crops in its area were valued at $40 million last year. Manufacturing is diversified. It includes lumber creosoting, rock wool, mobile homes and a good pickle crop. One of the Southwest’s famed recreational spots is Lake Texarkana, nine miles away, a flood control facility. The city’s trading zone extends into a four-state area.

Longview

The “depressed area” tag hung by the government on Gregg County had a chilly welcome in Longview, with its LeTourneau heavy-machinery plant, major steel industries, oil refineries, Texas-Eastman Chemical, Resistol hats, bolt-screw plant, building materials and oil-related industries. Industry is going good, retail sales are going up, so are bank deposits ($14 million higher). The family retail spending is surpassed in Texas only by Odessa and Lubbock, out in roaring West Texas.

Wages are at an alltime peak, employment is wonderful. Wearing apparel, lumber, building materials—all the facets of this established economy are maintaining the East Texas pace.

Depressed? Manufacturing went up 12% last year, and try to beat that in Texas, or anywhere else.

Longview has a 40,050 population (1960) compared to 24,502 a decade ago, which doesn’t sound very depressed. Neighboring Kilgore, with its famed downtown derrick forests, has 10,092 population. It’s the home of concert pianist Van Cliburn, Kilgore College, oil-field supply industries and a ceramics industry.

Marshall, with 24,000, has manufacturing industries. Nacogdoches, Lufkin, Paris, Athens, Palestine, Dennison, Huntsville, Sherman and a dozen other markets are holding up the East Texas industrial and agricultural level, despite the unwelcome and uninvestigated claims of Washington bureaucrats. That’s the way the businessmen feel about it in East Texas.

Dr. John R. Stockton, one of the Southwest’s leading economists, directs the U. of Texas Bureau of Business Research. Monthly business reviews, special industry and market analyses and depth studies of the Texas business are conducted by faculty members, assisted by postgraduate and graduate students. The bureau’s extensive files were made available for this review of the state.

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103
TRIANGLE SYNONYMOUS WITH INDUSTRY

Thriving businesses completely cover the Sabine Triangle

A short drive southeast out of Beaumont passes Spindletop Monument, symbolizing the greatest gusher of them all. The monument's legend winds up with this tribute to petroleum, "In a brief span of years it has altered man's way of life throughout the world. Jan. 10, 1901 is a day that lives in history." The lower Sabine and Neches river area has been oil-oriented ever since.

A catalog would be needed to list Sabine Triangle industries. But a two-paragraph look at some of the current expansion will give a rough idea of this spectacular region of tank farms and petroleum processors.

The current list of Beaumont industries just completed or under construction includes: Mobil Chemical, ethylene, $25 million; Goodyear Tire, synthetic rubber, $25 million; Houston Chemical, ethylene and others, $25 million; Mobil Chemical, benzene, to be world's largest; Mobil Oil, coking unit using dREGS from oil tanks; Foster Grant, polyethylene; Dupont, two plastic plants; Texas Gulf Sulphur, $1 million; Port of Beaumont, imminent start of $25 million expansion.

Now look out around the rest of the Sabine area. The story's the same: Philips Petroleum, at Echo, carbon black, $4 million; Dupont, at Orange, continuous expansion; Allied Chemical, at Orange, $1.5 million expansion; Spencer Chemical, Orange, continuous expansion; Firestone Tire, at Orange, $7 million synthetic rubber plant; Gulf States Utilities, Bridge City, first phase of $150 million power plant; Gulf Oil, Port Arthur, lube and coking units; Koppers, Port Arthur, polyethylene plant expansion; Texaco, Port Arthur, $7.5 million research center; Atlantic Refining and Pure Oil, big plant to produce benzene toluene and xylene.

The three Sabine cities—Beaumont, Port Arthur and Orange—are sharing the high wages and industrial impact of this exceptional growth. Local building is active. The two main counties, Jefferson and Orange, have 306,000 people (1960 census) and are closely tied to Lake Charles, La., where there is a neighboring center of petrochemical and refining activity. Beaumont city population is 119,175, up 26.5% from 1950; Port Arthur has 66,676, up 15.9%; Orange has 25,605 compared to 21,174 in 1950.

Beaumont lies conveniently near the Gulf on the Neches River, about 40 miles inland and 25 miles west of the Sabine river, separating Texas and Louisiana. Port Arthur is on Sabine Lake, between Beaumont and the Gulf. Orange is smack on the Sabine River.

But everything in Beaumont turns on what its businessmen refer to as the industrial conception at Spindletop when 100,000 barrels of oil erupted every day. It's quieter now, especially with eight-day proration of production, but the mad men who grew rich at Spindletop had no idea they were setting the base for one of the nation's greatest industries.

Beaumont is running a little ahead of Port Arthur in its port tonnage. Shipped out are petroleum products and crude plus iron and steel scrap. Total Beaumont tonnage is around 26 million tons a year compared to 23 million tons for Port Arthur and a million for Orange. Port Arthur ships wheat, grain sorghum, petroleum products and gasoline, coke and crude. Orange ships grains, steel pipe, crude and alcohol.

Over 200 major industries are located in the Beaumont-Port Arthur metropolitan area with $165 million payroll and adding $310 million value.

Orange is making important improvements to its port. A huge Toledo Bend dam to be built 100 miles upriver will help the area. It will be built by Texas and Louisiana at a cost of $65 million.

The entire Gulf Coast is an eye-catcher as its eastern anchor at the Sabine Triangle moves down past Galveston, Texas City, Freeport, Corpus Christi and then jumps to Brownsville. The story written today is obsolete in

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104 (SPECIAL REPORT: THE TEXAS MARKET)

BROADCASTING, AUGUST 21, 1961
a year. For those in search of growth points of the future, the Gulf Coast offers evidence of a great potential.

**Galveston-Texas City reflect prosperity**

The two main cities in Galveston County—Galveston and Texas City—live partly under the spreading Houston umbrella but are distinct commercial and industrial units. The U. S. Census Bureau combines them as one metropolis having a population of 140,364 in 1960, up 24.1% from the 113,066 in 1950. Most of the growth has occurred in the Texas City portion of the market, its 32,065 being almost double (92.9%) that in 1950. Galveston has 67,175 people compared to 66,568 in 1950. Population outside the cities has grown 37.6% since 1950.

Money-makers in these water-sided areas include manufacturing and processing plants, ship repair, commercial fishing, aircraft and food products. Agriculture is based on rice, grain sorghums, beef cattle, dairying, truck crops and poultry.

Galveston’s port handles 6.7 tons of cargo, mainly sulphur, grain, cotton and sugar. Texas City’s port has traffic of 13.6 million tons. It has a connection with the Galveston channel. Petroleums products and sulphur are the main cargoes. The city has tripled in size since the famed 1947 explosion took 560 lives and injured 4,000 others, with $32 million property damage.

A national experiment in saline water conversion is in operation at Freeport. The plant uses the long-tube vertical multiple distillation process.
CITY OF COWS, COTTON AND INDUSTRY

Lubbock is one of the fastest-growing of all Texas markets

Out on the South Plains a little community that was measured in 1940 by its 7,653 telephones must now be evaluated by the 65,000 connections in its phone book. In two decades Lubbock has risen from a small town to one of the fastest developing markets in Texas, a state of market miracles. The populace and income rise is astounding.

Lubbock has parlayed the original Texas formula of cows and cotton into major industries. Over 200,000 cattle are sold at auction in a year, many to be fattened for slaughter in Lubbock.

Close to half of all Texas cotton—20% of the U.S. supply—is grown and processed in the area.

Big Money Makers * These basic ways of making a living in Texas have been developed into big money makers through automation and large-scale scientific agriculture.

Two of the most interesting zoos in the U.S. are found in Lubbock. The first is Prairie Dog Town in MacKenzie Park, where the little burrowing animals cavort for curious watchers. The second is the beef factory located on the southwestern edge of Lubbock and known over the Southwest as Lewter's Feed Lots (see Agriculture, page 80).

The lots operate with large storage bins, electrical mixers and chuck-wagons of fodder for hungry Herefords and Black Angus cattle. Up to 30,000 are fed at a meal, which is a precision diet of cotton leftovers, antibiotics, minerals and milo.

After 120 days, in which the cattle jump from 500 or so pounds to 1,100, they are given a guided tour to the Supreme Beef Co. slaughterhouse next door or sent elsewhere for processing. This modern routine is an important step in the development of Lubbock's processing industries.

Cotton Big Crop * The story of Lubbock cotton deals with big statistics. Known as the world's most productive cotton area, it has the third largest inland cotton market in the world servicing 40-million productive acres in 36 counties. And the processing is a major business, from ginning to the world's largest cottonseed oil pressing center. Cotton is a $300 million crop—1.8 million bales in a good year. The area produces a third of the U.S. grain sorghum crop, worth around $100 million.

Lubbock has oil and gas, conforming to the Texas tradition. It has 300 manufacturing plants and 350 wholesale firms. The wholesale trading area has 54,300 producing oil wells; 66 gasoline, 25 petrochemical and four carbon black plants, and a heaven-sent underlayer of water supplying 50,000 wells that irrigate 4.6 million rich acres. A tenth of city employes are in manufacturing. T.I.M.E. Inc., $20-million-a-year trucking firm, operates from Los Angeles to Ohio.

This plains city is new and attractive. Its municipal housekeeping is good despite meteoric growth. Population rose from 101,048 in 1950 to 156,271 in 1960 (U.S. Census, metropolitan area). The central city at present growth figures to reach 200,000 by 1965 and 235,000 by 1970. The cultural facilities include Texas Tech U. Grain storage is the greatest between Fort Worth and the West Coast. The dry air is fine for

Giant grain elevators are common throughout Texas. Here's one near Lubbock

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Simple arithmetic in the Rio Grande Valley of Texas

(Texas' 5th Market)

KRI0 -- McAllen, Texas

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So friendly to our listeners' taste . . . and they are wild . . . about us!

"Just Say Kay-Rio"—KRI0, McAllen

106 (SPECIAL REPORT: THE TEXAS MARKET)
CORPUS CHRISTI'S FUTURE BRIGHT

Industry and tourism combine to give city solid economy

Corpus Christi combines the most handsome face and the largest collection of functional muscles along the 500 miles of Gulf Coast between Louisiana and Mexico. The combined oil, gas, petrochemical, aluminum, port and service facilities comprise an expanding market that blends the majesty of Nature in the raw with man at his industrial pinnacle.

The city is genuinely attractive along the edge of the Gulf. A stepped sea wall, marinas and the new sky-high Harbor Bridge make life pleasant for the natives as well as a million tourists from afar who spend $20 million a year enjoying the charms of the Coastal Bend and unspoiled Padre Island, 118 miles of sand dunes and, it's hinted, buried treasure. This strip, 1½ miles at the widest, runs all the way to the Mexican border. A bill in Congress would set aside a big segment for a national shrine.

Economic Well Being - This is fine for cozy living. But what sets off Corpus Christi from other Texas cities is the special combination of economic elements that supports a populace of 221,973 (metropolitan area, U. S. Census 1960, 165,471 in 1950).

The largest class of industry is related to oil and gas, including such majors as Celanese, Great Southern Chemical, Houston Natural Gas, Sinclair, Southwestern Oil, Humble, United Carbon, Sunray and Delhi-Taylor. These fan out as far as Bishop, a half-hour drive outside the city.

Backing up this petrochemical structure are Reynolds Aluminum with a major plant; Corn Products, starch-
sugar; South Texas Cotton Oil Co., National Lead, American Smelting & Refining, Pittsburgh Plate Glass, Halliburton-Portland Cement—the list gets longer every month or so as smaller forms come along and existing plants expand.

With cotton, sorghum and livestock, the future of Corpus Christi is bright. "It should double in the 60s," said Joe Kelley, partner in Adcraft Advertising Agency and active in community progress. He's an ex-broadcaster (WSTP St. Petersburg, Fla.) and RCA transmitter representative.

Mr. Kelley looked at it this way, "We have land, water, deep-sea and barge waterways, a port handling 23 million tons a year, labor, low-cost raw materials, petrochemicals, oil, gas, three-hour highway access to Mexico, the King Ranch, rich soil, a pleasant breeze, shrimp beds, food processing and a fabricating industry that is growing."

Biggest This or That - Like other businessmen he refers to the largest this and the largest that—Celanese, Humble and King Ranch, for example; or the first this and that, Corn Products use of milo grains (sorghum) for starch,
sugar and related items, for example.

The soil is rich, turning out 100,000 bales of cotton (up to three an acre), worth maybe $40 million, a $28 million sorghum crop and other crops that swell the local income.

The 86-store HEB supermarket chain is headquartered in Corpus Christi. Charles C. Butt, one of the two sons of H. E. Butt, the founder, is a vice president still in the early 20s. The food industry is one of the largest in the area, he said, with vast room for development. HEB stores average a million dollars or more annually. The chain operates the largest pineapple cannery in the U. S. near the border (Harlingen Cannery Co.) processing Mexican pineapple and selling private brands to food chains all over the U. S. Mr. Butt stressed the importance of the population shift to the Southwest. He said commerce with Mexico and South America must be developed if Texas is to attain full growth.

There's talk of a $25-million missile plant on King Ranch and a launching pad on Padre Island.

Historic Victoria, 33,000, is 90 miles north. It's a major cattle center and has big industries, especially chemicals. A barge canal is underway, giving Victoria access to the Gulf Coast.

**AMARILLO IS WORLD'S HELIUM CENTER**

Agriculture, petrochemicals, oil all build the area

Up on the High Plains of the Texas Panhandle the city of Amarillo has a monopoly on the coldest stuff in the world. Only Nature knows why the gas beneath the Panhandle is polluted with an inert, non-burning chemical, helium, that has to be extracted.

This adulterant, however, promises to be one of the important elements of the missile age. Liquid helium can be brought near absolute zero, 400 degrees below the freezing point of water.

Economically, helium is hot right now. It's extracted for government use, and there are Interior Dept. plans for a dozen new plants within the next five years at a cost of $225 million. It's used in missiles, airships, aeronautical research, arc-welding shields, and atomic energy.

Used in Rockets = Helium acts as a sort of supplemental structure for liquid-fueled rockets. As the propellant and liquid oxygen are consumed in the engine, helium under high pressure expands to take their place, thus strengthening the flimsy stainless steel shell.

Amarillo is trade center over an extensive area having a 1,500-mile perimeter. It's three tv stations get as far as Liberal, Kan., 135 miles to the north, and Tucumcari, N. M., 100 miles to the west, bolstered by community antenna systems and translators that reach an estimated 27,000 homes.

A look at auto license tags at the $4-million Sunset shopping center shows numerous tags from New Mexico, Oklahoma and Kansas. A 100-mile shopping tour is routine stuff on those fast, level Texas roads.

Amarillo was delighted when the 1960 census confirmed its population claims—a gain of 71.6% from 87,140 in 1950 to 149,943 in 1960. The 137,969 central city population was up

Sunset Center (foreground) and Wolfflin Village are big regional shopping centers which have developed in West Amarillo during the last few years.
Texas Business Activity
Adjusted for seasonal variation

Prepared by U. of Texas Bureau of Business Research

85.8% in the decade. Amarillo is drawing regional offices of national firms now that it is well over the 100,000 mark.

Agricultural Center = Agriculture contributes $665 million to the Panhandle's main market. Cotton, sorghum, wheat, cattle and other livestock, and truck crops are main income producers. Amarillo Livestock Auction Co. moves many animals a day, with local feedlots preparing them for slaughter. Both irrigation and dry farming are practiced. Producers Grain Corp., a co-op, is called the world's largest storage facility.

The local Air Force base employs 11,000 military and has a $15-million annual payroll. It's getting a $35-million construction project. Total deposits in Amarillo banks are $202 million.

The Amarillo pocketbook is blessed with $550 million area income from oil and gas, not including helium, synthetic rubber and some other items. Oil is about holding its own; gas is going good. Petrochemical plans include Celanese, at Pampa, 50 miles away. It turns out the ingredients for aspirin, water-based paint and hundreds of other products. The Phillips Petroleum plant, in the same direction, is described as one of the world's largest. A $95-million Canadian River dam and aqueduct system is slated to get under way next year. It will provide a 30-mile lake for recreational use.

Amarillo, like Brooklyn, is plagued by gags. They center around its weather, which the local folks profess to love because they get five months of outdoor living, year-round breeze, cool summer nights, low humidity and little snow.

"Of course we have some dust storms and there are some cold, snowy days in winter," one resident said. He added, "But we have sunshine 320 days a year, don't need air-conditioning and sleep comfortably."
THE BIG MONEY IN CENTRAL TEXAS

Austin, Waco dominate this thriving trade area

Centuries before the northbound cattle trails were first stomped on the rolling prairie by cattle droves, the site of Waco was a crossing point for aborigines and later the Indians and Spanish. It nestles in a curve of the Brazos River.

Before Chisolm Trail days another river crossing was picked by a president of the early Republic of Texas as a central site for a state capital. Austin is below the “Stairs of Lakes,” on the Colorado, a 150-mile chain of lakes and dams.

These two cities are dominant trade areas for central Texas. Austin’s metropolitan area comprises 212,136 people. The central city has 186,545, representing a 40.8% gain in a decade. Waco’s metropolitan populace totals 150,091, with 97,808 in the central city, 15.5% above 1950. In between is Temple, a city of 30,419 and main city in Bell County (94,000). Killeen has a population of 23,377.

The state government brings in big money and provides work for Austin. Total economic push from all this can’t be figured, but latest bank data show an 11% increase in deposits since mid-1960 ($285 million). U. of Texas, approaching the 20,000-student mark, draws student money from all over the world and a comfortable quota from football fans who come to watch the Longhorns.

Two civic eyesores are due for cures. A new expressway highway has been scooped right through the downtown area. When it’s done the heavy north-south traffic will highball through without a stop—and without a look at the Capitol or other Austin attractions. The other project is an eventual five-mile scenic pond where the Colorado winds through on its way to the Gulf.

Austin has a new $3 million auditorium. Total income in a 20-county trade area is placed at $830 million. Bergstrom Air Force Base is a strategic unit with 5,500 personnel. Vice President Lyndon Johnson’s LBJ ranch is located 70 miles to the west of Austin on the road to Fredericksburg.

Military Spending Power = Waco has important military aspects. Twelfth Air Force Command Headquarters, often called the “Little Pentagon,” has a $2½ million payroll. James Connolly Air Force Base, with 6,000 personnel, has an $18 million payroll. Fort Hood, 46 miles to the southwest, has 25,000 personnel and a $55 million payroll. Rocketdyne at McGregor is a solid rocket fuel installation with 500 employees and $5 million payroll.

While the 11th largest city in Texas, Waco has 254 factories and contends it thus is the sixth industrial city. Finished goods include textiles, millwork, work clothing, glass containers, tires, denim, medicines and foods. General Tire employs 1,800—"The Akron of Texas." Owens Illinois employs 800.

Farming is mainly cotton, corn, fruit and field crops. They bring in $14.5 million a year.

Cultural facilities include Baylor U., oldest institution of higher learning in Texas and, of course, a contributor to the area’s financial well-being.

South of Waco is Temple, a manufacturing center that turns out insulation, cottonseed oil, shoes, plastics and furniture. Killeen, site of Fort Hood, tripled its population to 23,377 in the last decade. It’s a farming center. Bell County has around 100,000 population.

Dallas is becoming production center

Big D (for Dallas) is starting to catch national attention as a production center for radio and television.

This southwestern center has facilities to turn out everything from a radio jingle—and there are no jingles like Dallas jingles—to television commercials, industrial films and productions.

Dallas has natural advantages. It’s accessible—three hours from New York and Hollywood, two to Chicago; production costs are low; the market of more than a million has a fine talent pool and a supply of trained technical personnel; well-equipped studios with all the necessary facilities. On top of these, there is freedom from the featherbedding that runs up costs to fantastic figures. (See Dallas review page 82).

Jingle Capital = Dallas is practically the world’s capital for radio jingles. The three principal firms are Futuronic Productions, Commercial Recording Corp. and Pans Productions. These three are said to do 75% of the nation’s customized station breaks. It’s a flourishing business.

“Listeners look forward to these customized station breaks,” said Jack Alexander, of Futuronic. Merchandising aids include direct mail, trade advertising, album covers and contest promotions.

Commercial’s output includes complete stereo albums for major record firms and it has scored theatrical films, said Dick Morrison, sales vice president. The firm is headed by John J. Coyle, oil-gas operator, part owner of KVII.

channel 2

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POPULATION 431,600
TV HOMES 110,000

MIDLAND CST PER HOUSEHOLD $7,921
ODESSA CST PER HOUSEHOLD $7,437


110 (SPECIAL REPORT: THE TEXAS MARKET)
BROADCASTING, AUGUST 21, 1961
EL PASO GETTING ITS FACE LIFTED

Agriculture, defense, industry combine to speed growth

Old El Paso, historic pass to the North and South, is getting a municipal face-lifting as part of its transformation into an important market—the fifth largest metropolis in Texas.

The usual market-rating formulas simply don't apply to this sunny center of agriculture, defense weaponry, industry and cosmopolitan population.

In the first place, the city of El Paso has risen from 75th to 46th in U. S. ranking and marketers are slow catching up with this statistical feat. The metropolitan area now totals 314,070 population, a gain of 119,102 or 61.1% since 1950. Yet the central city, with 276,897, rose 112% in the decade as its boundaries spread.

Population Deceptive • But to rate El Paso at 314,070 people is to ignore (1) a good share of the 30,000 military people who live in the area and (2) 300,000 Mexicans who live across the Rio Grande in old Mexico—more than 625,000 people within 20 miles of downtown or within an hour's drive.

Radio and tv executives say they have trouble convincing eastern timebuyers that El Paso actually is close to the top 30 U. S. markets in size. They have trouble, too, in putting over a practical point—the Juarez audience of wetback and peon history is moving into higher living standards and tuning to El Paso broadcast programs.

A Saturday night ride on the international trolley from El Paso to Juarez showed 39 Mexicans carrying large shopping bags full of American brand goods bought in El Paso chain stores. That was almost everybody in the trolley. The goods were checked during the Mexican customs inspection.

And a 1960 Juarez survey conducted by Western Union interviewers (449 calls) showed three out of four families shop in El Paso, averaging 2.3 trips a week; 192 families speaking English, 80 some English and 40 no English. Over 30 million people cross the bridge into El Paso every year.

Agriculture brings in $250 million a
Heavy buying power for Latins, Negroses

Texans know—and they wish Madison Avenue did, too—that two minority groups are exerting a profound influence on the way business is done in the state.

Quick, firm conclusions about the buying and living habits of the Latin (Spanish) and Negro can lead the market analyst astray. The most important lesson learned from a look all over the state is this:

* Don't underestimate the way these groups live and spend. Their financial status is improving fast.

The Latin population is being absorbed into the American way of life, generation by generation. But Latins are devoted to family ties, traditions and some of the habits of Mexican life.

Official U. S. Census figures for 1960 show that 131,000 or over 19% of the city of Dallas population, 680,000, is non-white. According to Dr. J. W. Bass, city health director, the Negro birth rate has increased 45% while the Dallas rate rose 1% from 1955 to 1960.

Taking the Dallas and Fort Worth metropolitan areas, the two markets show the importance of the Negro...
adequate. The ratio of Negroes in the two central cities runs higher than that of the combined metropolitan areas.

The 1960 census does not list the Latin population separately because the diffusion of Caucasian blood simply could not be tracked to show a scientific breakdown.

Marketers familiar with Texas minorities find special programming on radio-tv helpful in some areas. How effective requires case studies. Media directed specially at the Latin market, for example, claim substantial audiences are missed by normal American commercial approaches. They get an argument from those who practice average broadcasting programming, their position being that only small groups are influenced by special Latin commercials and programs.

In San Antonio and El Paso, the Latin specialists contend a large share of Mexican-Americans can talk English but they actually think in Spanish. There's very little Spanish taught in Texas public schools and all pupils get their schooling in English.

A million or more Mexicans south of the border are described as devotees of American broadcasts and regular shoppers in El Paso, San Antonio, Laredo, Brownsville and other easily reached Texas cities. One San Antonio survey reports the most frequent names are Martinez, Gonzalez, Gardia, Hernandez, Rodriguez, etc., with Smith 18th, Johnson 22d and Jones 31st numerically. A Juarez survey showed only a small minority of Juarez residents spoke no English.

Older Latin families have higher incomes than generally believed because the children turn their wages into the family till until they marry, and then often live with the old folks. They own cars, washing machines, mechanical refrigerators and 75% own their own homes. They buy American-type merchandise, and they also stick to many of the Latin customs. Sellers of food cater to their special preferences.

Negro incomes are rising spectacularly in such areas as Dallas-Fort Worth, Houston, Beaumont and north through East Texas, and the Gulf Coast. They're loyal radio and tv fans. Broadcasters specializing in this market claim their influence is profound and they offer evidence to support it. Here again there is media contention, with stations having programs directed to the entire audience emphasizing their impact on Negroes as living levels continue to mount. In any case, the Negro buyer is buying expensive items and living better as the years pass, at the same time retaining racial unity and developing higher educational standards.
WHY BUY
OLD-FASHIONED
RADIO
TO SELL THE
CONTEMPORARY
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One-third of Dallas' Contemporary Adults (the young buying group) prefer KVIL® ... and here's why:

- 15 minute segments of music between commercials
- No distracting station contests
- Sophisticated music (sans Rock'n'Roll) for the contemporary adult

*According to an accredited independent survey conducted among the young married families with good credit and above average income. A copy of the survey will be forwarded upon request.

And now... FM ERP 119,000 watts

KVIL
4152 MOCKINGBIRD LANE
DALLAS, TEXAS

Represented nationally by THE BOLLING COMPANY
The upsurge in children's programs

ALL THREE NETWORKS PLAN SPECIAL NEWS SHOWS FOR YOUNGSTERS

Better children's programming for tv, like prosperity in the 30's, is just around the corner. Evidence of it probably will be seen in the coming fall season. NBC-TV has slated at least four new informational-entertainment programs of special interest to young people, ABC-TV has scheduled a daily new program especially treated for a juvenile audience, and CBS-TV, while solidifying its current "cultural" children's programs, also is planning a special news program for adolescent viewers. On a local level too, several stations are injecting new and imaginative life in a program area that habitually abounds in cartoons and clowns.

While this scattering of "good" shows does not constitute overwhelming evidence that better programming days for youngsters is here to stay, it is an indication that programming minds and steps are being channeled in that direction. The chances are, according to a Broadcasting canvass of network programming executives, that the corner to better children's programming will be turned in time for the 1962-63 season. By that season the all fun and no thinking complexion of the children's area, will have changed into a more balanced concept.

The movement to upgrade young people's programming is apparently a direct effect of FCC Chairman Newton N. Minow's well-publicized "vast wasteland" address to the NAB Convention last May. In that speech, Mr. Minow told his audience that most children "spend as much time watching television as they do in the schoolroom," and concluded that "if parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday School." He then asked his listeners: "What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children?"

All the network programming executives canvassed by Broadcasting answered Mr. Minow's rhetorical questions in the affirmative, but most of them deny that the speech turned their vocal acquiescence into action. They say that the programs were on drawing boards months before Mr. Minow made his public appeal. But a minority of the executives concede that "good" programs have been on drawing boards before, and that Mr. Minow's admonishing speech gave birth to more children's programs of merit than tv has seen in all its previous days.

NBC The Leader - NBC-TV is the network leader of the children's programming, and its showcase program on the fall schedule is 1, 2, 3,-Go! (Sun., 6:30-7 p.m.). The new children's series, which debuts Oct. 8, is a public affairs presentation of the network's news department under the supervision of executive producer Irving Gitlin. It will star tv performer Jack Lescoulie, fresh from a nine-year stint with NBC's Today show. Mr. Lescoulie will act as a kind of "Dutch Uncle" guiding 10-year-old Richard Thomas in exploring interesting places and situations around the world and universe.

Mort Werner, NBC-TV's new vice president in charge of programming, says the series "is a blend of fantasy and reality seen through the eyes of a young boy," and predicts that it will gain the attention of a large family audience.

Update (Sat., noon-12:30 p.m.), a news program conducted by correspondent Bob Abernethy for the junior high school and high school age group, is another weighty item in NBC's fall effort to uplift the juvenile mind. Mr. Werner says the program is "a venture into a needed area," and explains that it will "give explanation to what the front pages of newspapers mean." A feature of the program will be the enlistment of journalism students in interviewing top level government personalities.

With International Showtime (Fri., 7:30-8:30 p.m.), NBC is making a conscious effort to capture both child and adult audiences. The weekly series, to be emceed by Don Ameche, will focus on great European circuses and magic shows. NBC currently has camera crews traveling around Europe taping the shows as they are presented before live audiences for future showing on the tv program.

Walt Disney's Wonderful World of Color (Sun., 7:30-8:30 p.m.) is a new children's programming concept, ac-
Captain Kangaroo and Easter Bunny
He gets 15 minutes more each day on CBS-TV

according to NBC, because for the first time on tv the chief exponent of cartoons will concentrate on real-life adventures in nature and science.

NBC-TV officials also single out three other network shows—Pip the Piper (Sat., 9:30-10 a.m.), Bullwinkle (Sun. 7-7:30 p.m.), and Burr Tillstrom's Kukla and Ollie (Mon.-Fri., 5-5:05 p.m.)—as further examples of how it is upgrading young people's programming.

Pip the Piper is a live show telecast in color which started on July 17. It has set out to combine imaginative production techniques with a fantasy theme, and features original music especially created for the show.

Bullwinkle, which begins Sept. 24, is the middle link in NBC's Sunday chain of children's programs which includes 1,2,3,—Go! and the Walt Disney program on either end. The network claims that the animated cartoon series in color will offer "sophisticated humor and satire" for the younger set, as well as adults.

Kukla and Ollie is the return to tv, on a five day a week, five-minute basis, of Burr Tillstrom's humorous and talented puppets.

ABC Plans • ABC-TV also had ambitious children's programming plans for the coming season, but they took a serious setback earlier this month when the network cancelled its previously announced Discovery program (Broadcasting, Aug. 14). The show was to be a Mon.-Fri., 30-minute informational program for children. Reportedly the show was cancelled because only 72 of the network's 116 primary affiliates cleared time for it. James C. Hagerty, ABC-TV news special events vice president said, however, that beginning Oct. 2 the network will present a ten-minute daily newscast tentatively titled American Newstand, aimed at a young audience (Mon.-Fri., 4:50-5 p.m.). The news program plans to explore the facts behind the news reports in an effort to bring greater comprehension of the world situation to an audience of from 8 to 18. The news program is scheduled as a break in Dick Clark's 4 to 5:30 p.m. American Bandstand.

CBS-TV is playing a fairly pat hand in the children's programming area next season. A company representative claims that the network has been doing a "good job" in the juvenile area and sees no great need to improve the situation at this time. He points out that Leonard Bernstein's Young People's Concerts will return for another season of four one-hour programs, and that Captain Kangaroo, an award-winning show of "gentle" adventures, knowledge and entertainment for children, has been expanded 15 minutes daily from a 45-minute to a 60-minute program (Mon.-Fri., 8-9 a.m.). The show also is televised on Saturdays from 9:30-10:30 a.m.

News Show in Works • CBS News however, is planning a tv program in the children's news area. A spokesman for the network's news department said that a "great deal of money and time has been spent in exploring the situation." He explains that the network "is not satisfied" as to how a news program for a young audience should be presented. CBS News officials have talked to child psychologists at Yale U. and have been told that children below the sixth grade have no awareness of news, and that it is extremely difficult to reach them. They also have been informed that it's virtually impossible to reach an audience that spans more than a two year difference in ages. Since it isn't feasible for CBS to broadcast separate news programs for the 12 to 14, 14 to 16, 16 to 18 age groups, etc., the network is trying to work out a suitable format that will encompass a wide audience of young people. The network spokesman said that the debut of the news program in the fall is a possibility, but implied that a 1962 premiere is more realistic.

On a local level WCBS-TV New York is contemplating a daily news program for young people which would be conducted by Bob Keeshan, who is the creator and star of Captain Kangaroo. The program is still very much in the negotiating stage and must be counted as "iffy" for the fall.

Another local station, WAST (TV) Albany, N.Y., will present a series of cultural programs that should appeal to both child and adult audiences. Included among them are Dorothy in the Land of Oz, a ballet version of "The Wizard of Oz," and Sleeping Beauty.

Advertisers Cautious • Advertiser reaction to the new children's programs has been cautious. The programs that would seem to appeal more to an exclusively children's audience have had more difficulty selling than those shows which attract the entire family.

NBC-TV's Update is half sold to Helena Rubinstein, 1,2,3,—Go! is still unsold at this time for the fall season but has acquired a sponsor to pick up part of the program in January, while Walt Disney's Wonderful World of Color is sold out to RCA and Eastman Kodak.

Among other NBC-TV children's shows, Pip the Piper is half sold to General Mills; International Show Time is SRO to Bulova Watches, Sandra (San- dian) American Motors, Beech-Nut Life Savers, and to Warner Lambert, with some time still available; Bullwinkle is a sellout to Ideal Toys and
General Mills; and Miles Labs has bought all of "Kukla and Ollie." Indications are that ABC-TV's still untitled news program for young people will be sponsored, while CBS-TV's "Young People's Concerts" has been sold to Shell Oil for institutional advertising, and "Captain Kangaroo," formerly a perennial money-loser, is a near sure-shot to such advertisers as Kellogg's, Continental Baking, and Gerber products.

**Taft stations lease Britannica film series**

The Taft Broadcasting Co. has leased the library of over 700 Encyclopaedia Britannica films from Trans-Lux Television Corp., New York, it was announced last week.

The films will be telecast on the Taft stations starting Sept. 1. During the course of the five-year contract, an additional 200 films are expected to be added to the group. Taft television outlets are WKRC-TV Cincinnati and WTVN-TV Columbus, both Ohio; WBRC-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

**Film sales...**

Shannon (Screen Gems): Sold to Genesse Brewing Co. of Rochester for Buffalo, Rochester, Schenectady and Syracuse, N. Y.; Altoona-Johnstown market and Erie, Pa. Also sold to WAVE-TV Louisville Ky.; WABC-TV New York; WTVM (TV) Columbus, Ohio; WAVE-TV Stuart, Florida; WTVM (TV) Montgomery, Ala.; WAVE-TV Mobile; WTVJ (TV) Denver; WTVM (TV) Tampa; KEMP-TV El Paso; KTKV (TV) Phoenix; KREM-TV Spokane; KGTV- TV Portland; KGUN-TV Tucson; WKRG-TV Mobile; WHIO-TV Dayton; WLOS-TV Asheville; WRGB-TV Columbus, Ohio; WDKO-TV Orlando; WCTV (TV) Tallahassee; WLBT (TV) Jackson, Miss.; KVOS-TV Bellingham, Wash.; KEZI-TV Eugene, Ore.; KJEO (TV) Fresno, and KOOK-TV Billings, Mont. Now sold in 87 markets.

*Everglades* (Ziv-UA): Sold to WTVN (TV) Columbus, Ohio; WLWT (TV) Cincinnati; WVEC-TV Norfolk; WAGA-TV Atlanta; WDSU-TV New Orleans; KKL-TV Denver; WTVM (TV) Tampa; KELP-TV El Paso; KTVK (TV) Phoenix; KREM-TV Spokane; KGTV-TV Portland; KGUN-TV Tucson; WKRG-TV Mobile; WHIO-TV Dayton; WLOS-TV Asheville; WRGB-TV Columbus, Ohio; WDKO-TV Orlando; WCTV (TV) Tallahassee; WLBT (TV) Jackson, Miss.; KVOS-TV Bellingham, Wash.; KEZI-TV Eugene, Ore.; KJEO (TV) Fresno, and KOOK-TV Billings, Mont. Now sold in 23 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WBIR-TV Knoxville, Tenn., and KBBI-TV Boise, Idaho. Now sold in 103 markets.


Dick Powell's *Zone Grey Theater*; Captain of Detectives; *The Tom Ewell Show* and *The Law and Mr. Jones* (Four Star Films): Total of 156 segments sold to Proctor & Gamble to be televised in Canada.

Stagecoach West (Four Star Films): Sold to be shown in the Japanese market.

Peter Gunn (Official Films): Sold to KYW-TV Cleveland; WJBK-TV Detroit; KMSP-TV Minneapolis; WTTV (TV) Indianapolis; WAGA-TV Atlanta; WDSU-TV New Orleans; WTVJ (TV) Miami; WTTG (TV) Washington; WDEF-TV Chattanooga; WNEP-TV Scranton and WBNB-TV Columbus. Now in 31 markets.


*Bozo the Clown* (Jayark Films): sold to KMNT (TV) Austin, Minn., and KWWL-TV Waterloo-Cedar Rapids, Iowa. Now in 201 markets.

My Three Sons and M-Squad (MCA TV): Sold to Mexico for fall season. Other hour shows sold to Mexico consist of Wagon Train, Thriller, Checkmate, Riverboat, and Suspicion; half hour shows are: Alfred Hitchcock Presents, Markham, and Staccato.

Whiplash (Independent Television Corp.): Sold to WFBM-TV Indianapolis; WNCH-TV New Haven; WBIR-TV Knoxville; WHAS-TV Louisville; KOOK-TV Billings, Mont., and KXLF-TV Butte. Now sold in 73 markets.

Johnstone forms pr firm

G. W. (Johnny) Johnstone, for the past 16 years director of radio and television for the National Assn. of Mfrs., has established his own public relations firm, G. Wilfred Johnstone & Assoc., Sea Bright, N. J. Its services will be available to the NAM on a consulting basis.

While with NAM, Mr. Johnstone created and produced *Industry On Parade*, a weekly tv program on about 270 tv stations for the past 12 years.

RKO imports 34 films

RKO General is marketing 34 foreign films for television in the U. S. through the sales offices of Ideal Pictures, Chicago. The movies—from France, Britain, Italy, Mexico and Japan—were selected from over 500 foreign pictures.

The offerings, labeled as the International Film Festival for Television, have been dubbed with English sound tracks. Most of the films have won many awards and range in release dates from 1949 to 1961.

Here at WHHI we greatly admire those commercials which beckon ice cream lovers to sample the brand favored by N. W. Ayer. But we do offer one sharp criticism.

We have to tune in a competitor (ugh) to hear them!

This hardly seems right. After all, WHHI is the live wire station in the Tidewater. People simply go ape over our music, news and bright ideas in public service programming. Especially those 50,000 (ice cream loving) sailors we have stationed down here.

Wouldn't you like to sell gobs more of that tasty stuff, N. W. Ayer. Do you hear the little birdie whispering WHHI?
Ziv-UA sets opera pilot

Ziv-United Artists, New York, has signed maestro Anthony Amato, founder and head of the Amato Opera Theatre, to produce a pilot film for a projected series of one-hour renditions of famous operas.

According to Ziv-UA, the enterprise represents the first known active step ever taken by a production firm to present a regularly scheduled, full-length season of tv opera.

Program notes...

Public-affairs drama • Warner Bros. Studios has agreed to produce as a public service, a half-hour tv drama, The Misery Merchants for the Arthritis & Rheumatism Foundation. The screenplay, from the original story of William K. Wells, will be produced by Cedric Francis and William L. Stuart. Filming began July 17.

New production concern • A new production concern, Planned Broadcast Services, operating as a consultant to advertisers and broadcasters, went into operation July 10 in Washington, D. C. High speed tape duplication, disc cutting, pressing services and distribution will be available with the entire system being geared for stereo. The firm, which will also record and distribute the new Family Altar and Euphonic monaural and stereo discs as well as pre-recorded tape, is located at 225 Vine St. N.W.

cherchez la femme • Air France, N. Y., has developed a new programming service which it is offering free of charge to radio and tv women's interest commentators. Radio broadcasters are offered a spot featurette, "French and Feminine," on a monthly basis. It is a one-minute script giving news about food, fashion, family, travel and the home. A second feature, designed for tv, is an illustrated travelogue kit, consisting of a script outline, black-and-white slides and travel literature dealing with a particular city or country served by Air France.

New series • Old-time film comedies are being made available for tv this fall by National Telepix, N. Y. The 90-135 minute films, titled Comedy Capers, starring Ben Turpin, Will Rogers, Laurel & Hardy and the Keystone Kops, among others. The films, originally silent two-reel comedies, were produced by Hal Roach and Max Sennett from 1919 to 1929.

New color series • Patterns in Music, a new Sunday afternoon live color series, will debut in mid-October on NBC-TV. The program, originating at WNBQ (TV) Chicago, will be presented at 4:30-5 p.m. NYT. It features Joseph Gallicchio as conductor of the NBC Chicago orchestra in thematically developed programs of popular and semi-classical music.

All about France • A "familiar but puzzling" U. S. ally is the subject of a new hour-long tv program, The Heartbeat of France, the second production of the recently established International Television Federation (Intertel). The study premiered on the National Educational Television stations. It will also be aired by Westinghouse Broadcasting, NET's U. S. partner in the Intertel project.

Firm organized • Television Enterprises Corp., tv program production-distribution firm, has been organized with headquarters at 8278 Sunset Blvd., Hollywood 46. Telephone: Oldfield 6-7900. Harold Goldman, formerly executive vice president of NTA, is TEC president. Jerome Kurtz, previously eastern manager of Official Films, is sales manager of TEC. First TEC production is a series of 78 programs of Mahalia Jackson Sings.

New college • The College of the Air, a half-hour, daily college credit course, will be presented this fall on CBS-TV. Reportedly the first of its kind on network tv, College of the Air will be fed to stations from 1-1:30 p.m. EDT, beginning Sept. 25. Stations may record it for broadcast at convenient local time.

New offices • The Academy of Television Arts & Sciences has established new offices in Hollywood at 7188 Sunset Blvd. Telephone is Hollywood 7-5115.

Ziv-UA's Keyhole • Ziv-United Artists has signed producer-narrator Jack Douglas to an exclusive contract to produce a new half-hour tv film documentary series, Keyhole, for distribution by Ziv-UA. Mr. Douglas, who will serve as narrator, has produced such series as Bold Journey, I Search For Adventure and Kingdom of the Seas. Segments for Keyhole are now under production in Austria, Hawaii, Detroit, San Francisco, as well as Hollywood.

Instant music • SESAC, New York, has released an "Instant Sports Music" package to meet the musical needs of radio and tv's fall sports program schedules. Consisting of 10 hi-fi albums of football, collegiate and marching band music, the albums sell at a package rate of $19.95.

Jointly-produced • Seven 50-minute documentary broadcasts dealing with major national economic issues will be presented each Monday for seven weeks beginning Sept. 4 on CBS Radio.
Here are the next 10 days of network color shows (all times are EDT).  
Aug. 21-25, 28-30 (10:30-11 a.m.) Play Your Hand, part.
Aug. 21-25, 28-30 (11:11:30 a.m.) The Price Is Right, part.
Aug. 21-25, 28-30 (12:30-12:55 p.m.) It Could Be You, part.
Aug. 21-25, 28-30 (2-2:30 p.m.) The Jack Paar Show, part.
Aug. 21-25, 28-30 (11:15 p.m.-1 a.m.) The Texan returns to ABC-TV this fall as a five-a-week daytime feature starting Sept. 4 (11-11:30 a.m. EDT). It replaces The Gale Storm Show in that time period.

Wolper special — David L. Wolper Productions, Hollywood, in cooperation with the Motion Picture Producers Assn., has begun production of Hollywood: The Talkies, a 90-minute documentary TV special tracing the history of Hollywood and the film industry from the advent of sound to the present. The special will be a sequel to Hollywood: The Golden Years, which NBC-TV will air Nov. 29 for Procter & Gamble.

'True Adventure' — KCOP (TV) Los Angeles has signed Bill Burton, travel-adventure producer, for 39 first-run episodes of his newly syndicated series, True Adventure, to begin Monday, Sept. 25, 7 p.m. The series places emphasis on true adventures filmed as they happened throughout the world.

Agreement reached — Capitol Records Inc., Hollywood, holder of 10% of Toshiba Musical Industries, Tokyo, has reached an agreement whereby it would acquire 49% of the stock. Capitol under the agreement will provide advice and counsel regarding the record business and contribute to the management of the Japanese firm.

Hoover on Wilson — Former President Herbert Hoover will narrate a special half-hour program about another ex-President, Woodrow Wilson, on NBC-TV next year. The NBC-TV Special Projects presentation is titled The Ordeal of Woodrow Wilson—a Personal Memoir by Herbert Hoover. Covering period of 1917-21, the program will include archive motion picture film, historic still photographs and film newly made with Mr. Hoover. James Nelson is the producer, Robert K. Sharpe the director.

'Story' goes 'public affairs'

Mutual's weekday My True Story series of hour-long dramas will fall into a public-affairs category on a once-a-week basis starting Sept. 11. At least one drama weekly will be devoted to a recognized public-affairs theme. The stations will be advised at least four weeks in advance of broadcast of drama plot outline plus suggestions on how to apply the broadcast to local level campaigns. Stations can arrange their own community inserts during the last five minutes of the programs.

Disney firm's income up

The gross income of Walt Disney Productions for the nine months ended July 1 was $43,852,820, up $10,031,214 from the gross of $33,821,606 for the same period of last year. Film revenue was up $10,227,107; tv income up $44,558, with slight decreases in other revenue. The net profit for the nine-month period was $2,373,083, or $1.46 a share, compared to $343,151, or 20 cents a share, for the corresponding period of 1960.
FATES & FORTUNES

Gerald Reiner, formerly assistant project director, Politz, New York, joins R. H. Bruskin Assoc., that city, as senior project director, market research.

John P. Street Jr. named executive vp of Hart-Conway Co., Rochester, N. Y., advertising agency. He joined agency in 1931 and was named vp and director in 1955.


Richard P. Turpen, formerly with Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, as copywriter.

Janet M. Carlson, formerly with Malcolm Steinauf Adv., Los Angeles, joins Kenyon & Eckhardt, that city, as copywriter.

Annette Fuhrman, formerly with Los Angeles office of Compton Adv., joins Gumpertz, Bentley & Dolan, that city, as manager of print media department.


THE MEDIA

A. B. Chamberlain, director of engineering, CBS-TV, will retire Sept. 1. He will return to upstate New York, where his career started in 1923 as engineer at WGY Schenectady. Mr. Chamberlain became chief engineer and general manager of WHAM Rochester, N. Y., in 1927, and subsequently joined Buffalo Broadcasting Corp. as vp. He next became chief engineer of infant CBS where, except for World War II years, he has been active for over 30 years in design and construction of radio-television studios and transmitter plants.

Gar Meadowcroft, manager of WHFI Detroit, appointed general manager of WPN Pontiac, Mich.

Paul Adanti, WHEN-TV Syracuse, elected to board of directors of AP Radio & TV Assn. Others elected were Jim Bormann, WCCO Minneapolis; Tom Eaton, WTIC Hartford, Conn.; Frank Gaither, WSB Atlanta; William W. Grant, KOA Denver; James L. Howe, WIRA Ft. Pierce, Fla.; Dwight Martin, WDSU-TV New Orleans, and Gene Terry, WTAD Quincy, Ill.

James P. McCann, formerly with Standard Rate & Data Service, New York, appointed tv account executive, Peters, Griffin, Woodward, that city, station representative.

David E. Corbin, assistant sales promotion manager for KCBS San Francisco, announces formation of publicity and radio-television production service, to be located at 3541 Sacramento St. in San Francisco.

Carl Sunkel, program director for KTOP-FM Topeka, Kan., named president of Prestige Broadcasters Corp., new fm operation in Danville, Ill.

J. J. Bernard, vp and general manager of KTVI (TV) St. Louis, resigns effective Aug. 31. Mr. Bernard, who has not announced his future plans, will be temporarily replaced by Paul E. Peltason, station's executive vp. Mr. Bernard began broadcasting career in 1934 at WKY Oklahoma City, from 1945 to 1954 he was with KOMA Oklahoma City and was appointed that station's general manager. He was vp and general manager of WGR-AM-TV Buffalo from 1954 until 1957 when he joined KTVI (TV).

Donald S. Moeller, formerly local sales manager, WPRO-TV Providence, R. I., appointed assistant general manager, WGAN-TV Portland, Me.

George M. Benson, formerly vp and treasurer, Robert Saudek Assoc., New York, program production firm, named consultant for financial and business affairs, Educational Television for the Metropolitan Area Inc., that city.


Gerald J. Leider, director, special programs, CBS-TV, named to newly-created post of director of program sales. Mr. Leider, who joined network in Jan. 1960, will continue his activities in sale of specials. As director of program sales, Mr. Leider will be responsible for development of closer liaison between program and sales departments of CBS-TV. Before joining network, Mr. Leider was managing producer, production department, The Theatre Guild.

Martin Carmichael, assistant to David Klingler, vp-administration, CBS
90 year old celebrates 20th anniversary

Laura V. Hamner celebrates her 90th birthday and 20 years in broadcasting at KGNC Amarillo, Tex. Miss Hamner (l) is being presented with an orchid by women's director Pat Denton (r) who has been doing the same show for the entire period without break and expects to continue doing so. Show known as Light & Hitch deals with various events, places and people who have been instrumental in building the local area. Besides her program, Miss Hamner is also founder of the area's writers' guild and has several books to her credit.


Robert Graf, account executive in New York TV sales department of Peters, Griffin, Woodward, joins sales office of Crosley Broadcasting Corp. in New York in similar capacity.

John L. Perry, assistant to NAB president, Aug. 4 married Susan Berla, daughter of Mr. & Mrs. Harold Anzi Berla, at W. Orange, N. J. After Florida honeymoon they will live at 1914 Connecticut Ave. NW, Washington.

Ralph Dawson, manager of commercial videotape department for WXYZ-TV Detroit, assumes additional duties of national sales manager replacing Thomas J. O’Dea, who joins newly formed ABC National Station Sales Div. in New York.

Keith Miller appointed general sales manager for KTNT-TV Seattle-Tacoma, Wash.

Carroll Bagley, account executive with Screen Gems, joins WNTA-TV Newark, N. J., sales department.

Duane Harm joins Avery-Knudel, Chicago, as TV account executive.

John J. Cosgrove, unit manager of production sales, commercial videotape division of CBS-TV, named account executive for WCAU-TV Philadelphia.

Gerald Noonan, media buyer for Benton & Bowles, New York, appointed national sales representative. Virginia Lundgren, associate director of audience promotion, named director of publicity and exploitation.

Carl Bailey, air personality for KBIG Santa Catalina, Calif., named account executive.

Ric Marcellan, assistant manager in charge of programming for KLEO Wiches, Kan., appointed account executive and production advisor for KIOA Des Moines, Iowa. Larry Fisher, program director for WMH Detroit, joins KIOA in similar capacity.

John R. Barrett, newsman for WATE-AM-TV Knoxville, Tenn., joins WNOX, that city, as account executive.

Charles R. Estlick, account executive, WANE-TV Ft. Wayne, Ind., joins KXTV (TV) Sacramento in similar capacity.

Charles L. King Jr., appointed to newly created position of local sales manager of KTRK-TV Houston. Mr. King has been with station's sales department for two years.

Orison Marden, assistant director, CBS Radio, joins public affairs department, CBS News, as producer-director for network's Dimension features.

Barry D. Stigers, formerly in promotion department of WPIC Sharon, Pa., appointed program director for WBEC Pittsfield, Mass.

Jim Stagg, formerly with KYA San Francisco, joins WOKY Milwaukee, Wisc., as program director. Don Phillips, air personality with WRIT Milwaukee, joins WOKY in similar capacity.

John Stone, program director for KJR Seattle, Wash., joins KOL, that city, in similar capacity. Lan Roberts and Jerry Kay join KOL as air personalities. Mr. Roberts was air personality with WTIX New Orleans, Mr. Kay served with KLOQ Yakima, Wash.

Edwin T. Vane, manager of audience promotion, NBC-TV, named manager, daytime program operations. Mr. Vane, who held his previous post for five years, joined network as page in 1945. He then served as writer of station promotion materials in network advertising and promotion department (1949), and as sales promotion manager (1954).

John Howard, pr director for WQED

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BROADCASTING, AUGUST 21, 1961

Dick Courtenay, former Chicago radio and TV personality, acquires interest in KFIL (FM) Santa Ana, Calif., and assumes duties of director of operations.

Wally Lambourne appointed director of engineering for KCPX-AM-FM-TV Salt Lake City, Utah, for past four years, appointed promotion director. She succeeds Ted Anderson, who joins Jack La Lanne, Los Angeles. Heather Dobbins, from production dept. of Bailey Advertising Agency, Salt Lake City, and Jacqueline Van Wagoner, from KCPX traffic department, also join what is now all-girl promotion department.

Sherman C. Hildreth, director of technical facilities for NBC's owned stations division, appointed director of operations for WRC-AM-FM-TV Washington.

Norman E. Cobb, supervisor of maintenance at KNXT (TV) Los Angeles, promoted to engineer-in-charge. Stanley Weitkamp, technician, succeeds him as supervisor of maintenance.

Louis P. Barkus, crew chief for WBZ-TV Boston, promoted to technical supervisor of WBZ radio. He replaces Charles Vassall, who died in Boston last month.


Bob Green, air personality for WGVA Geneva, N.Y., joins WKMH Dearborn, Mich., as production director and air personality. Ray Otis, air personality for WHK Cleveland, Ohio, joins WKMH in similar capacity.

Cliff Levine, account executive at KRKD Los Angeles, promoted to local sales manager. He succeeds Bob Fox, now with RKO General.

C. John Cigna appointed special events director for WOWO Fort Wayne, Ind.

Marc Howard, account executive for KOLN-TV Lincoln, Neb., appointed local sales manager.

Noyes Scott, salesman for KRCA (TV) Los Angeles, promoted to manager of local sales and sales services. Richard Ridgeway, manager of sales services, joins KRCA local sales staff.

Joseph L. Pentak, formerly with Albany Times Union, joins sales staff, WNHC-TV New Haven, Conn., and James Dull, formerly WBRE-AM-FM-TV Wilkes Barre, Pa., air personality, joins WNHC-TV in similar capacity.

Robert W. Harris, member of KOL Seattle, Wash., sales staff, joins KOMO, that city, in similar capacity.

Joseph Cotten, motion picture-tax actor, signed as host of late evening series of motion pictures on KGO-TV San Francisco, Monday-through-Saturday, 11 p.m., starting Sept. 2.

Sid Shaw, operations director for WBYG Savannah, Ga., joins WAMS Wilmington, Del., as news director. Lee Hurley of WSLS Roanoke, Va., also joins WAMS news staff. Dave Eldridge and Dick Brown join as air personalities.

Lincoln Harner, formerly news director, WHAM Rochester, N.Y., joins news department, WNEW New York, as writer-reporter. Russell Heard, freelance reporter, appointed chief European correspondent, Munich, for WINS.


Wally Meade, salesman for KFMB-TV San Diego, has joined XETV (TV) Tijuana-San Diego, in similar capacity.

Atherton Mogge Privett executives to Wade

Norton W. Mogge, president, Atherton Mogge Privett, Los Angeles; Tom D. Scholts, vp, and Luther Myhro, art director, have resigned from that agency and will join Wade Advertising, Los Angeles, on Sept. 1. Mr. Mogge will be senior vp at Wade, Mr. Scholts, account supervisor, and Mr. Myhro, creative assistant to them. Three accounts with which Messers, Mogge and Scholts have been associated—Seven Up Bottling Co. of Los Angeles, Fresh Fall and Winter Pear Advisory Board and Barbara Ann Baking Co.—will move from AMP to Wade. AMP will change its name to Atherton-Privett Inc. on Sept. 1. Alfred A. Atherton will be president; John A. Privett will be vp, secretary and treasurer.

Jo Ann Hale named staff vocalist for WHAS-AM-TV Louisville, Ky.

Lon Becker joins WKY Oklahoma City, Okla., as reporter and newscaster. He was formerly on news staff of KGWA Enid, Okla.

James Enderly, announcer, WHLF South Boston, Va., to WGHQ Kingston, N.Y., in same capacity.

Bob Bradley joins announcing staff of WFLA Tampa, Fla. Gloria Christopher joins promotion department and Marion Crowe appointed to radio traffic department.

Sid McCoy joins WCFI Chicago, Ill., as air personality.

Lee Taylor joins WINZ Miami, Fla., as air personality.

Phil W. Ellis, director of news and public affairs, WTPT Raleigh, N.C., appointed executive director of North Carolina Traffic Safety Council, effective Sept. 1. He is past president of RTNDA of Carolinas.

PROGRAMMING

Alan May, vp and treasurer, National Theatres & Television, and Irving H. Levin, former president of AB-PT Pictures Corp., elected to board of NT&T, replacing former board chairman B. Gerald Cantor and Sam Firs. Robert W. Selig, recently named general manager of NT&T theatre operations, elected vp. Board terminated position of Sheldon Smerling as executive vp "due to policy differences in the management of the company." Mr. Smerling continues as director of NT&T.

John Young, comptroller of Producers Studio, Hollywood production facility center for independent producers, promoted to vp and treasurer. He was


Will Tomlinson, formerly west coast sales representative for Walt Disney Productions, appointed sales account executive, western division, Independent Television Corp.

Brian Degas, associated with Goar Mestre's Caribbean Radio and TV Network in Buenos Aires, joins Sterling TV Co., New York, distributor of educational films, as producer.

Ralph Porter, formerly director of production, Van Praag Productions, New York, joins Gerald Productions, division of Advertising Radio & TV Services, that city, in similar capacity.

Leonard Freeman, for past six months producer of Route 66 on non-exclusive basis, signed to exclusive contract as producer of CBS-TV series. He will produce all remaining segments of series for 1961-62 season.


Joe Pasternak, motion picture producer, will make his tv debut as executive producer of new MGM-TV series, The Fairest Lady of Them All. Lady of title is the statue of liberty; full-hour programs will deal with people who have come to America from other countries and proved that this is land of opportunity. Series is planned for broadcast in 1962-63 season.

Pat Currey, who returned from year's work in Swedish and Danish television, engaged as producer of Bill Burrud Productions' Wonderlust series. Gail Allen appointed writer for new Burrud syndicated series, True Adventure, which will debut this fall on KCOP (TV) Los Angeles.

Stan Byrnes, formerly midwestern sales manager, Flamingo Films, named midwest representative, Official Films, with headquarters in Chicago.

Phillip Bangsberg, assistant news director, WKWB-TV Buffalo, N. Y., joins UPI Movietone News, New York.

INTERNATIONAL

Richard P. Morgan, assistant director of business affairs, CBS Films, New York, joins CTV Television Network Ltd., Toronto, as director of business affairs.

D. F. Penn, general sales manager of CFAC Calgary, Alta., appointed to additional post of assistant manager of station.

B. Utens, formerly with Canadian Westinghouse Ltd., Hamilton, Ont., named business manager of CKEY Toronto.

ALLIED FIELDS

V. W. Walter, consultant professor, U. of Florida, forms Walter Enterprises. Firm, which is located at 1501-02 William Oliver Bldg., Atlanta, Ga., will provide research services and surveys of all types for advertising agencies, radio-tv stations and consumer acceptance analyses for manufacturers.


EQUIPMENT & ENGINEERING

Martin Minney, vp and general counsel of Ampex Corp., Redwood City, Calif., resigns. Mr. Minney plans to return to private practice of law.

Walter R. Hicks, president, Reeve Sound Products, subsidiary of Reeves Soundcraft Corp., New York, manufacturers of magnetic recording tapes and accessories, appointed vp in charge of special projects, Reeves Soundcraft Corp.

John E. Johnson, formerly vp, Itel Corp., Lexington, Mass. (aerial, space reconnaissance and information handling systems), rejoins RCA as staff vp. From 1958 to 1960 Mr. Johnson was manager of marketing and later division vp, marketing department, electronic data processing division.

Edward Shafer, merchandise manager for Blondetongue Labs., New York, N. J., appointed marketing manager, tv distribution equipment division, Intercontinental Electronics Corp., Westbury, L. I. Mr. Shafer will direct national sales and customer relations for divisions lines of master tv, educational tv and closed circuit tv in addition to present line of CATV systems.

Donald E. Hassler, special products national sales manager for Capitol Records Distributing Co., appointed sales manager for Transis-Tronics, Santa Monica manufacturer of all-transistorized amplifiers, fm tuners and multiplex tuners.


Thaddeus Napp, sales representative for midwestern region, Sylvania Electric Products, named distributor-sales manager for North California district, Burlingame, Calif.

Neal Pike appointed laboratory director for Prodelin Inc. Kearny, N. J., manufacturers of commercial communication antennas and coaxial transmission line systems. Mr. Pike had previously been member of Bell Telephone Laboratories and M.I.T. Lincoln Laboratory technical staffs.

DEATHS

William A. McDonald, 65, chairman of board of Hazeltine Corp., defense electronics contractor, died Aug. 11 at his home in Lattingtown, L. I.


J. Barry Lake, 51, writer of tv plays and detective novels, died of heart attack Aug. 9 at his home in Newton, Pa.

Laurette Banks, 50, manager of ticket division, CBS, New York, died Aug. 12 at St. Luke's Hospital, New York, following long illness.
WFBM teaches and learns at seminar

SATURDAY SESSIONS DRAW CAPACITY AUDIENCES

Time-Life Broadcasters’ stations WFBM-AM-FM-TV Indianapolis are discovering that it not only pays to learn what significant segments of their audiences think of them but that listeners actually will flock to the door and spend their time and money for the opportunity to speak their minds.

Each Saturday last month and this, the WFBM stations are finding that the seminars sponsored by the WFBM stations on “The Air Media and You: Communications in a Free Society.” Each participant pays $3 to cover expenses of a Saturday session, including a hearty dinner which is served in the studio.

Eldon Campbell, vice president and general manager of the WFBM stations, observed that the seminars are right in tune with FCC Chairman Newton N. Minow’s desire that stations learn the desires and needs of their communities, but that considerable extra benefits are accruing from the meetings. For one thing, he noted, the meetings have proved very beneficial to special interest groups such as judges and lawyers who for the first time have had an opportunity to explore in an informal atmosphere some of their own peculiar problems and to become aware of and overcome some of their own intramural communication barriers.

Mr. Campbell stressed one important aspect of the seminars is that conclusions are reached in the minds of the individuals and not by the platform or the group as a whole. Participants get a new look at their own jobs and responsibilities, he indicated, as well as a broader understanding of the role of the mass media.

First seminar in July included the Toastmistress Clubs of Central Indiana. Other July Saturdays involved an Indianapolis Council of Women’s Clinic and human relations and law enforcement seminars. August meetings are being devoted to religious leaders, newspaper editors, youth citizenship, community progress and an AFL-CIO clinic, among others. Each participant also receives a seminar portfolio containing materials prepared by Television

Let’s eat out!

When it’s show time at the old homestead, 60% of the time it’s the lady of the house who suggests eating out. This was revealed in a new Radio Advertising Bureau presentation aimed at convincing restaurateurs that radio is the blue plate special on their advertising menus. RAB’s message: 94.7% of all housewives listen to the radio in a typical week, reach them through radio advertising and they in turn will persuade their men to go out for a meal.

Information Office and NAB plus article reprints such as the July 1 Saturday Evening Post piece by NBC Board Chairman Robert W. Sarnoff on “What Do You Want from TV?”

Fort Bragg GI’s get greetings from d.j.’s

Martin Daniels, an enterprising time-buyer at J. Walter Thompson, and Frank Fitzpatrick, a Katz Agency radio salesman, have combined to help bring the voices of home-town radio personalities to the thousands of GI’s from all parts of the country stationed at Fort Bragg, N. C. In the process they also have managed to create a solid station promotion gimmick.

Mr. Daniels, who is in the U. S. Army Reserve, has helped operate a closed circuit radio station (WWAH) at Fort Bragg for the last three years. This summer, Mr. Daniels enlisted the aid of Mr. Fitzpatrick in getting radio stations across the country to send 10, 20 or 30-second voice tapes of their most popular local personalities. Some 60 radio stations, including 17 represented by Katz, responded.

Typical copy for one of the messages: “Hi, this is (name of personality) at (station) in (market) saying hello especially to you at Fort Bragg. Hoping you will be in (market) soon and when you are tune us in at (station jingle).”

Major Anthony J. Sava, commanding the 351st Psychological War Co., has congratulated Mr. Fitzpatrick, calling the project “interesting as well as entertaining.”

RAB prepares for biggest fall

As its first step to prepare member stations for their “biggest fall ever,” Radio Advertising Bureau last week announced plans for a massive direct
mail campaign aimed at local advertisers. RAB has pre-packaged for the stations all the essential materials for efficient mailing to prospective fall advertisers. The promotion packs include fact-folders to dramatize radio’s key selling points, a covering letter for every brochure, a complete mailing format to ensure that “all bases are covered,” and a strategy chart which includes tips for contests, prizes, etc.

**Radio campaign brings 800% sales increase**

Watkins Bros. furniture store in Manchester, Conn., is a firm believer that WINF, that city, is a super salesman. And the evidence supporting the theory seems to bear this out.

In a week-long saturation program on the station (and it was the only form of advertising used except for one newspaper ad the last day) promoting a special furniture sale, Watkins Bros. reported an 800% sales boost over a comparable summer day, following tabulation of the receipts.

WINF operated for 16 hours from the main floor of Watkins’ store on the day of the sale. Early (5:30 a.m.) bargain hunters received free coffee and doughnuts, compliments of the station.

So impressed was the advertiser with the results that WINF will become a regular salesman for Watkins Bros.

**Interviews bring crackdown**

Interviews conducted by WWRL New York, reportedly resulted in a crackdown on employment agencies by New York’s Bureau of Licenses.

Leon Lewis, station news director, interviewed four girls brought to New York City by employment agencies on promises of lodging, meal security and return transportation. None of the promises was kept by the agencies and the girls were offered positions at salaries below standard wage.

The interviews were turned over to the National Assn. for the Advancement of Colored People for presentation to the District Attorney’s office. The girls’ plight, broadcast on WWRL, resulted in phone calls to the station with offers of food and lodging and positions of employment at salaries normal for the metropolitan area.

**Drumbeats...**

**Going to the dogs**

Every dog has its day, as the old saying goes. And last weekend canines in the WGMS Bethesda, Md., audience had theirs. The Washington area good music station, participating in its third annual Dog Days, played an hour of music dear to most any dog’s heart—except low brow dogs. Such favorites as Chopin’s

**A new way to promote traffic safety**

Seven police jurisdictions in the Washington area are promoting traffic safety by calling drivers’ attention to *Traffic Violators’ School*, a special education feature shown on WRC-TV, that city. Many traffic offenders in the area are given a flyer advising them of the show—along with their summons. Such an event is taking place in photo above as Alexandria, Va., patrolman Edward Bass presents Gail Barber with a ticket and the WRC-TV literature (for photographic purposes, of course). For other “offenders,” however, it has been the real McCoy.

“Dog Waltz,” “Dogs” from John Alden Carpenter’s “Adventures in a Perambulator,” and Moussorgsky’s “Song of the Flea” were among the featured presentations. “Hound Dog” headed the list of the low brow tunes not played.

Viewing guide = CHBC-TV Kelowna, B. C., with seven satellite stations, is believed to be the only Canadian TV station which publishes a pocket-size viewing guide with a paid circulation every two weeks. *CHBC-TV Teleguide* has a paid circulation of over 7,000 plus newsstand sales throughout the Okanagan Valley in British Columbia. It publishes programs with dates and times, news of personalities on film and
Agencymen select 'Miss Washington'

This particular business was a pleasure for these four New York agency men earlier this month who were on hand to help WWDC Washington select its 20th annual Miss Washington, Scarlett Jean Shinault.

They are (1 to r) Michael La Terre, Peerless Adv.; Raymond Fertakos, Kenyon & Eckhardt; Miss Washington; Richard Pickett, Foote, Cone & Belding, and Harold Simpson, William Esty Co.

live shows, and advertising by program sponsors. Newsstand price is 10 cents per copy, subscription price $1.50 per year.

Jones promotion • WJW-TV Cleveland is urging viewers to keep up with the Joneses (Spike Jones) by sending out post cards alerting them to the Spike Jones Show, carried by the station on Monday nights. For those who want to keep up with the Joneses, Spike reports that there are approximately 2,000 in New York; 2,000 in Chicago; 1,000 in Detroit and 500 in Cleveland.

Scrambled eggs • In an effort to promote the local poultry and egg industries, WCAU Philadelphia last week invited its listeners to a breakfast—5,200 scrambled eggs and garnishings. During the week WCAU devoted two minutes of every hour, 24 hours a day, to publicizing the benefits of eggs in the daily diet.

Swimathon • WMTT Louisville got in the swim of promotion with of all things, a swimathon. The station promoted an attempt by Brit Sullivan to swim the 133.8 miles from Cincinnati to Louisville non stop (which she did). Some 5,000 listeners were on hand at various stages of the record 59 hours, 46 minute swim. WTMT newsman Dick Good broadcast beepers reports during the event.

Welcome to Cranbrook • CKEK Cranbrook, B. C., distributes a welcome notice to all visiting motorists to the city, announcing special newscasts and programs on road conditions and special events in the Rocky Mountain area. The notice points out that the scenic mountainous terrain blocks radio signals from outside the area, and that CKEK will endeavor to take the place of the hometown station with hourly world-wide newscasts and special news and feature programs.

Lifting literacy • The Alabama Federation of Women’s Clubs has announced a drive to teach Alabama’s 70,000 illiterate adults to read and write. Reading courses, using the Laubach teaching system, will be broadcast by the Alabama Educational TV Assn., enabling residents of rural areas unable to attend classroom courses to benefit from the instruction.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Aug. 10 through Aug. 16. Includes data on new stations, changes in existing stations, ownership changes, bearing cases, rules & standards changes, routine roundups.


New am stations


Jefferson City, Tenn.—Jefferson County Bestg. Co. Granted 1480 kc, 500 w D. P. o. address Box 3062 Greeneville, Tenn. Estimated construction cost $17,000, first year operating cost $36,200, revenue $45,000. Applicants are Paul Metcalf (4%) majority owner WGRV Greeneville; Clifford Barlow (22%) former owner WWXL Manchester, N. H.; Kenneth Bearstone and Ray Smith (14% each), both announcer-salesmen at WGRV. Action Aug. 11.

Denver City, Tex.—Yoakum County Bestg. Co. Granted 1580 kc, 250 kw D. P. O. address c/o Claude Calvin MacAdams, 708 Park Lane, Brownfield, Tex. Estimated construction cost $11,600, first year operating cost $31,000, revenue $32,000. Claude Calvin MacAdams, sole owner, is employee of KCFY Brownfield. Tex. Action Aug. 9.

ACTION BY BROADCAST BUREAU

Abilene, Tex.—Jack Hughes. Granted 1580 kc.

A. D. Ring & Associates 30 Years’ Experience in Radio Engineering 1710 H St., N.W., Republic 7-2347 WASHINGTON 6, D. C. Member AFCGB

MAY & BATTISON CONSULTING RADIO ENGINEERS Suite BOS 711 14th Street, N.W. Washington 5, D. C. Republic 3-3984 Member AFCGB


WALTER F. KEAN CONSULTING RADIO ENGINEERS Associates George M. Sklom, Robert A. Jones 19 E. Quincy St., Hickory 7-2403 Riverside, Ill. (A Chicago suburb) Member AFCGB

GUY C. HUTCHESON P.O. Box 32 Crestview 4-8721 1100 W. Abram ARLINGTON, TEXAS

HAMMETT & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208

SILLMAN, MOFFET & ROHRER 1405 C St., N.W. Republic 7-6646 Washington 5, D. C. Member AFCGB

CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Tel. Jackson 6-6386 Member AFCGB

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee’s Summit, Mo. Phone Kansas City, Leflde 4-3777

J. G. ROUNTREE CONSULTING ENGINEER P.O. Box 9044 Austin 17, Texas Glendale 2-3073

JANSKY & BAILEY Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D. C. Federal 3-4800 Member AFCGB


JAMES C. McNARY Consulting Engineer National Press Bldg., Wash. 4, D.C. Telephone District 7-1205 Member AFCGB

A. E. Towne Assocs., Inc. TELEVISION AND RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR. 5-3100

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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 technicians—applicants for am, fm, tv and facsimile facilities.

PEOPLE: Consulting Radio Engineers

BROADCASTING, AUGUST 21, 1961 127
Keene, N.H. (Dorothy F. Higgins) (Class 1961) is the new owner of "47 KHNR" (AM) in Keene, N.H., which has been sold to W.W. Higgins and B. W. Kelley. The sale is expected to be completed early next year.

WELD, WY.-A new FM station, "KAGI," will begin operation at 3 p.m. on Wed., Dec. 14. The station will be a low-power station with a 100-watt transmitter and will operate 24 hours a day. The station will broadcast a variety of programming, including news, music, and public affairs.

WICHITA FALLS, Tex.-The Federal Communications Commission has granted a permit to the Texas Tech University Board of Regents to operate a low-power FM station near the campus. The station will be used for educational and research purposes.

BROOKLYN, N.Y.-The Brooklyn Broadcasting Company has announced plans to build a new low-power FM station in the borough. The station will be located on the rooftop of a building near the Brooklyn Bridge and will broadcast a variety of programming, including news, music, and public affairs.

NEW YORK, N.Y.-The Federal Communications Commission has granted a permit to the New York City Council to operate a low-power FM station in the city. The station will be located on the rooftop of a building near City Hall and will broadcast a variety of programming, including news, music, and public affairs.

WASHINGTON, D.C.-The Federal Communications Commission has granted a permit to the National Public Radio Corporation to operate a low-power FM station in the nation's capital. The station will be located on the rooftop of a building near the White House and will broadcast a variety of programming, including news, music, and public affairs.

CHICAGO, Ill.-The Federal Communications Commission has granted a permit to the Chicago Public Broadcasting Corporation to operate a low-power FM station in the city. The station will be located on the rooftop of a building near City Hall and will broadcast a variety of programming, including news, music, and public affairs.

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INITIAL DECISIONS

Hearing examiner Asher H. Ende issued initial decision looking toward granting application of Shendoah Life Stations Inc., for new station to operate on 1480 kc., becoming effective Aug. 7 pursuant to Sec. 1.153 of rules. Action Aug. 11.

Commission gives notice that June 19 initial decision which looked toward granting hearing examiner audits application of TCAI, Inc., for new station to operate on 1480 kc., became effective Aug. 7 pursuant to Sec. 1.153 of rules. Action Aug. 11.

By hearing examiner Jay A. Kyle issued initial decision looking toward denying application of Jackson Bestg, & TV Corp. to increase daytime power 20 kw to 500 kw, extending from 6:00 to 10:00 a.m. Proposed findings of fact and conclusions. Action Aug. 10.

By hearing examiner Basil P. Cooper issued initial decision looking toward denial of application of Independent Bestg, for new station to operate on 14 kc., 5 kw, D, in Spokane, Wash.; engineering condition. Action Aug. 10.

Routine roundup

By order commission amended Sec. 1.393 and 1.382 of rules requiring local notice of F 3.30(a) of rule 3.30(a) of rule. Granting of broadcasting applications to (1) set out cut-off dates for members of public who write to call attention to renewal of application, or facts concerning dates for making evidence at renewal hereafter; (2) (c) change word "filing" in rules 6.00, 6.01 and 6.02; and (3) make other minor language changes. Amendments effective Aug. 21. Action Aug. 14.


BROADCASTING

By Broadcast Bureau

On August 15.

G Tube FM Newport, Va.—Granted license covering increase in ERP and antenna height, change antenna, location, installation of new antenna, transmission and operate by remote control.

WGBI-FM Scanton, Pa.—Granted license covering increase in ERP and antenna height, and engineering changes.

KOMO Bremerton-Nanaimo, N.D.—Granted mod. of license to change name to Mandan Radio Assn, Inc., without prejudice to such further action as commission may deem warranted in light of revocation proceeding.

WPIK Alexandria, Va.—Granted cp to install new antenna.

WAFS Amsterdam, N. Y.—Granted mod. of cp to change type trans.

Actions of Aug. 11

KNOK Fort Worth, Tex.—Granted involuntary transfer of control from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WRDA Nashville, Tenn.—Granted involuntary transfer of control from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WHOW Denver, Colo.—Granted involuntary transfer of control of Resort Airlines Inc., parent corporation of licensee corporation, from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WMBQ Auburndale, N. Y.—Granted involuntary transfer of control of Auburndale Publishing Co., parent corporation of licensee corporation, from Edith Wendell Osborne, Marine Midland Trust Co. of Central New York, and James Osborne Grissow, executors of estate of Charles D. Osborne, deceased.

WBFM Auburn, N. Y.—Granted involuntary transfer of control from Charles D. Osborne to Edith Wendell Osborne, Marine Midland Trust Co. of Central New York and James Osborne Grissow, executors of estate of Charles D. Osborne, deceased.

KPMC Bakersfield, Calif.—Granted involuntary transfer of control from Florence

Continued on page 135

COATS & BURCHARD COMPANY

appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) of the 1954 Internal Revenue Code

Write for complete information and analysis of your specific requirements (no obligation).

4413 BAYWOOD AVE. · CHICAGO 40, ILLINOIS SERVICE — COAST TO COAST Industrial · Commercial · Institutional Appraisals
Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, new, Profit sharing. Write fully Box 586G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take charge complete operation. Guaranteed salary in five figures. Station in urban area with top 25 markets, expecting power increase this year making station one of the best in market. Send complete resume to BROADCASTING.

Manager strong on sales for new major metropolitan station. Unusual opportunity to grow with new group owned station. Salary and commission. Send complete resume to Box 556G, BROADCASTING.

Southern group—top rated metro stations—desiring two potential managers with good order. Guarantees—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television positions are number one. Excellent opportunity for right person. Box 655G, BROADCASTING.

Sales

Debmta: Ne. 1 station in metropolitan 300,000 midwest market opening for aggressive experienced, all resume to Box 852F, BROADCASTING.

Only station in mid-west city of 20,000 needs experienced, all resume and photo to Box 864G, BROADCASTING.

Live in beautiful southern Florida and earn top dollars. For one radio station accepting applications for experienced and aggressive manager—$500 weekly. Must have ten years sales experience in radio or television. Send resume and photo. Box 709G, BROADCASTING.

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 796E, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year should make $300 weekly or we sever connections. Box 846G, BROADCASTING.

Top notch sales woman wanted for Chicago radio station. Excellent potential to earn big money. Salary and commission. Only if you have the drive necessary to earn top dollar. Box 726C, BROADCASTING.

California—Top salesman wanted, handle agency and large retail. Salary and commission. By outstanding Negro station in prosperous San Francisco Bay Area negro market. Conway, KDIA, Oakland, California. References, full background.

Apply for radio TV and Music wanted, small market, salary and commission, write KINY, 291 S. Franklin St., Juneau, Alaska.

Help Wanted—(Conf’d)

Salesman preferably with announcing background for small market. Limited experience accepted. Contact Bill Bigley, KXMA, Magnolia, Arkansas.

Hi-flying go-getters needed by W-HI-h. Tightest, most talked about production in TideWater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snapshot to Max Hether-W-HI-h, 711 Bouah St., Norval, Ga.

In Michigan's leading market for business activity, daytime net affiliate adding salesmen, 30 to 50 years experience. Salary plus commission. Michigan-Indianan area preference. Box 712G, BROADCASTING.

Following help needed for small market. Mgr. salesman, engnr., engnr. salesman, announce first class ticket, apply—Collins Company, 1556 East 6th St., Los Angeles, Calif.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write: Walker Employment, 53 South 7th Street, Minneapolis 2, Minn.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in industry. Must have knowledge of several radio stations and builds several stations as consultants annually. Openings, Denver and other major cities immediately. Promotion to sales manager and management with us. Box 566G South Fifth East, Salt Lake City, Utah.

Help Wanted—(Conf’d)

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 862F, BROADCASTING.

Southern California dignified daytimer. All-around man with stability. Prefer family man. Our needs all-around ability in copy writing, production and a professional, matured, ticket. Will help move you up. Submit resume and tape. Box 691G, BROADCASTING.

Announcer with first class ticket needed by Mountain State area station. Maintenance required on 1,500 watt operation. Must be able to announce full programming. $400.00 salary range. Send tape and background. Box 680G, BROADCASTING.

Announcer-engineer, experienced in both department of medium market. Box 696G, BROADCASTING.

Experienced morning man with production skill and experience in major market, Lower Lakes. Box 697G, BROADCASTING.

Pennsylvania fulltimer needs an announcer with at least two years experience. Must be good board man. Start at $50, a check with regular raises. Interview necessary. Send tape and resume to Box 644G, BROADCASTING.

Classified Advertisements (Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

SALES

SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.

DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising require display space.

10¢ per line—$1.00 minimum.

No charge for blank box number. Send replies to Broadcasting, 1735 DeSales St., N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, 1.00 charge for mailing (forward remittance separately). All transcriptions, phoncs, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.
Help Wanted—(Cont'd)

Announcers

Morning man, minimum 2 years experience needed. Jim Butts, WBHC, Hampton, N. C.

Combo, first class ticket essential. "Smooth sound" station, no rock and roll screamers._Phase. Salary good, based on applicants ability to add in both announcing and engineering. Opening September 1st. VCOA, Waltham, Mass.

Experienced DJ for CBS, top rated good music station with television affiliate. Air mail audition tape with DJ show, commercial, production, news and multiple background, picture, salary requirements and a statement of preference or desires. Carl Hohlbeg, WDBO, Orlando, Florida.

Experienced staff announcer for 40 hour 5 day shift in Northwestern Pennsylvania ad music format station. Send tape and salary requirements to William W. Winn, Program Director, WESB, Bradford, Pa.

Five thousand watt daytimer wants "good" news and commercial announcer start at $100 a week. DJ Needed. Personal Interview will be required before hiring. Apply H. N. Thayer, WQGH, Box 427, Kingston, N. Y.

Versatile announcer. Must be good on news, some knowledge of sports. Quality station with no x-rates. September 1st opening. Interview desirable. WLAG, Lagrange, Georgia.

“My name is Joe Green. I am 40 years young and a father of two. I have been in broadcasting for 20 years. I have experience in news, sports, and commercials. I am looking for a position in a station in the Midwest.”

Happy sound man wants a position as announcing助长者 in a station in the Midwest. I am 35 years old and have over 10 years experience in broadcasting. I have worked in both AM and FM stations and have experience in news, sports, and commercials. I am looking for a position in a station in the Midwest where I can use my skills and experience.”

Help Wanted—(Cont'd)

Technical

Immediate opening for combination engi.

Chief engineer. Capable maintainer am-fm operation of N. Y. metropolitan area. Box 610G, BROADCASTING.

First phone strong on announcing, with chief engineer job in sight. 1000 watt North.

Technical

Situations Wanted—(Cont'd)

Production—Programming, Others

Tired of the rat race? Need combo man first class ticket that likes to fish on time off. Relaxed radio station.KFDR Grand Coulee, Washington.

Poughkeepsie, New York 5000 watt WORX needs first phone combo man—basic tech-

Radio television jobs. Over 630 stations. All major market saturation. Advertise in Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Farm service director for leading midwest farm radio station. Will head three-man department and be responsible for all farm programming. Experienced farm radio man desired but will consider anyone from allied fields. Pleasant working conditions, insurance and pension benefits. Area provides many recreational opportunities. Salary open. Send photo, personal resume and expected salary with application. Box 856G, BROADCASTING.

Wanted immediately, newsmen with strong air delivery. Willing to work at covering local newsmen and some two-way communications and good news connections. Also interested in competent staff man with knowledge of easy listening format. Send tapes and background first letter. Network affiliate in good Minnesota market. Box 712G, BROADCASTING.

Radio announcer. Must be able to take over entire evening drive and have ability to write with ideas. Will be expected to service air accounts. Box 727G, BROADCASTING.

Medium midwest station needs news direc-

Operator wanted. Man or woman, theater experience preferred, to play Wurzburger unified, 32-stop theater organ on television and radio. Must be able to read, sight-read, transpose, change backgrounds, accompaniment and solo work. Salary open. Box 2652, WQX, St. Louis.

Chief copy writer and traffic job open immediately at WLBK, DeKalb, Ill. Please include complete background. references and expected salary. Write George C. Biggar, President Manager.

RADIO

Situations Wanted—Management

Top management team. Twenty years combined experience all phases. Manager that likes to get out and sell, plus program dir-

Help Wanted—(Cont'd)

Management

Currently president, general manager and sales manager. Radio station being sold. Must relocate. Young, 49. Vast capabilities. Bilingual, civic-minded, Prefer City 50,000 and up. Box 768G, BROADCASTING.

Make calls, make sales, salesman desires management experience toward goal, station ownership. Sacrifice for opportunity. Will CNC, able to move, not necessarily likesable, have great program idea. Prefer west. Box 910, Kamp, Colo.

Sales

Salesman. Personable, good appearance, diligent. mid-30's. Will locate. Box 688G, BROADCASTING.

Reorganization, medium and major market experience. Hard worker, sober, married. Box 699G, BROADCASTING.

Salesman—sports director (Strong play-by-

Experienced, married family man. Box 606G, BROADCASTING.

Versatile announcer seeks beginning-emphasis on sportscasting; play-by-play. Authoritative, network style delivery. Spins and music experience, college degree plus announcing training. 27, mature, intelligent, good appearance, excellent references. Box 666G, BROADCASTING.

Football, basketball, baseball play-by-play broadcasts. Send tape of creative studio radio shows; 12 years experience, employed, family man. Box 615G, BROADCASTING.

Experienced, married—would like to settle down—dj, good ad-lib, run board, cut any major commercials. Please reference. Box 658G, BROADCASTING.

Help Sept. 1 will graduate from radio school. Wife, age 8, tight board, very creative announcer, interested in public service, documentaries, etc., would like New England area. Box 651G, BROADCASTING.

Negro announcer—d.j. married—college back, bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Announcer—dj, 1 year experience (28 yrs) Vermont. WNOB, Rutland. Would like night show. Prefer near college. Box 662G, BROADCASTING.

Ambitious, young, hard working personality, bright, tight, creative and persuas-

Where is a popular music or top forty station that wants a disc jockey with good voice, aggressive, energetic, Original, creative, steady and loyal. Box 665G, BROADCASTING.

Swinging negro dj—announcer wishes to relocate in real estate experience? plenty. Box 866G, BROADCASTING.


BROADCASTING, AUGUST 21, 1961
Situations Wanted—(Cont'd)

Announcers

Experienced radio and tv announcer with excellent knowledge of baseball desires to move into play-by-play. Box 674G, BROADCASTING.

Old timer looking for a home, 39 ... married ... 20 years in the business. All production phases, gathering, morning disk ... strong commercial ability ... production ... etc. Salary starting @ $500 per. Desire home ... west. write, 678G, BROADCASTING, for Air-Check.

Always no. 1—radio personality—24 years experienced! Seeking new opportunity. Box 680G, BROADCASTING.

Mature radio-tv veteran seeks permanency as announcer—pd-copywriter, and/or sales. Box 681G, BROADCASTING.

Presently, production director, 50 kw, seeking staff announcer/dj, spot in smaller market. Desires Colorado or Northwest, will consider all. Married. Tape, full details. Box 683G, BROADCASTING.

Hilarious! Funniest ever! ... And they're just the reviews on my suit. First phone radio, comic talent in "Bob and Ray"—"Freberg" style proving radio can still entertain. 29, pd, experience, 3 children and for production commercials. Any organization with a sense of humor left? Box 706G, BROADCASTING.

Sports director, play by play football, baseball, basketball. Finest references. Box 716G, BROADCASTING.

Newsmen/staffers—can write news and copy; produce spots. Five years experience. Box 716G, BROADCASTING.

Top rated personality in one of America's top 30 radio markets ... dependable, young and conscious college man with honorary, excellent references, proven record of success. Contact me if you can make right offer is made. Box 718G, BROADCASTING.

Does NYC area, station need experienced dj—good voice. Knowledge of music or newsmen to gather, write broadcast. Please contact. Box 718G, BROADCASTING.

Announcer, newscaster, dj, Married. Experienced. Tight board, crisp news. Box 720G, BROADCASTING.

Dj, newscaster, control operator, Married. Age, name, references, will travel. Prefer top 40. Box 721G, BROADCASTING.


Attention Texas! Have job, must travel. Experienced dj/announcer. Not a drifter but sees opportunity to advance. Own board, copy, sales. Box 723G, BROADCASTING.

Experienced disc jockey, news, 33 years old, college grad, well known northwest market, preferably N. J., Pa., Conn. Resume and tape on request. Box 724G, BROADCASTING.

D. C. network air personality desires to relocate. 2 years college, graduate of professional school. Box 725G, BROADCASTING.

Dj in nation's tenth market wishes to relocate in station with sensable sound. Box 726G, BROADCASTING.

Dj, seven years experience, knows music. Plays Southeast family. Box 726G, BROADCASTING.

Announcer-Engineer, first phone, experienced, references, veteran. Call 1462, 208 Forest St., Adrian, Mich.

Stable young family man, desires permanent position in progressive outlet, in Michigan or Ohio. Experienced in top 40, and western. Available and per-mediately, tape and references on request. Phone Col. 3-9686 or write Bob Butler, 427 S. Madison St., Adrian, Michigan.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 2 years. Single, thirty, ear. California preferred. Bob Cohen, 158 Third St., San Francisco, California, CA 94115.

Excellent news, dj, sales. Eight years, age 37, very well known. Worked with Woody Hoesly, Box 181, Sandusville, Miss. Phone anytime call. References. Box 728G, BROADCASTING.


Technical

Engineer—experienced first class—write Box 552G, BROADCASTING.

Experienced disc jockey. Bachelor, age 37, has car. Prefers mid-day shift. First class license. Very strong commercial ability. Knows music. Box 621G, BROADCASTING.

Free—$45,000 worth of 19mm cameras, lab equipment (no supervision of competent firm) & visual director. Over 20 years independent supplier of visual equipment to industry, gov't. education & tv. Writer desires to head and operate your responsible organization. Box 824G, BROADCASTING.

1st. phone wants good permanent job. Twelve years experience all phases AM-FM studio and transmitter maintenance. Engineering only—no announcing please. Box 655G, BROADCASTING.

Experienced 1st. class engineer seeks permanent position at radio station, no announce- Box 688G, BROADCASTING.

Wanted: C. E. position with or without announcing. Can wait for two or three months. Family man that prefers Minne- sota. Resume write Box 866G, BROADCASTING.

Chief Engineer or Supervisor. FM, TV & AM Directional experience. East coast preferred—announcing. Box 687G, BROADCASTING.


Production—Programming, Others

News director, Newnan, nine years radio-tv, presently news director #1 station, million market. Write, report, air. Ball of fire in newroom or on beat, plus top quality delivery. Box 556G, BROADCASTING.

Gal radio-tv writer: Top radio writing-produc- tion experience, promotion, public relations, programming, key account servicing. Phone: Evening's JS 5-4199, St. Louis. Box 594G, BROADCASTING.

Newman's Newman: one of few. 10 years radio-tv, college, married, pro-brethren, gather, re-write. Northeast. Box 597G, BROADCASTING.

Good Mult. program director—10 years with three of the nation's leading FM sta- tions as operations and program director. Network quality announcer. B.S. in radio-tv from Northwestern University. Tape and resume by request. Box 659G, BROADCASTING.

Girl with traffic and office experience de- sires to relocate in east. References. Box 677G, BROADCASTING.

Experienced broadcast school trained copy- writer, must locate between Alaska and Alabama soon. Know fundamentals of an- nouncing, voice acting. Send references. Box 689G, BROADCASTING.

Announcers


Quality copywriter and/or announcer. Agency and station experience. References. Copy and/or id's available. Box 701G, BROADCASTING.


Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry. Classifica- tion and cataloging of records. Box 711G, BROADCASTING.

Promotion-publicity advertising director. Now with top concern you've heard of. Would like to join station in medium size market. One of the most creative and best informed promoters in tv, sparked many production. National contacts with key national press, understanding of all facets of tv based on 12 years experi- ence. Salary secondary to finding right setting. Box 715G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commis- sion, write KINV-TV, 231 S. Franklin St., Juneau, Alaska.

Announcers

Good on news and on camera commercials. Small market. Send tape, picture and re- sume to Jack Walkmeyer, General Man- ager, KWIIT-TV, Garden, Kansas.

Have opening for male MC of daily tv interview program. If interested, call audition. Jerry Barnes, State 5-1201, Springfield, Massachusetts.

Production—Programming, Others

Wanted—Experienced transmitter super- visor for New York location. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Adv. 667G, BROADCASTING.

Technical

Wanted: Multi. program director—10 years with three of the nation's leading FM sta- tions as operations and program director. Network quality announcer. B.S. in radio-tv from Northwestern University. Tape and resume by request. Box 659G, BROADCASTING.

Vacancy for television engineer. Experi- enced desirable but not absolutely neces- sary. You have been found and willingness to cooperate and work. Good working conditions. Manager, WSWS-TV, Roswell, New Mexico.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. TV studio and transmitter maintenance operating experience desired but very conscious construction technically qualified experienced radioman earnestly wants opportunity—open September 1 or sooner. Call collect State 6-6611 or write Leavenworth Wheeler, Chief Engineer, WTVT, 176 E. Museum Drive, Chicago 37.

Road replacement with maximum power vhf in growing warm winter recreation and agricultural area. TV studio and transmitter maintenance operating experience desired but very conscious construction technically qualified experienced radioman earnestly wants opportunity—open September 1 or sooner. Call collect State 6-6611 or write Leavenworth Wheeler, Chief Engineer, WTVT, 176 E. Museum Drive, Chicago 37.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. TV studio and transmitter maintenance operating experience desired but very conscious construction technically qualified experienced radioman earnestly wants opportunity—open September 1 or sooner. Call collect State 6-6611 or write Leavenworth Wheeler, Chief Engineer, WTVT, 176 E. Museum Drive, Chicago 37.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. TV studio and transmitter maintenance operating experience desired but very conscious construction technically qualified experienced radioman earnestly wants opportunity—open September 1 or sooner. Call collect State 6-6611 or write Leavenworth Wheeler, Chief Engineer, WTVT, 176 E. Museum Drive, Chicago 37.
Help Wanted—(Cont'd)

Technical

Studio technician. Experienced. Scale to $850. Send references and resume to Chief Engineer, WTTV, 1761 E. Museum Drive, Chicago 37.

TV engineers—our new expansion presents opportunities for highly qualified and experienced TV tech. permanent and per-dian position available. Please contact tape center. Box 578G, BROADCASTING.

Production—Programming, Others

Newsmen—photographer experienced in gathering and writing news: Box 509G, BROADCASTING.

Opportunity for alert newsmen who can gather, write, voice news. Box 518G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Over 11 years major media sales. Last 5 plus top billing salesman eastern VHF. Experienced all phases of sales—local-regional-national. Excellent management opportunity with eventual chance to move up. Higher. Box 578G, BROADCASTING.

Station manager, television: now in key market spot with highly successful and respected network station in major market; seeks to move up. Strong on sales but also knows how to build community service and prestige image. A real professional with background you need for excellent profitable operation on sound business basis. Twenty years in communication arts: 15 in broadcasting; 13 in television. Box 569G, BROADCASTING.

Television program manager available. Thirteen years experience, programming, film buying, production, videotape, sales, and public affairs. Ages 28, married, high references. Prefer challenging opportunity with innovative vhf. Box 564G, BROADCASTING.

General manager—experienced, capable, dependable, write Box 705G, BROADCASTING.

Situations Wanted—Sales

Now top billing salesman medium size vhf staff, desire to become same in larger market. Heavy competition, good background, all sales. Experienced all levels of presentations. Aggressive, knowledgeable. Experienced television and radio salesman, educated, aggressive, veteran, family man. Box 705G, BROADCASTING.

Sales manager—results not words or promises—not looking for just a job—looking for a challenge and advancement. Write Box 707G, BROADCASTING.

Announcers

Sports director, 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes. Send references. Box 559G, BROADCASTING.

The honeymoon is over! Announcer, now tv, 11 years experience including news, remote radio studio manager (sales, copy, service) wants administrative managerial opportunity. Box 645G, BROADCASTING.

Technical

FCC 1st class license, thorough background in all aspects of the techniques of broadcasting. Box 640G, BROADCASTING.

Highly qualified engineer. Extensive background entailing maintenance, installation, operation, administration. Box 660G, BROADCASTING.
INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license, 5 to 8 weeks. Reservations required. Enrolling now for classes starting (August 90-Closed) October 11, January 3, 1962. For information, references and reservations write William M. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, Texas.


Announcing programming, console operation. Twelve weeks intensive, practical training. Finest modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expense. Can sell in market. New 62 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, painting, guy-tension, bulk charging, etc. L. 4, 5, 6 year contracts available. Low rates, call/write TU 6-4525. P.O. Box 602. Watertown, So. Dak.

MISCELLANEOUS

Vocals for Jocks: Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 5, New York.

25,000 professional comedy lines, routines, adlib. Largest laugh library in show business. Special monthly topical service featuring daily comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Management

SALES MANAGER


Box 397G, BROADCASTING

PERSONALITY

Afternoon traffic show. Selected top ten hits and strong local news - you = adult appeal + good ratings. What can you do with afternoons? $100 start. Take and details to Joe Davis, WKKG, Mobile, Alabama.

TELEVISION

Help Wanted—Announcers

UNDERSTANDING

We would like to increase our viewers’ understanding of what is taking place in the world today. At present, most of the time of our 16-man news staff is devoted to local and regional news coverage; we want to bring meaning to the world news outside our coverage area. We need a man with carefully developed thought processes, who understands world events and who can bring them into focus for our one million viewers surrounding California’s Capital City.

If you believe you are this man, write us in detail, including whatever information you believe we shall need to form a preliminary judgment. Based upon your letter, we shall make further inquiries leading to a personal interview.

Box 658G, BROADCASTING

FOR SALE

SUBCARRIER GENERATOR

FOR SALE

Model SCC-2 features high performance at low cost. Use with any FM transmitter with MX input. Write for technical data to:

MOSELEY ASSOCIATES

4416 Hollister Ave., P.O. Box 3192
Santa Barbara, California

MISCELLANEOUS

ALL ELKINS EX’ES

The staff of Elkins Institute of Radio and Electronics invites you to attend the first reunion of Elkins alumni to be held Monday, September 4, 1961, between the hours of Nine A.M. and Nine P.M. at Elkins Institute of Radio and Electronics, 2603 Inwood Road, Dallas, Texas. This invitation is to all ex-students taught by or under the supervision of Bill Elkins at any school during any year.

RSVP

FOR SALE

MIDWEST FM WITH MULTIPLEX

$19,000 down—$250 per month all new equipment.

Box 666G, BROADCASTING

PLANNING MERGER

We have three metropolitan stations considering a merger—if you are in the top 70 market and would like to investigate the possibilities contact Associated Media Brokers, Suite 328, Bayview Building, Fort Lauderdale, Florida, L.O. 6-7843.
KHUB Fremont, Neb.—Granted cp to change hours of operation from specified to unlimited hours, except: Mon-Thurs 200-w, 250-w-N, 500-w-D, and install new trans.; conditions.

WGSA Ephrata, Pa.—Granted increased power from 1 kw to 5 kw continued operation on 1370 kc; make changes in antennum and make changes in ant. system; conditions.

WHEI-FM Montrose, Pa.—Granted license for fm station.

WENC Fayetteville, N. C.—Granted license covering increase in daytime power and installation of new trans., for use of WPJ Fayetteville, Ala.; WDND South Bend, Ind.; WAIM Anhauser, Mo.; conditions.

WFCN-FM Wilmington, N. C.—Granted license covering change of frequency, in change in configuration of antenna from DA-2, 913v, contour; make changes in ground system in nighttime, DA mostly; and installation of new trans.; condition.

KWMC Fort Dodge, Iowa.—Granted license covering installation of new trans. for stations: WOPA Oak Park, Ill.; WBINS-FM Columbus, Ohio; KSEW Sitka, Alaska.

WMTR Norfork, Ark.—Granted license covering increase in ant. and station location and installation of new antenna system; conditions.

WFNC-FM Newport Beach, Calif.—Granted license for new antenna system; condition.

KBRO-FM Medford, Ore.—Granted cp to increase ERP to 12 kw; remote control permitted; condition.

KSKB-FM Newport Beach, Calif.—Granted license covering installation of new trans. in area.

WDAZ-FM Augusta, Ga.—Granted cp to install a new trans. and increase ERP to 1 kw.

KING-FM Seattle, Wash.—Granted license covering installation of new type trans.

WKN-FM Dubuque, Iowa.—Granted cp to change type trans. and increase ERP to 2 kw; condition.

KROA-FM Phoenix, Ariz.—Granted license to change type trans. and install new antenna; conditions.

KLOH-FM San Antonio, Tex.—Granted license for new antenna system; condition.

KBUR Fredericksburg, Va.—Granted license covering change from 70 kw to 80 kw; conditions.

KXIP-FM Fife, Wash.—Granted license covering installation of new trans. and make changes in ant. system; condition.

KZEV-FM Montrose, Colo.—Granted license for fm station; condition.

KXIP-FM Fife, Wash.—Granted license covering increase in daytime power and installation of new trans., for use of WPJ Fayetteville, Ala.; WDND South Bend, Ind.; WAIM Anhauser, Mo.; conditions.


Actions of Aug. 8

- Granted cp's for following vhf tv trans. stations: Douglas Tv Assn. Inc. on ch. 13 Douglas, Colo. (to transmit program of KOKC-TV (ch. 4)); provisions for WTVS-TV ch. 9; and WHKP ch. 5. Granted cp for KNOJ-TV ch. 5.


- Authorized new vhf tv translator station: Oregon TV Co., Inc. on ch. 5 Salem, Ore. (trans. of KOAC-TV ch. 12, Salem, Ore. to Sparta, Ore.); condition.


- Authorized new vhf tv translator station: Redwood Broadcasting Co., Inc. on ch. 13 Crescent City, Calif. (to transmit program of KOCA-TV (ch. 14) via tv translator station of KOAC-TV (ch. 12) as per petition); condition.

- Authorized new vhf tv translator station: KW5K in La Crescenta, Calif. (trans. of KOAC-TV ch. 12, Salem, Ore. to Sparta, Ore.); condition.

Rulemakings

PETITION FILED

Sec. 3.600 Department of Public Instruction, State of Michigan, Lansing, Mich. (8-16-62) asks that the Commission be advised as to whether or not it is in order to authorize the State of Michigan, so as to assign and reserve ch. 18 in East Lansing, Mich., for educational television use. Ann., Aug. 11.
Air France Public Relations personnel stand ready to serve you in New York, Chicago, Los Angeles, Montreal, Mexico City.
Our Respects to Kenneth Allen Cox, Chief, FCC Broadcast Bureau

The man who wields the scissors on FCC red tape

Historians often point to examples of a man growing to fit his office. In the case of Kenneth A. Cox, new chief of the FCC Broadcast Bureau, the office has grown to fit the man.

The commissioners have delegated more responsibility and authority to the bureau. And they did it with confidence. They know Ken Cox will not require extensive research to acquaint himself with TV allocations, deintermix, network practices and licensing and other hot potatoes the FCC is juggling—he virtually wrote the books.

As special counsel to the Senate Commerce Committee, which investigated these subjects in 1956-60, Mr. Cox wrote “brilliant reports which have been used by everyone looking into these problems since,” a colleague said.

Characteristically Ken wasted no time shuffling papers at the FCC. Taking office in April, he met with broadcasters and legal interests to thrash out the thorny problem of FCC program forms. An enemy of Federalese, Ken slashed many of the ambiguities from the revised forms.

A lawyer who negotiated with him says, “Here’s a man who is willing to listen to other points of view. He’s very capable, practical and perceptive.”

Mr. Cox has some firm convictions about broadcast regulation—but he’s reasonable. He admits the FCC’s probes into programming enter a “difficult area” in judging what constitutes censorship vs. protection of the public interest.

He feels broadcasters “can’t make TV the servant of mass advertising, to as great an extent as it is. I think there are advertisers who’d be willing to pay the going rate to put on new and different types of programs.”

Early Decision • “Public service” means a great deal more to Kenneth Allen Cox than just a category on a program form. He has interrupted a successful law practice many times to do the public’s business.

He was born Dec. 7, 1916 in Topeka, Kan., where his father, Dr. Seth Leroy Cox, was an officer in the U. S. Public Health Service. Dr. Cox moved his family to Seattle when Ken was 15.

Like many a youngster in the Great Northwest, Ken once dreamed of being a civil engineer and building dams. But studying history and stalling on the debating team in high school sparked an interest in public issues. He decided that lawyers and statesmen have a greater hand in shaping the nation. “And maybe I just like to talk,” he adds with an engaging grin.

Valedictorian in high school, Ken went on to pre-law and law school at the U. of Washington, graduated cum laude and Phi Beta Kappa in 1940 and received his master of law degree from the U. of Michigan the next year. He served as law clerk to a Washington state supreme court justice for a year and a half, then joined the staff of the attorney general of that state. Early in 1943, Ken Cox joined the Army.

Parallel Career • Nona Fumerton was a member of Ken’s city-champion debating team and was valedictorian the year after he graduated. She too gained a law degree at Washington, graduating with the highest honors in her class.

Such friendly rivalry often ends in partnership. They were married Jan. 1, 1943, a day after he was inducted.

Entering the Army as a private in the Quartermaster Corps, Ken rose to captain in Intelligence, putting in his first hitch in Washington, D. C., at the Pentagon.

Discharged in 1946, Capt. Cox became Prof. Cox; he returned to U. of Michigan law school as assistant professor. Early in 1948, the Seattle law firm of Little, LeSourd, Palmer, Scott & Siemons asked him to join its practice. When Ken explained he was committed to finish the semester, the immediate response was, “Then send us Nona,” and Mrs. Cox “held down” the job until he finished at Michigan.

Mr. Cox has remained with the firm, which specializes in corporate and tax law, ever since. He was made a partner in June 1953.

The Korean conflict was the first of the “interruptions.” Capt. Cox was recalled to duty as instructor and administrative officer at the Army General School, Ft. Riley, Kan.

Kenneth Cox pitched tirelessly into Seattle civic projects and Democratic activities. Among other posts, he served as vice president of the Municipal League of Seattle, the Seattle World Affairs Council and president of the local chapter of the American Assn. for the United Nations. He was Democratic precinct committeeman 1954-60 and active in district political clubs.

Mr. Cox relishes the challenge of politics but his standards of civic responsibility outweigh purely partisan considerations. In Seattle he was a member of a committee which investigated the views and background of municipal candidates, made recommendations to the voters and supported selected candidates from both parties.

A Senate staff member who worked with him emphasizes, “Ken commands great respect from both sides of the aisle.”

Sen. Warren G. Magnuson (D-Wash.), chairman of the commerce committee, recalls Mr. Cox was a “most efficient, painstaking counsel, who offered every opportunity to the opposition to develop their points as he developed his points for the committee majority.”

For three protracted hearings on TV, Mr. Cox conducted investigations, examined witnesses and wrote reports. In April 1959 when Sen. Magnuson needed special counsel for hearing on the nomination of Adm. Lewis L. Strauss to be Secretary of Commerce, he again called on Kenneth Cox.

FCC Chairman Newton N. Minow, although he had never met Mr. Cox, was impressed by “his fine record and reputation” and called him immediately after being confirmed to offer Ken the post of FCC general counsel. Although it meant another hiatus in his practice, Ken accepted. When he returned to Washington, D. C., the chairman suggested he could be of more service as chief of the Broadcast Bureau.

The Home Scene • “My favorite hobby is traipsing after my boys,” Ken says. The Coxes’ three sons, Gregory 11, Jeffrey 8 and Douglas 5, are avid TV viewers.

The family is scouting for camping sites near Washington and their suburban Bethesda, Md. home. They own a tent and frequently camped out in the Northwest.

He’s a voracious reader, particularly history and political science. But when job pressures build up he reads detective stories. “But this doesn’t mean I approve of crime and violence,” he adds.
EDITORIALS

New economics of TV

The accelerating trend toward the sale of network participation, which is described in detail elsewhere in this issue, is less to be deplored as an evil than to be examined as a change in one of the fundamental sources of station income.

There is no discernible way the trend can be reversed. Indeed it is likely that a year from now the networks will be selling a higher proportion of participations to programs than they are selling now. Events are forcing that condition.

There are critics who say that the networks have suffered from inadequate salesmanship and have cravenly settled for the easier sale of bits and pieces when they should have vigorously adhered to the principle of selling whole shows. We are disinclined to attempt an appraisal of network salesmanship. To us it seems that the costs of full-program sponsorship on national networks have grown so big that no amount of sales ingenuity could have achieved anything approaching a sold-out situation on a universal application of the full sponsorship principle. The problems of the network salesmen are further complicated by the rise of a third network, ABC-TV, to fully competitive status.

There is no way to measure the effect that network participation selling will have on spot tv, but it is safe to assume that spot will not be helped. This means, of course, that stations face the prospect of a decline in revenue. The compensation that an affiliate gets for carrying a network announcement is no more than a fraction of what it gets for carrying the same announcement bought at spot rates. This is the problem that must somehow be overcome.

It seems to us the only way to overcome it is for affiliates to appeal to the networks to increase rates of station compensation. If networks are to eat into spot business as a necessary means of maintaining their own volume, they should be willing to compensate stations for the spot revenues they have taken away. It is not too soon for affiliates to begin working on revisions in their network compensation schedules.

Collins conundrum

Next to the NAB presidency the post of executive vice president organizationally is the most important in the trade association. That is the reason the 43-man board last June urged the selection of an experienced broadcaster for this No. 2 spot.

The new executive vice president, however, is not a broadcaster. Vincent Wasilewski, a 12-year veteran of the NAB’s staff at 38, and its vice president for government affairs, has been elevated to this position. NAB’s president, former Gov. LeRoy Collins of Florida, made the selection. It was endorsed by the three-man NAB advisory committee and is expected to be confirmed by the full board. The board really was given no alternative.

Mr. Wasilewski is an able young man. He is dedicated, sober and reliable. But because he is not a broadcaster, he doesn’t meet the qualifications spelled out by the board. The board wanted a broadcaster because Gov. Collins isn’t one either. It also wanted a man who could stand in for the president and perhaps succeed him if a vacancy occurs.

Promotions from within ordinarily are to be desired. It does not demean Mr. Wasilewski to say that the board did not have in mind a promotion from within. Mr. Wasilewski had no idea that he would be tapped. He made no drive for the job.

We agree with those members of the board who felt that an infusion of new blood was needed. Mr. Collins has been handicapped by a lack of knowledge of broadcasting and of the attitudes of the preponderance of the NAB membership. While he shifted his position from one of all-out support of program controls by government to passive resistance at the most in certain areas, he hasn’t yet successfully made the transition from bureaucrat to chief lobbyist of the nation’s broadcasters.

Cited as a mitigating circumstance is the selection of Robert D. Swezey, a seasoned broadcaster and former network and station executive, as chief administrator of the television and radio codes. This is an important post and Mr. Swezey—an attorney as well—appears eminently qualified for it. The code authority, however, is a position apart from NAB’s overall management. It functions as a separate unit. Paradoxically, Mr. Swezey does meet the board’s criteria for the executive vice presidency.

There are rugged days ahead. What Mr. Wasilewski can do as executive vice president that he could not do as vice president for government affairs, which principally is a lobbying job, is difficult to discern. He can’t inculcate in Gov. Collins the practicalities of station or network operations because he hasn’t had the experience.

If Gov. Collins had had a strong individual, conversant with broadcasting’s problems based on first-hand experience, at his side in recent weeks, he might not have stumbled as he did in initially endorsing the FCC’s proposed program forms or in advocating a freeze on am grants (and by implication on tv) without recognizing the dire consequences that inevitably would lead to rate regulation.

Gov. Collins is persuasive. He is a salesman par excellence in politics and at the state level. But a salesman must know his product and the goals of his principals. His product is free enterprise broadcasting and his principals are the members of the association he is privileged to head. Unless he follows the bidding of the majority of his membership, he is not working for them but against them.

Gov. Collins has learned a few harsh lessons in the past several weeks. He now seems less reluctant about joining issue with the government but he’s still far from being the champion of free broadcasting that the broadcaster has the right to expect. He has the capacity to do the job expected of him. He must show now that he has the will.

Gov. Collins should deny or confirm the widespread report that he has in mind running for the Senate from his native Florida. And he should realize that playing footsy-foozy with the administration isn’t necessarily in the best interests of his membership.

"With a hard news program like ours, how could we ever have trouble with the FCC?"

Drawn for BROADCASTING by Sid Hix
Take a second look
(it's Master Furriers, in Duluth)

Take a second look at the Duluth-Superior market-
it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Charleston, Erie or Tucson!

Duluth-Superior - BIGGER than you think - and only KDAL delivers it all!

*Sales Management population estimates, January 1, 1961.
The D'Arcy Agency working with Anheuser-Busch advertising manager R. E. Krings created the PICK A PAIR theme to boost sales of Budweiser 6-paks. One of the most powerful elements behind the four-year success story of this promotion has been spot radio and spot TV — another example of the power of spot.

Pick a Pair

You can PICK A PAIR of markets, a hundred markets or even more! Spot Radio and Television are the most economical and flexible media to boost your sales. Your HR Radio or Television salesman will be glad to show you why.