

agers and program assistants are involved, including RTDG's 518 New York members, 219 Hollywood members, 51 Detroit members, 50 Chicago members and 18 in Cleveland and Washington, D.C., as well as SDGA's 734 directors and 478 assistant directors in the U.S., Canada and Europe.

Frank Capra, now SDGA president, will serve as national president of DGA for the first two-year term, and Michael J. Kane, national president of RTDG will be national vice president of the new union. National DGA offices will be in Hollywood, at the present SDGA building, with Joseph C. Youngerman, national executive secretary of SDGA, assuming the same post for DGA. Newman H. Burnett, national executive secretary of RTDG, will be New York regional executive secretary of DGA.

The merger will bring under one organization contracts with ABC, CBS and NBC as well as with 361 film producing companies, of which 18 are in New York, 14 in states other than New York and California and eight outside the U.S.

Hope bit scissored

Bob Hope's controversial "Herman Payola" sketch seen on NBC-TV last Friday (Dec. 11) was changed before the final script was taped, a network spokesman said.

NBC-TV officials reviewed the script and suggested omission of some product references which were considered "excessive." The review procedure is a standard operating measure at NBC.

Mr. Hope, however, still claimed a moral victory, charging that plugs for the Edsel car, Blue Cross and the Diners Club, which were scissored, pertained to another segment of the show.

NBC-TV representatives maintain that the nature of the script was essentially unchanged.

The Friday special was sponsored by Buick through McCann-Erickson.

WOR news service

A total of 39 stations are now receiving WOR New York's voiced news service, it was announced last week by Robert J. Leder, vice president in charge of WOR-AM-TV New York. The operation went into effect on Nov. 30.

Stations signed for the service include the five other RKO General outlets—KHJ Los Angeles, KFRC San Francisco, CKLW Detroit, WNAC Boston and WGMS Washington—and the Yankee Network, covering 30 stations in addition to WNAC. Other new subscribers are KWK St. Louis, WBOF Virginia Beach, Va., and WAVI Dayton, Ohio. The service supplies international voiced news to clients.

Throughout the World

A famous name for QUALITY is

ROCHESTER'S

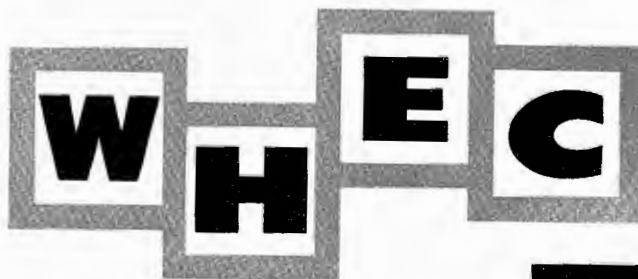
Taylor Instrument Cos.



Pictured is the Tycos Aneroid Blood Pressure device, produced by Taylor Instrument Cos., and the leading diagnostic instrument of its kind since 1907.

In the vital ROCHESTER, N. Y. area

The QUALITY Radio Station is ...

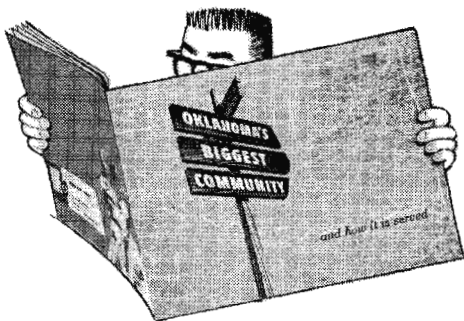


AM-TV
BASIC CBS ROCHESTER



REPRESENTATIVES: EVERETT MCKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

"must" reading for advertisers and agencies...



The KWTV Community—a 54-county area—is a community created and held together by SERVICE.

The variety, depth and quality of KWTV programming and promotion services are key factors in its leadership. Within the pages of this brochure, you will find reasons for—and evidence of—the remarkably keen communitywide interest which the KWTV brand of service generates.

Write for your copy . . . you'll find it a helpful tool in making market coverage decisions.

from
KWTV oklahoma city



*BUY the TOWER with
SALES power in Oklahoma!*



The Original Station Representative

570 WBAP

RADIO REFINED™

FORT WORTH • DALLAS

WITH THAT SOOTHING INGREDIENT . . .

NO-YAK

ASK YOUR COLONEL OR HERMAN CLARK FOR
THE ULTRA-REFINED 570 PACKAGE

WBAP AM-FM-TV

STUDIO & OFFICES
3900 BARNETT, FORT WORTH

DALLAS
1900 N. AKARD

Plan to block tv given theatre group

As a means of stopping the flow of post-1948 features to tv, J. Robert Hoff, national sales manager of Motion Picture Investors Inc., last week proposed that MPI purchase the top 10 attractions in the library of each film company and re-release them to theatres.

Mr. Hoff, whose company was formed about two years ago to interest theatre exhibitors to invest in motion picture production companies, offered his suggestion at the convention of National Allied in Miami Beach, Fla. National Allied is a trade association of medium- and small-sized theatre operators.

He indicated that MPI would require additional investors before the proposal could be implemented, adding that MPI has its sights on 4,000 to 5,000 investors. He reported that more than \$500,000 of MPI stock has been purchased since last September.

Mr. Hoff's proposal was offered as a substitute for one by Ben Marcus, general chairman of the convention, under which exhibitors would form a company for the purpose of buying the "blockbusters" in the post-48 libraries. Mr. Hoff remarked that MPI could perform the same function as a newly-organized company without the danger of legal complications. Mr. Marcus expressed approval of Mr. Hoff's proposal and the convention unanimously voted its endorsement.

As for the other films in the post-1948 libraries, Mr. Hoff suggested that they be released to tv on an "orderly" basis, should they be sold to tv. He recommended that a company specify in any television agreement that when a feature is shown on tv, the purchaser allot three minutes to promote the current product of the seller.

Astor Pictures sold to Franklin Bruder

Purchase of Astor Pictures Corp., New York, and its subsidiary, Atlantic Television Co., by New York industrialist Franklin F. Bruder was announced last week. The companies were bought from the estate of Robert Savini. Terms were not disclosed.

Atlantic has about 150 feature films in its library and one tv film series—*Uncommon Valor*. Mr. Bruder announced that Alfred H. Morton, formerly a vice president of NBC, will become president of Atlantic. The company will include Everett Crosby on its board, Mr. Bruder said. He will assist Atlantic in acquiring new products for television.

FIRST AGAIN!



Air France—First European Airline to Fly Giant Boeing 707 Intercontinental Jets Across the Atlantic!

Here's another Air France "first" for the record! Soon Air France's Boeing 707 Intercontinental Jet will touch down at Orly Field after a 6½-hour non-stop flight from New York. This flight will mark the beginning of the world's first "jet-to-jet" service—Intercontinental jets non-stop daily to Paris, Caravelle jets from Paris to all Europe, Africa and the Middle East.

Air France is no stranger to the pages of aviation

history. As early as 40 years ago, Lucien Bossoutrot made the first international commercial flight between France and England. Similar historic first flights include the first crossing of the South Atlantic, the Andes, and the first scheduled Far East service.

The inauguration of transatlantic jet service demonstrates the forward steps that have helped make Air France the world's largest airline, with the world's most personal jet service.

AIR FRANCE JET

WORLD'S FASTEST JETLINER / WORLD'S LARGEST AIRLINE

WIS

gives you

More Adults!

Any time — ALL DAY — WIS reaches more adults in Metropolitan Columbia!*

WIS

gives you

High Ratings!

In the 56 quarter-hours from 6 am to 8 pm, WIS is FIRST RATED in 28!—in second place in the other 28! Even in second place, WIS delivers more adults than any of the other stations.*

WIS

gives you top

Personalities!

Mackie Quave (6-9 am) and Dave Wright (4-7 pm) are in SOLID FIRST PLACE* the entire length of their programs.

Get all the facts from the Metro Columbia, S. C. PULSE, Sept 1959. Call your PGW colonel

*Excluding station of specialized Audience.

WIS

COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

COLORCASTING

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

NBC-TV

Dec. 14-18 (6:30-7 a.m.) Continental Classroom.

Dec. 14-18, 21-23 (11-11:30 a.m.) The Price Is Right, participating sponsorship.

Dec. 14-18, 21-23 (12:30-1 p.m.) It Could Be You, participating sponsorship.

Dec. 14, 21 (10-11 p.m.) Steve Allen Plymouth Show, Plymouth through N. W. Ayer.

Dec. 15, 22 (9-9:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Norman Craig & Kummel.

Dec. 15 (9:30-10:30 p.m.) Lincoln-Mercury Startime, Ford through J. Walter Thompson.

Dec. 16, 23 (8:30-9 p.m.) The Price Is Right, Lever through Ogilvy Benson & Mather and Speidel through J. Walter Thompson.

Dec. 16, 23 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

Dec. 17 (9:30-10 p.m.) Ford Show, Ford through J. Walter Thompson.

Dec. 18 (8:30-9:30 p.m.) Bell Telephone Hour, AT&T through N. W. Ayer.

Dec. 19 (10-10:30 a.m.) Howdy Doody, Continental Baking through Ted Bates.

Dec. 19 (10:30-11 a.m.) Ruff and Reddy Show, Mars through Knox-Reeves and Borden through Benton & Bowles.

Dec. 19 (7:30-8:30 p.m.) Bonanza, RCA through Kenyon & Eckhardt.

Dec. 20 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

CBS-TV
Dec. 15 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Sons through Foote, Cone & Belding.

NBC confirms, outlaws program fee kickbacks

NBC confirmed reports last week that a choral group had returned to the network half of the fees it earned for appearances on the *Today* program. James A. Stabile, NBC vice president in charge of Standards and Practices later issued a statement which said:

"The Clara Ward Singers made their last appearance on the *Today* program over a year ago. The NBC Dept. of Standards and Practices has been actively engaged in the study of this and similar incidents involving payments on behalf of artists for promotional appearances. Although this has been a common practice in the industry, we have reviewed the situation and have issued instructions for the termination of such practices on NBC."

The Clara Ward Singers, a Negro choral group, made four appearances on *Today* in 1957 and 1958. A spokesman for the group said that since the program could sustain only half the cost of paying the union-scale fee of \$173.50 to each performer for each appearance, the choral group agreed to the arrangement since it desired national tv exposure. He said one-half of the total salary

bill for each show, amounting to \$520 was returned to NBC.

A spokesman for the American Federation of Television and Radio Artists said its New York local was investigating the matter, since the union has banned the practices.

Spokesmen for ABC and CBS both said they knew of "no such practices" at their networks.

Prime time spy show cut for public affairs

The Saturday night counterspy series *Five Fingers* has lost its hold on NBC-TV and will be replaced starting Jan. 23, 1960 with a series that will cover much greater ground, that of public affairs. The 9:30-10:30 p.m. (EST) slot will draw on the network's news organization as well as its public affairs and special projects departments for in-depth reports on subjects ranging from alcoholism to meetings at the summit.

New Filmways studios opened in New York

Filmways Inc., New York, opened its million-dollar studios, billed as the largest film-videotape production center on the East Coast, last week. Two sound stages, each 100 feet square, were dedicated to actresses Lillian and Dorothy Gish.

Several hundred people, representing all phases of the film-advertising business attended the opening party Dec. 8. The plant they saw includes the studios with associated control and dressing rooms, commissary and offices, plus a five-story adjoining building housing props, electric shop, carpenter shop and scene dock.

Production of commercials, a large phase of Filmways business, has already begun at the new address, 127th St. and Second Ave.



Hometown girls • Martin Ransohoff, founder and president of Filmways Inc., presents a model of the plaque naming his firm's new soundstages for Lillian (1) and Dorothy Gish, recognizing "their contribution toward establishing the cinema as a major art."



How Good Housekeeping Can Help TV Believability

The current unfavorable publicity about TV, caused by the actions of a cynical few, has implications for all advertising that no thinking person can ignore.

We at Good Housekeeping feel that the maintenance of public confidence in *all* forms of advertising is as much our concern as publishing a good magazine.

And we have a specific, tested contribution to make to advertisers who are concerned with the credibility of their television commercials.

During the past year the Schwerin Research Corporation has conducted a study that evaluates the effect of including the Good Housekeeping Guaranty Seal in TV commercials.

Results show that the addition of the Good Housekeeping Guaranty Seal to the TV commercials of several major advertisers increased their effectiveness by 20% in one case, 27% in another, 39% in a third.

These facts prove once again the cumulative *faith* that has been built up in Good Housekeeping and its Guaranty Seal. Because we investigate every product and check every claim that is advertised in our pages 40,930,000 women* are influenced by our seal.

There are some products and some claims that may never earn our seal. But if you make a good product, and advertise it honestly if vigorously, let us show you the Schwerin results and discuss how the matchless confidence millions of customers have in Good Housekeeping can go to work for you now.

Call Good Housekeeping today.

*Crossley, S-D Surveys, Inc.

Good Housekeeping

MAGAZINE AND INSTITUTE



A HEARST MAGAZINE

BROADCASTING, December 14, 1959

99

**RCA
THE SAURUS
TURNED
THE TOWN
UPSIDE
DOWN!**



There's the look of success in Forest City, North Carolina, and new station WAGY wears it. RCA Thesaurus figures in this success story. WAGY manager, Don H. Lovelace, gives us this report:

"We're a new station in a two-station market . . . in first year sold 'SHOP AT THE STORE WITH THE MIKE ON THE DOOR,' adding \$13,000 to our gross . . . competitive radio is made easy with Thesaurus."

How are competitive conditions in your town? RCA Thesaurus may be just the thing for your station. Write for all the details today!

RCA THE SAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

VIDEOTAPE PROGRESS REPORT

Ampex man claims tape is replacing tv-film.

The tv tape recorder "will become the common storage machine for all tv program material and the prospects are that within five years the production of film for television will have been relegated to the status of a fringe operation," Bob Day, manager of sales development for Ampex Professional Products Co., predicted Dec. 8.

Mr. Day reviewed the progress of tape as a means of recording tv programs before the Los Angeles chapter of the Academy of Television Arts & Sciences during its monthly meeting. Taped program segments, fed to a dozen receivers around the room from the John Guedel-Jack Linkletter "On-the-Go" mobile Videotape cruiser parked outside, illustrated Mr. Day's remarks.

The program also featured a discussion of the provocative subject of whether tv tape will kill the television film industry by a panel whose moderator was the educator-performer Dr. Frank Baxter and whose members were Sheldon Leonard, producer-director, *The Danny Thomas Show*; Howard Meighan, president, Videotape Productions; James A. Schulke, vice president in charge of Paramount Television productions (KTLA [TV] Los Angeles); Ross Snyder, Ampex video products manager; Bud Stefan, Hollywood vice president, BBDO; Ralph Wells, technical test engineer, Screen Gems, and Bud Yorkin, producer-director, Tandem Productions.

Mr. Day reported that at the time of the last Ampex appearance before ATAS, in May 1958, there were 42 vtr machines in operation at the three tv networks and 33 individual stations. Today, he said, nearly 550 machines are in use in the U.S. and 10 foreign countries; more than 160 stations in this country have them; the networks together account for 73 machines, and 16 independent production companies have 32 recorders. (These producers plus the networks and some independent stations are producing at least 40 syndicated programs on tape.)

Compatible • Tape has achieved full interchangeability, black-and-white or color, Mr. Day stated. Copying techniques "give acceptable copies from far more tape generation than it will ever be necessary to utilize." Mobility has been provided by mobile cruisers, introduced early this year.

Problems remaining to be solved include electronic animation, which is being worked on and will be solved in a reasonable time, and editing, which unlike film is more than just splicing. The ideal solution, he said, "seems to be a method of feeding the output of two tv

recorders to a third machine and recording the output of either machine, as desired, with common electronic wipes, fades, dissolves between segments." Devices to do this job have been developed and field tested and a production version is expected next, Mr. Day stated.

Present economies of tape, which producers report at 25-50% under film costs, Mr. Day said, will be improved with new developments. By next summer, he stated, there should be at least 30% additional below-the-line economies in tape production.

Mr. Day's views were endorsed by Mr. Schulke, who declared: "We feel that there is nothing that can be done on film that can't be done as well on tape and less expensively." Mr. Leonard, however, said that as of today, if he wanted a quality program, he'd still use film. "With present techniques, we can get a higher professional polish with film" he declared. He added that ultimately, a blending of techniques will undoubtedly give tape a degree of perfection comparable to that of film. Mr. Wells agreed that at present tape does not give producers the same control over their product that they get from film, but he too expressed confidence in tape's future, noting that through a subsidiary, Elliot, Unger & Elliot, Screen Gems is already in the tape business and adding that the company has a series scheduled to be produced on tape during the coming year.

Proper Techniques • BBDO has been a leader in the use of tape commercials, with virtually all of its clients' nighttime network commercials now on tape, Mr. Stefan said. But even so the agency has more tv spots on film than on tape at this time. Mr. Yorkin advanced the view that many of tapes' problems came from people who tried to use it with film techniques, instead of following the proper pattern of live tv production.

Money may be a basic reason why more programs are not put on tape, Mr. Yorkin commented. "An advertising agency with \$3 million to spend on a tv program," he stated, "is not anxious to cut that billing down to \$1.5 million by putting the show on tape."

• Program notes

Rock-like convictions • Rock 'n' roll music produces strong convictions on radio listeners Ohio State U. reports. In a recent survey of listener tastes, researchers found that nearly 35% of a sample 1,992 adults aged 19 to 70 years said they would turn off their radios

THE *Fred. A. Palmer* CO.

SALES CONSULTANTS

POSTOFFICE — BOX 108, WORTHINGTON, OHIO

TELEPHONE — TUXEDO 5-7346

SALES CONSULTING
SALES TRAINING
RETAIL SALES CLINICS

SALES PROMOTIONS
SALES MEETINGS
SALES RESEARCH

GOOD MORNING, MR. BROADCASTER:

While speaking to a number of State Broadcasting Associations this year, many broadcasters asked me "When are you going to hold another SALES TRAINING SCHOOL?" My schedule has been so filled with Sales Consulting, conducting Industrial and Wholesale Sales Schools, and Retail Sales Clinics, that broadcasters were neglected this year.



More than 4000 Radio-TV salesmen have attended my two day Sales Training School during the past 15 years. It was this work that got me listed in Who's Who in Commerce and Industry.

I will personally conduct Sales Training Schools for broadcasters as follows:

Jan. 14-15	Charlotte, N.C.	Feb. 1-2	Phoenix, Arizona
Jan. 22-23	Columbus, Ohio	Feb. 4-5	Tampa, Florida
Jan. 25-26	Denver, Colorado	Feb. 11-12	Chicago, Illinois
Jan. 27-28	San Francisco, Calif.	Feb. 15-16	Dallas, Texas

Schools will be scheduled in other areas if enough inquiries are received. Individual station or Group Ownership Schools may be arranged. Each school is limited to 20 for personal attention. The fee is \$100.00 each; or \$250.00 for 3 or more from the same station. Only one station from a city is accepted.

Most financial writers and bank economists are predicting that 1960 will be one of our best years. More than eleven billion dollars will be spent on advertising. You have one of the best mediums for effective advertising. Three things are required to get your share: (1) Enough good salesmen (that's your job); (2) Good IDEAS to sell (that's our job); (3) A definite and proven method of telling about these ideas that will result in a sale (that's my job).

There is a shortage of good salesmen. Get the most from those you have. Send them to one of these Sales Schools for broadcast salesmen, conducted by a broadcast salesman. Wire, phone or Air Mail your reservation today.

Happy Holidays.....Good Health.....and a Prosperous New Year!

Fred A. Palmer

IN PROVIDENCE

WJAR is UP

In twenty-eight out of forty-nine daylight hours, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows an increase.

WJAR is UP

Twelve out of twenty traffic periods rated 6:30 A.M. to 9:00 A.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows increases.

WJAR is UP

Thirty-eight of the forty-nine daylight hour segments, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, June '58 vs. June '59) WJAR shows increases.

WJAR is UP

In twenty-three of twenty-four traffic periods, 6:30-9:00 A.M., and 4:00-6:00 P.M., (Pulse, June '58 vs. June '59) WJAR shows increases.

**GET RESULTS!
BUY ADULTS!
BUY WJAR**

NBC NEWS,
SPORTS,
MONITOR



Sister station of WJAR-TV
Represented proudly by Edward Petry & Co.

if as much as a half hour of the frantic music was announced. Among other findings. Adults, ages 19 to 70, ranked their favorite tv show formats as (1) adult western drama; (2) prestige 60-minute drama; (3) play-by-play sports; (4) tv news; (5) jazz detective drama; (6) musicals with "sweet" music.

Olympic games • CBS Films Inc., New York, has acquired television rights to the 1960 Olympic Games for sale in all of South and Central America and Australia. Film sale rights were granted by the Olympics Committee, which is represented by Gardner Adv., St. Louis and New York. Each country will be offered at least 15 hours of programming, with special coverage to each about efforts of its participating athletes.

Nautical sounds • The 40,000-ton U.S.S. *Ticonderoga* became a floating stereophonic studio last month when audio engineers from Radio Recorders captured the authentic sounds of a week-long cruise to produce "Sounds of the Ti." The results will be edited and processed for release as an addition to the Standard Radio Hi-Fi and Super Sound Effects Library. G. Howard Hutchins, president of Radio Recorders, and Harry Bryant, vice president, directed the recording of naval sounds, from bugle calls to take-offs and landings of the Navy's new F3H Demon and FJ4 Fury jets, with added sessions on the hangar deck, flight deck control room, primary flight control room and the carrier's helicopter.

More 'Tombstone' sales • Ziv Television Programs reports that *Tombstone Territory* has been sold in 96 markets in the first 20 days of selling, with latest sales to Grant Furniture Co. and Welco Builders for WPTV (TV) West Palm Beach, Fla.; Riverside Bedding Co. and Sing Oil Co. for WALB-TV Albany, Ga., and Sheehon Buick Co. for WPST-TV Miami; KALB-TV Alexandria, La.; KPLC-TV Lake Charles, La.; KTEN (TV) Ada, Okla., and KMID-TV Midland, Tex.

Christmas buyers • United Artists Associated Inc., N.Y., has added 23 more markets for its Yule season films: "A Christmas Carol," "The Emperor's Nightingale," "Star in the Night" "Silent Night." The stations are: WKTU (TV) Utica, N.Y.; WESH-TV Daytona Beach, Fla.; KSLA-TV Shreveport, La.; KVKM (TV) Monohans, Tex.; WKBW-TV Buffalo, N.Y.; KOSA-TV Odessa, Tex.; KGBT-TV Harlingen, Tex.; KGHL-TV Billings, Mont.; KOLD-TV Tucson, Ariz.; WFMY-TV Greensboro, N.C.; WBAL-TV Baltimore; WCBI-TV

Columbus, Miss.; WSM-TV Nashville, Tenn.; WLOS-TV Asheville, N.C.; CKCK-TV Regina, Sask.; CFQC-TV Saskatoon, Sask.; CKX-TV Brandon, Manitoba; CFCJ-TV Port Arthur, Ont.; CHCA-TV Red Deer, Alberta; KENS-TV San Antonio, Tex.; KCMC-TV Texarkana, Tex.; WDAF-TV Kansas City, Mo., and KCMT-TV Alexandria, Minn.

New producer • Production and distribution of *Radio Press Conference*, weekly voiced Washington half-hour news show, has been taken over by News Assoc. Inc., Washington audio news service, it was announced last week. Heretofore it had been distributed by Radio Press International, New York. News Assoc., formed in 1958 with personnel from the old International News Service, has produced *Radio Press Conference* for RPI since inception of the program in mid-summer. Regular moderator has been I. Herbert Gordon, president of News Assoc. The weekly program, its name changed to *Radio News Conference*, has included top Washington government personalities.

Tragedy coverage • WLYC Williamsport, Pa. supplied stations throughout the country with on-the-spot reports of the disaster which occurred in its own backyard. Early on the scene of the crash of an Allegheny Airlines plane at the Williamsport airport on Dec. 1, the station gave beeper phone reports to stations in New York, Akron, Dayton, Philadelphia, Los Angeles, Cleveland among others.

New subscribers • Tel National, producer of jingles for use by local advertisers on radio stations, has announced six new station subscribers: KXRK San Jose, KWIP Merced, KSON San Diego, all California. KTLN Denver, Colo.; WDAF Kansas City and KSD St. Louis.

Series on blindness • WBBM-TV Chicago launched a three-part public affairs presentation on child blindness Dec. 6. Titled *Out of the Dark*, the weekly series deals with one child's success in living a normal life, efforts of people and institutions to meet the challenges posed by the problem, and cause, effect and prevention of blindness in children. The station's news and public affairs staffs devoted three months to production of the programs, shooting some 15,000 feet of film.

'Billy' goes tv • Sanrock productions, new tv program company, has completed filming the first episode of *The Legend of Billy the Kid*, planned as 39 half-hour series to be filmed in color. Jerry Schafer, executive produc-

SUCCESS OF "RADIANT RADIO KHJ", LOS ANGELES IS CREDITED IN GREAT PART TO FAST, EFFICIENT OPERATION OF MACKENZIE ELECTRONICS AUTOMATIC AUDIO FIVE-CHANNEL REPEATERS • Frequency 930 kilocycles, Los Angeles is "Radiant Radio KHJ" • And "Radiant Radio KHJ" features a new format... a format of fast, extra-fast news, music, and information put into effect when KHJ changed over from being a key network station to completely independent operation. The change was highly successful... made so by careful pre-planning, by careful rehearsal before format change, and by the use of newly-developed instant cuing, and instant-playing, tape machines manufactured by MacKenzie Electronics, Inc. • Mr. A. J. La Frano, vice-president and program director says... "Our programming, now made up of much smaller segments than before, had to appeal to and hold our listeners. It had to be tight, bright, and fast. In the success we have had we owe a great deal to the program repeaters manufactured by MacKenzie Electronics. They prevent missed cues, fluffs, and retakes. They save us time and save us money, and have been of tremendous help in smoothing out our operation."

"IT HAD

TO WORK!"

Says A. J. La Frano
Program Director,
KHJ-Los Angeles



Mr. La Frano credits MacKenzie Automatic Audio Five-Channel Repeaters for success of new "Radiant Radio KHJ" format of news, music, and information one of radio's smoothest, fastest moving continuous programming operations.

Model 5CPB Five-Channel Selective Program Repeater. Delivered as illustrated, mounted on a standard relay rack panel (8 3/4" high), complete with self contained power supply. Included with each machine are five magazines and accessories. Price \$1,250 F.O.B. Los Angeles. Leasing available. Demonstration upon request.

MACKENZIE 5CPB FIVE-CHANNEL SELECTIVE PROGRAM REPEATERS CAN ASSIST YOUR PROGRAMMING, TOO... SAVE YOU WORK... SAVE YOU MONEY • The MacKenzie Five Channel Selective Program Repeater is designed for use by Radio Broadcasting... Television... Film and Sound Recording Studios... for playing of pre-recorded... spot announcements... station breaks... jingles... music bridges and other program material requiring precision cuing, with instantaneous... stop-start operation. The 5CPB is a complete special effects programming machine, housing 5 tapes, which will increase the flexibility and efficiency of your operations, with no more missed cues... program failures... re-takes... or fluffs. Fast, easy magazine changes provide hundreds of recordings at your fingertips. Tapes are quickly and easily prepared on standard recording equipment. Dubbing, cue-marking, loading, and splicing normally takes about five minutes. These machines save time and money.

DO YOU NEED THESE FEATURES? • Instantaneous Cuing • Noiseless Operation • Rapid Magazine Changes (5 Seconds or Less, Each) • Easy Preparation of Tapes (5 Minutes or Less, Each) • Automatic Special Effects • Bright, Tight, Fast Operation
IF YOU DO, SEND COUPON TODAY!



AUTOMATED AUDIO

Gentlemen,

- Please send me literature describing Model 5CPB Repeaters.
- I am attaching my company calling card. Please send typical "Air Check" tape of KHJ Los Angeles operation.

Name _____

Company _____

Address _____

City _____ State _____

MACKENZIE ELECTRONICS, INC.

145 WEST HAZEL ST. / INGLEWOOD 3, CALIF. / OREGON 8-9335

Right on top in FRESNO



One of the top reasons KJEO is a top California TV time buy is it's the only network channel in Central California not overlapped by the coverage patterns of neighboring same-network stations. Get ABC programming and KJEO-TV's undiluted viewership in this million-plus population market.

Channel 47, No. 1 for the audience and the base cost in Central California audience.



J. E. O'Neill — President
Joe Drilling — Vice President
and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative **H-R**

er, also wrote the initial film, which was directed by Reg Parton. Mr. Schafer is vice president of Sanrock, which is headquartered at 4060 Buckingham Road, Los Angeles. Telephone is Axminster 5-3116. Other officers are: Isaac Avrin, president; William Bonney (who portrays Billy the Kid), secretary-treasurer; Sidney Schlafer, executive vice president.

First sales • Fremantle International Inc., N.Y., reports sales of its Spanish-

dubbed cartoon package *Cartoon Classics*, WKAQ-TV San Juan, P.R., for distribution in both Puerto Rico and Cuba, and to Zuriguel Asociados, Caracas, Venezuela, for tv stations throughout that country.

Screen Gem move • Screen Gems Inc. has moved its entire syndication production and sales division organization to new quarters located at Columbia Sunset Studios, 1422 Lyman Place, Los Angeles.

FATES & FORTUNES

Broadcast Advertising



MR. BARKER

• **ROBERT C. BARKER**, previously vp and account supervisor at Kenyon & Eckhardt and Ogilvy, Benson & Mather, both New York, to Compton Adv., that city, in similar capacity.

• **NEIL H. McELROY**, formerly Secretary of Defense, elected chairman of Procter & Gamble Co., succeeding R. R. DEUPREE who continues as honorary chairman. Mr. McElroy was president of P&G from 1948-1957 when he resigned to join Cabinet.

• **GEORGE B. KOCH JR.**, advertising manager of B. F. Goodrich Chemical Co., division of B. F. Goodrich Co., Akron, Ohio, appointed to similar position with parent company for industrial and commercial products.

• **WILLIAM J. JOST**, previously with Owen & Chappell as vp and account executive and McCann-Erickson as merchandising executive; **ALAN B. MILLER JR.**, previously account executive with Doherty, Clifford, Steers & Shenfield, and **THOMAS S. QUINLAN** all promoted to vps at Ted Bates, N.Y., where they have been serving as account executives. **GORDON ENSIGN**, Bates account executive, named assistant vp.



MR. GROMER

• **FRANK J. GROMER JR.**, media manager at Foote, Cone & Belding, elected vp and named director of media for New York office. Mr. Gromer has been with FC&B for 12 years and has served in such capacities there as account research supervisor, director of account research and director of research.

• **WILLIAM W. WOODBRIDGE**, formerly

vp and account supervisor (Liggett & Myers) at Dancer-Fitzgerald-Sample, N.Y., to Guild, Bascom & Bonfigli, San Francisco, as assistant to president.

• **ROBERT F. STEINHOFF**, vp and member of account staff of Needham, Louis & Brorby, appointed manager of agency's New York office effective Jan. 1. He also has been member of NL&B training committee.



MR. WACHTER

• **FREDERICK J. WACHTER**, formerly vp and manager of Chicago office of Knox Reeves Adv., appointed vp and account supervisor at Needham, Louis & Brorby, that city. Mr. Wachter was previously executive vp of Erwin Wasey, Ruthrauff & Ryan, N.Y.

• **A. MASON HARLOW**, assistant to president of Burdick & Becker, N.Y., named vp and general manager.

• **ANTHONY C. (DEL) DEPIERRO**, vp and director of media Lennen & Newell, N.Y., resigns effective Jan. 1. He has been media director since 1952.

• **M.J. WARNOCK**, vp of Armstrong Cork Co., Lancaster, Pa., elected to board of directors, filling vacancy created by death of H.W. Prentice, Jr., board chairman and president.

• **RALPH M. HAGEN**, formerly vp, director and member of executive committee of Gallup & Robinson Inc., Princeton, N.J., advertising and pr firm, resigns effective Jan. 8. He moves to Hawaii to form own company engaging in research, marketing, advertising, sales and other professional services. New office located at Suite 573, 1015 Bishop St., Honolulu 13.

• **JAMES R. FLEMING** named president and chief executive officer of Mars Inc. (candy makers), Chicago, succeeding W.L. KRUPPENBACHER who continues as director and honorary board chairman. **B.A. BOUCHARD**, formerly vp in charge of sales, appointed executive vp

Does the public really want “public power”?

The promoters of federal government electricity like to say that “public power” is for all the people.

But the facts are—the majority doesn’t get it, never asked for it, and doesn’t want the federal government in the electric business.

A 1959 survey of public opinion shows that Americans prefer business rather than federal government ownership and operation of their electric utility. And they favor such companies over the government to meet future power requirements.

Nevertheless, the public is paying heavily for so-called “public power.” To date, about \$5,500,000,000 in tax money has gone into federal government power systems. And the “public power” pressure groups are pushing for another \$10,000,000,000.

“Public power” spending goes on in spite of the fact that it is quite unnecessary. The future power needs of the nation can be fully supplied by the hundreds of independent electric companies. They are able—and ready—to do the job, and *without* depending on taxes.

How have the “public power” promoters been able to get away with this spending for so long? Simply because most people don’t realize it is costing them money.

Informed Americans can call a halt to this unnecessary spending of tax money. Will you help spread the word?

America’s Independent Electric Light and Power Companies

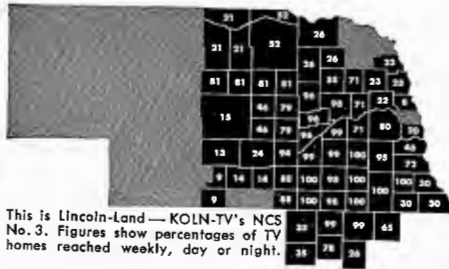
Company names on request through this magazine



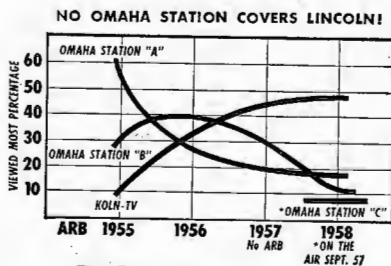


YOU'RE ONLY HALF-COVERED

**IN NEBRASKA
IF YOU DON'T USE
KOLN-TV!**



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



The Felzyer Stations

- WZQ-TV — GRAND RAPIDS-KALAMAZOO
- WZQ-RADIO — KALAMAZOO-BATTLE CREEK
- WJF-RADIO — GRAND RAPIDS
- WJF-TV — GRAND RAPIDS-KALAMAZOO
- WNTY — CASSEL, MICHIGAN
- KOLN-TV — LINCOLN, NEBRASKA
- WABD-RADIO — PEORIA, ILLINOIS
- WABD-TV — PEORIA, ILLINOIS

Nebraska has two big television markets. They are both good markets, but there's a big difference in the way they are covered!

One market—in the extreme East—is well-served by *three* top TV stations, making it tough to reach a high percentage of the viewers economically.

The other—Lincoln-Land—is *really* covered by just *one* top TV station—KOLN-TV! And the area contains more than *HALF* the buying power of the entire state.

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

following retirement of GEORGE B. HURLEY. NORMAN VANCE, JR., former president of The Callerman Co. (foods), Chicago, joins Mars as vp and director of marketing.

- CLAIR CALLIHAN JR., tv production supervisor at Earle Ludgin & Co., Chicago, to McCann-Erickson, that city, as radio-tv production supervisor.

- RAYMON M. WALL, account manager at Waldie & Briggs, Chicago, promoted to vp and account supervisor in agency's industrial division.

- GEORGE A. HUHNS, formerly copy supervisor at Fuller & Smith & Ross, Pittsburgh, to copy staff of N.W. Ayer & Son, Philadelphia. Other Ayer appointments: JOHN A.R. BIDUS, PETER HORST and FRANCES OSBORN, to copy department, Philadelphia office; WILLIAM J. ROACH to pr department in New York, and STANLEY T. POAG to service staff, Detroit.



MR. PASSMAN

- ROY PASSMAN appointed director of radio-tv department of J. M. Mathes, N.Y., succeeding RICHARD S. JACKSON, who resigns. Mr. Passman previously held similar position with Bryan Houston, N.Y., and prior to that was manager of NBC-TV network program administration.

- EDMUND F. LINDNER, formerly copywriter at Ted Bates, N.Y., and DAVID H. GRAYSON, formerly copy staffer at Ogilvy, Benson & Mather, that city, to New York office of Benton & Bowles as copywriter and copy group head, respectively.

- THEIRRY L. MCCORMICK, formerly sales manager of Reserve Beer Div., Peter Hand Brewing Co., Chicago, appointed advertising manager of parent company. He succeeds EDWARD BROOKS, who resigns.

- MERL BLOOM, formerly at Norman, Craig & Kummel, and THOMSON C. MCGOWAN, formerly at Lynn Baker Inc., to Reach, McClinton, N.Y., as radio-tv department staff member and project director-research, respectively.

- ARTHUR ZEVLIN, formerly pr coordinator for International Tel. & Tel. telephone and radio operating units in Latin America, joins pr staff of Doremus & Co., New York advertising and pr firm.

- ROBERT LEE, previously art director with Reach, McClinton & Co. and Cunningham & Walsh, to Joseph Katz Co., N.Y., in similar capacity.

- JOHN D. DAVIS, formerly with BBDO

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

52 weekly issues of BROADCASTING

\$ 7.00

52 weekly issues and Yearbook Number

11.00

Payment attached

Please Bill

name title/position

company name

address

city zone state

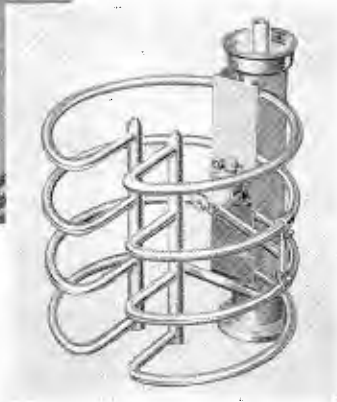
Send to home address — —

* Occupation Required



Above. Four sections of a BFA FM Antenna pole-mounted and interconnected by $3\frac{1}{4}$ " coaxial transmission line.

Right. Single section of antenna, showing radiator details.



New High-Gain Broadband FM ANTENNAS

Ideal for Multiplexing

The new BFA series of FM Transmitting Antennas is designed for maintaining the high-fidelity sound normally associated with FM. Its broadband characteristics make it ideal for multiplexing. Featuring simplified design, it consists of four tubular stainless steel radiating rings attached to a supporting frame. The shunt-fed antenna sections are interconnected by $3\frac{1}{8}$ -inch Universal Transmission Line. Thus, any number of sections can be stacked as shown. Sectionalized construction, low weight, and mechanical simplicity make installation quick and easy.

Reduced "Q" for Broadbanding—Necessary broadband for multiplexing is accomplished by stacking the four rings of a single section to reduce the "Q". A "Q" value of approximately 30 is easily achieved. Higher gains are obtained by discreet spacing of the sections.

Low VSWR—The new antennas will meet a VSWR specification of 1.2/1.0 or better when antenna is top-mounted. If side-mounted, a VSWR of 1.5/1.0 is achieved. Built-in input transformer permits field trimming, to obtain a VSWR of 1.1/1.0 or better.

Excellent Circularity—A horizontal circularity on the order of ± 1 db is normally obtained when the antenna is pole-mounted. When the antenna is side-mounted on a supporting tower, the circularity is normally better than ± 3 db. In those cases where close-in coverage is

desired, this antenna can be supplied with null fill.

Built-in De-icers—These new antennas are available with built-in de-icers which are installed at the factory. Under normal icing conditions the 250 watt heating unit should prove adequate, however, for severe icing conditions, the heater may be supplied with 220 volt AC to increase the heating capacity to 1000 watts for short periods of time. An optional item, Automatic Sleetmelter Control, MI-27369, is available, which will serve to operate the de-icers automatically under conditions necessitating their use.

Flexibility in Mounting—The antennas can be mounted in a variety of ways. Mounting hardware brackets and supports are supplied for both pole and side-mounting.

For complete information on the new BFA series of FM Antennas, call your RCA Broadcast Representative. Or write to RCA, Dept. BB-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.



RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

WHICH TWIN CITIES? Minneapolis - St. Paul? Kansas City - Kansas City?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

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

Photo: Aerial View Prosperous Twin Cities of Monroe-West Monroe, Louisiana

Beautiful Signals... HANDLED with CARE



MCM MULTIPLEX RECEIVERS

Better sound sells FM on main carrier and subs. Better sales result with carefully engineered and reliable receiving equipment. At Continental rigid quality control and extreme manufacturing care guarantees you and your listeners the finest reception . . . whatever your requirements.

Lease (without down payment) and Lease Purchase Plans available.

Write or call

CONTINENTAL MANUFACTURING, INC.

1612 California Street - Omaha, Nebr.



and previously product manager at Simoniz Co., Chicago, to Tatham-Laird, that city, as account executive.

- MONTE GHERTLER, formerly with Lawrence C. Gumbinner and Grey Adv., to copy department of Doyle Dane Bernbach, N.Y.

- SID LINSKY joins Advertising Assoc. of Philadelphia as associate art director.

- HARRY MAGAFOS to Philip Lesley Co. (pr firm), Los Angeles office, as assistant account executive. He formerly was west coast radio and tv representative for YMCA of North America.

The Media



Mr. Day

ABC since 1942.

- CHARLES B. WALSH, accountant with WBBM-TV Chicago, appointed executive assistant to H. LESLIE ATLASS, vp and general manager of CBS-owned station. He succeeds CARRINGTON W. DOEBLER, who resigned.



Mr. Menke

co-originator of *People Are Funny*.

- SYDNEY ASHE, assistant treasurer, Institute For Motivational Research, Croton-On-Hudson, N.Y., appointed vp and general manager. He joined Institute in 1957 as controller.

- GERALD HAUSER, formerly owner-manager of KAFP Petaluma, Calif., named station manager of KANS Kansas City, Mo. For past 1½ years he served as southwest manager of Community Club Awards.

- FRANK DOYLE, formerly air personality and sales executive with WMMB Melbourne, named general sales manager of WMEG Eau Gallie, both Florida. In addition, he continues as correspondent for Westinghouse Broadcasting Co. radio and tv stations in Florida area.

- OTIS SEGLER, station manager of

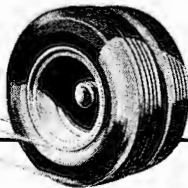


***Salesman
who KNOWS
he uses
trucks...***

Every salesman knows trucks deliver what he sells. He knows from personal experience. Without regular on-time delivery, sales would fade. In modern manufacturing and merchandising, limited inventory is common, fast replacement a "must." The salesman knows there isn't room for fumbling around . . . distribution is keyed to the clock . . . He uses trucks to keep everything in step . . . including his commissions.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE



WDEF-TV Chattanooga, and SUE JOHNSON, national sales secretary, assume additional responsibilities for national and regional sales, following resignation of national sales manager, RICHARD HOLLOWAY, who has joined WFMY-TV Greensboro, N.C.

- THEODORE M. WROBEL promoted to assistant sales manager for WBZ-TV Boston. He has been with sales department since 1957.

- JIM ROGERS, account executive with Paul H. Raymer Co., radio and tv rep., appointed to head new Chicago office.

- JOHN C. SCHULZ, formerly account executive with NBC, to The Pulse Inc., as director of midwest operations for Great Lakes activities, with Chicago headquarters.

- JOHN M. GRUBBS, formerly director of news and special events with WIBG Philadelphia, appointed program director of WJBK Detroit, both Storer Broadcasting Co. stations.

- JERRY WHITE appointed program director of WPEN Philadelphia. He was previously announcer with WNEW-AM-FM and WQXR-AM-FM, both New York, as well as ABC.

- DAN ALLAN, appointed station program director of WLOL-AM-FM Minneapolis-St. Paul, succeeding J. PETER BOYSEN who will devote his time ex-

clusively to air personality duties. ALLEN ROYSE, formerly account executive with Vance Pidgeon Adv., that city, joins WLOL sales staff, succeeding J. WARREN BURKE.



MR. DAY



MR. WELLINGTON

- DEL DAY and GIL WELLINGTON have formed Day-Wellington Inc., rep firm to handle regional and national radio and tv sales. Mr. Day formerly was west coast national sales manager for Midnight Sun Broadcasting Co., which operates KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage and KTKN Ketchikan, all Alaska. Mr. Wellington has been sales manager of KXA and KTIX, both Seattle, and previously was with Midnight Sun Broadcasting Co. for 14 years. New firm has offices at 424 Vance Bldg., Seattle. Telephone: Mutual 2-6535.

- SYD CASSYD, founding member of Academy of Television Arts and Sciences and president of that organization in 1950, joins U. of California Exten-

sion staff as special consultant in educational tv.

- GALEN FROMME, radio news editor, appointed news manager of WBAL-AM-TV Baltimore. MIKE MEISE named assistant news manager of WBAL-AM-TV. AL QUINN to WBAL-AM-TV as news specialist.

- RALPH P. McCASKY JR., formerly account executive with Young Television Corp., Chicago, to Peters, Griffin, Woodward, that city, as tv account executive.

- SHIRLEY DUNHAM named publicity manager of WKRC-TV Cincinnati. Previously she was with KSJO San Jose, Calif.

- H. L. (HANK) FOILES, formerly catcher for Pittsburgh Pirates, appointed promotion director of WVEC-TV Hampton-Norfolk, Va.

- JIM CURTIS, formerly with staff of WKBW-TV Buffalo, and JOHN R. SHARPE, night news editor for WEBR Buffalo, named production director and assistant director of promotion, respectively, of WEBR.

- WILLIAM SMALL, news director of WHAS-AM-TV Louisville and newly-elected president of Radio-Tv News Directors Assn. has announced chairmen of RTNDA committees for 1960: JAMES L. SNYDER, chief of Westing-

1959 IRE SHOW

REGISTRATION:

60,052

.....and we're set to handle even more of you in 1960 looking for **NEW IDEAS in RADIO-ELECTRONICS!**

UPPER STRATA STRATEGY!

Friend of ours who always attends the sessions in the lecture halls, starts on the Fourth Floor with Production Items . . . and works his way down to Components on the First Floor. Says his feet tell him it's easier to come down than to go up! And he never misses a trick this way. Sounds like good engineering logic. Why don't you join him this year . . . and see if it doesn't work for you!

Will Copp

Show Manager

Yes, the IRE NATIONAL CONVENTION and RADIO ENGINEERING SHOW is growing bigger every year, and drawing more people—950 exhibitors representing 80% of the productive capacity of your industry—60,052 registrants last year! Yet, it's one of the most well planned, well executed gatherings you'll ever see!

There's room to move around, room to see all you want to see because the IRE takes over all 4 floors of the giant Coliseum in New York City to show what your huge, fast moving radio-electronics industry is coming up with. First and second floors for components; third for instruments and systems; and fourth for production items. Follow the engineers to the Coliseum for NEW IDEAS IN RADIO-ELECTRONICS, 1960!

**The IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel
and The RADIO ENGINEERING SHOW
Coliseum, New York City**

MARCH 21, 22, 23, 24

**The Institute of Radio Engineers
1 East 79th St., New York 21, N. Y.**

now
you
can

Freeze TV Action!



NEW Hughes Storage Monitor

Tape advantages are well-known—superior "live-quality" picture reproduction, immediate playback and greatly reduced costs. One of the major difficulties to date has been development of efficient tape editing methods and techniques. Now, Hughes makes available to the industry a Storage Monitor for use as a key unit in the design of tape editing systems.

The new Hughes Storage Monitor operates like any standard TV monitor until you press the button. Immediately the Hughes 5" TONOTRON® Tube freezes the image, holding it until the monitor mode is restored.

Advantages to TV engineers include: High-Speed tape processing. Better program continuity and quality. Less tape wear during editing. Highest utilization of video recording equipment.

Pictures may be held for approximately ten minutes with a minimum of 5 half tones. Input may be from separate or composite video sources. Push-button controls permit local or remote operation.

Model 201 Storage Monitor is available in several mounting arrangements—portable or rack mounted, individually or in groups, for sequential frame study. This permits rapid selection of individual frames and desired action sequences.

For additional information write to: Hughes Products, Industrial Systems Division, International Airport Station, Los Angeles 45, California.

BROADCASTING, December 14, 1959

Now! A television monitor with a memory... capable of freezing any TV action.

- Video Signal.....Positive Video or Positive Composite Video (sync. neg.) coaxial cable input, 1 volt p-p.
- Separate Sync Inputs.....Negative sync, coaxial cable input.
- Input Impedance.....100 ohms each on Separate Sync Inputs, 1000 ohms on Video Input (with parallel terminal for 75 ohm matching termination).
- Video Bandwidth.....Approximately 6 mc.
- Vertical Scanning Frequency.....60 cps. interlaced.
- Horizontal Scanning Frequency.....15,750 cps.
- Picture Size.....4 inch useable diameter.
- Power Requirements.....115 V 50/60 cps. 130 watts.
- Dimensions (Model 201).....14" x 8-1/2" x 16-1/2" wt. approx. 40 lbs.
- Mounting (Model 201-R).....Standard 19" relay rack
- Phosphor.....P.4 (Television black and white)

INDUSTRIAL SYSTEMS DIVISION

HUGHES PRODUCTS

© 1959, HUGHES AIRCRAFT COMPANY

Creating a new world with **ELECTRONICS**

SEMICONDUCTOR DEVICES • STORAGE TUBES AND DEVICES • MICROWAVE TUBES • VACUUM TUBES AND COMPONENTS • CRYSTAL FILTERS • MEMO-SCOPE® OSCILLOSCOPES • INDUSTRIAL CONTROL SYSTEMS

MEMO

to: *All Time Buyers*
from: *Milt Klein KEWB*

We didn't have time to get up a slick ad... but did you know that KEWB has gone from a big fat 0 to NUMBER TWO in the San Francisco-Oakland market in only 5 months? Both Oct/Nov Hooper & Oct Pulse give us an average total audience share of 15%



KEWB BERMUDA BUILDING
2150 FRANKLIN • OAKLAND 12, CALIFORNIA
EXbrook 7-2891 Templebar 6-0910
ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager
THE KATZ AGENCY, INC.
National Sales Representatives

A Service of Crowell-Collier
ROBERT M. PURCELL, Director

PERFECT TEST MARKET

Western Network Contains

- 51,000 TV homes
- Drug Sales Index 167
- Food Sales Index 145
- Auto Sales Index 176
- Retail Sales Index 143

(Source: NCS #3; Sales Mgt. 1959)

PERFECT TEST STATION KMSO-TV

MISSOULA, MONTANA

DELIVERS

- Captive Audience in 90% of the area
- Dominates the 10% remainder completely
- Low Cost/1,000 Homes

(Source: FCC Data; ARB '58-'59)

CBS—NBC—ABC



WREX-TV's officers • Officers elected by the directors of Greater Rockford Television Inc. (WREX-TV Rockford, Ill.) include (l to r) LOU CASTER, president; SWAN HILLMAN, treasurer; STANLEY H. GUYER, secretary and JOE M. BAISCH, vice president. Mr. Baisch, elected for his first term as a corporation officer, was also re-appointed general manager of WREX-TV. Messrs. Caster, Hillman and Guyer, stockholders in the station, were re-elected for their eighth consecutive terms. Mr. Caster is board chairman of American Bakers' Assn. and president of Rockford Colonial Baking Co. and KOCO-TV Enid-Oklahoma City. Mr. Hillman is president and general manager of Rockford Screw Products Co., and Mr. Guyer is a Rockford attorney.

house Broadcasting Corp.'s Washington news bureau, freedom of information; DICK JOHN, WKY-TV Oklahoma City, ethics and standards; DON F. JOHNSON, CHML Hamilton, Ont., and WALT BODINE, WDAF-AM-TV Kansas City, membership; CHARLES EDWARDS, Broadcast News Ltd., Toronto, publicity; DAN WOZNAK, Michigan State U., career recruiting; ART SMITH, WHTN-TV Huntington, W.Va., convention sites; BOB FRANK, WOC Davenport, Iowa, wire policy; LEO WILMETTE, WLOS-AM-TV Asheville, N.C., techniques; JIM BENNETT, KLZ-AM-TV Denver, vocational film; HAROLD BAKER, WFGA-TV Jacksonville, Fla., constitution; TED KOOP, CBS Washington, protocol, and WALT WILCOX, Tulane U., research (surveys).

• DIXON L. HARPER, radio farm director of Aubrey, Finlay, Marley & Hodgson, Chicago, received National Assn. of Tv & Radio Farm Director's award for contributions toward promotion of farm broadcasting. JOE KELLY, WHDH-TV Boston, honored by American Farm Bureau Federation annual award for best job in communicating agricultural story to public; GEORGE MENARD, WBBM Chicago, given runner-up award. Presentations were during NATRFD annual convention in Chicago (BROADCASTING, Dec. 7).

• BILL (TURK) THOMPSON appointed program director and operations head of KWOW Pomona, Calif. He also continues as pr director and air personality.

• JOSEPH M. SEIFERTH, acting promo-



America's Leading Business Brokers

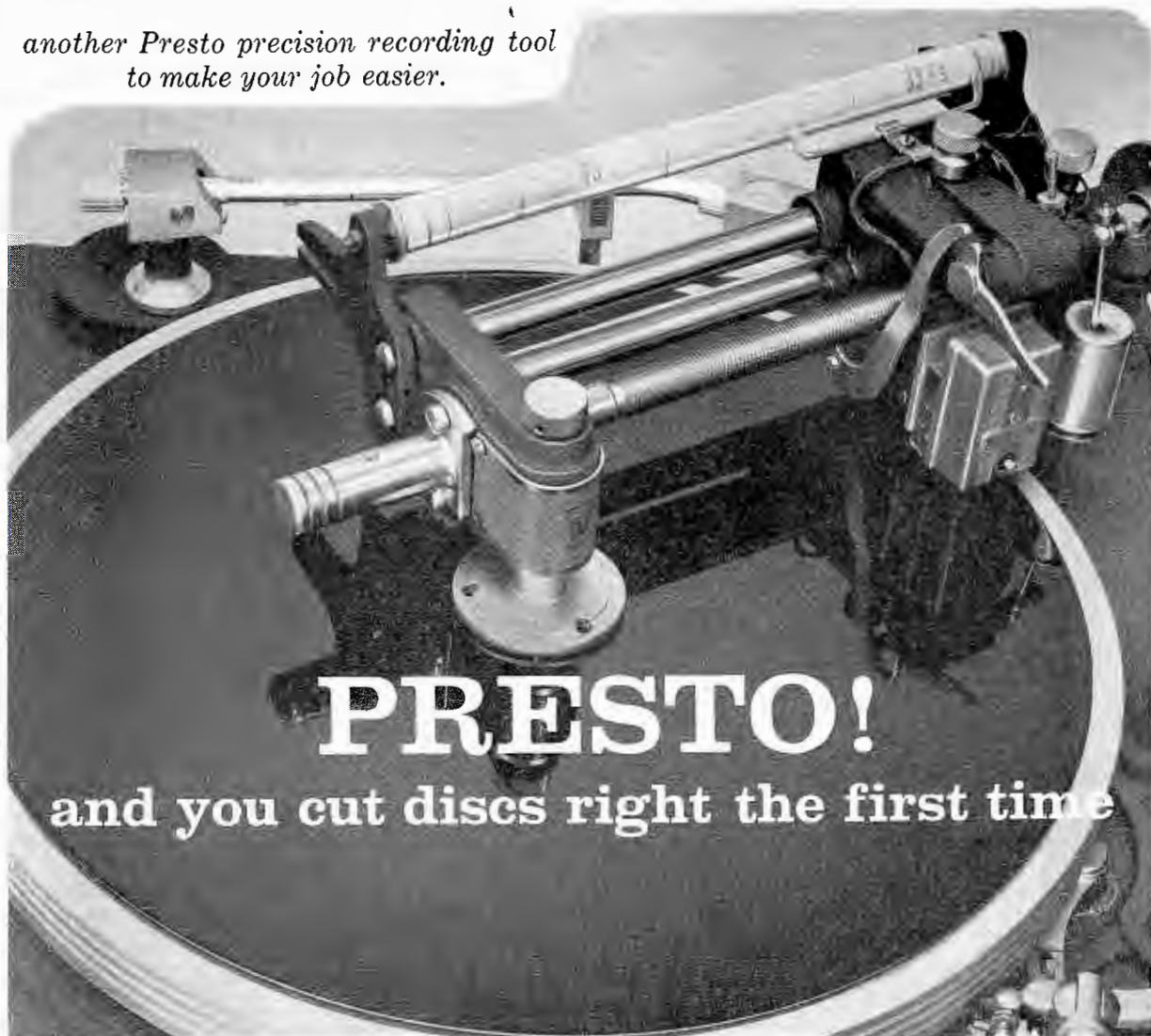
Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600

DAVID
JARET
CORP.

another Presto precision recording tool
to make your job easier.



PRESTO!

and you cut discs right the first time

It may take two to tango, but it takes *three* to "take" that tango *properly* on a disc: Presto's 6-N Recorder, A-93 Amplifier and 1-D or S-1 System. Presto's use-proved recording instruments stand up under hard, daily service. And will for years to come. For proof, just ask anyone who's ever used a Presto (there are thousands of Presto units in use everywhere).

6-N 3-SPEED DISC RECORDER. 33 $\frac{1}{3}$, 45 or 78 rpm. Ideal for work under all conditions—monophonic or stereo (with the new S-1 head). Stations and studios have found the 6-N to be the mechanism for instantaneous work (masters, too), delayed and local program recording.

A-93 DISC RECORDING AMPLIFIER. This power amplifier will last for... well, we've never heard of one that has been retired. Features: push-button control provides choice of equalization curves; provision for Presto radius equalizer Model 161A to compensate for changing diameter of disc; 30-watt output assures ample reserve for recording; meter monitors recording level and checks output tube currents.

1-D RECORDING HEAD. The best known recording head in the industry, more are in use today than all others *combined!* As long as there's monophonic recording, the 1-D will never

become obsolete. And if you send it in for reconditioning every few years or so, we'll *keep* it Presto-perfect. (Nominal charge.)


S-1 STEREO SYSTEM (45°-45° feedback cutting head and two 100-watt amplifiers). Stable from 30 to 20,000 c, without peaks, dips or break-up on high-frequency end. Costs *half* as much as comparable systems. An entirely new Presto-designed feedback-coupling technique permits recording at previously unattainable levels. Distortion is virtually unmeasurable and a unique suspension system provides superior cross-talk characteristics. "Studio-oriented" design permits quick change of stylus. The S-1 head fits all Presto disc-recording lathes (all others as well).

S-1 Cutting Head



A-93 Disc
Recording Amplifier



 **BOGEN-PRESTO**, Dept. B-129, Paramus, N. J.
A Division of The Siegler Corporation.

Rush data to me on the 6N, A-93, 1-D and S-1.

Name _____

Address _____

City _____ Zone _____ State _____

PRESTO



**There is no comparison!
The fact is:**

WRVA-RADIO, Virginia's Largest Single Advertising Medium* Reaches More People At Less Cost Than Any Other Media In Virginia.

*** WRVA-RADIO'S Coverage of Virginia Includes:**

Retail Sales	54.2%
Food	49.2%
Automotive Sales	52.5%
Gasoline	54.5%
Drug	47.5%

WRVA-RADIO
RICHMOND, VIRGINIA
REPRESENTED BY
PETERS, GRIFFIN,
WOODWARD, INC.

CHECK and DOUBLE CHECK

WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV
CHANNEL 10 • CBS-ABC
TERRE HAUTE INDIANA
Represented Nationally by Bolling Co.

tion director of WDSU-TV New Orleans, appointed director of promotion and publicity.

• JOHN RUTLEDGE, president of WHOO Orlando, Fla., appointed chairman of Florida State Industrial Advisory Committee. He will be in charge of Broadcast Defense Network for Florida.

• EDWARD P. ANTOSYN promoted from engineering staff to chief engineer of KREM-AM-FM-TV Spokane, Wash., succeeding HOMER MEAD who resigned.

• ROBERT OSTIGUY joins sales staff of WSUN St. Petersburg, Fla.

• JAMES S. GESSNER, formerly time-buyer with J. Walter Thompson, N.Y., to radio sales staff of The Branham Co., that city.

• JACK HERBERT, formerly assistant pr manager for *McCall's Magazine*, to radio sales staff of H-R Representatives, N.Y.

• ROY McMILLAN named day news coordinator for WSB Atlanta. JACK SCOTT, formerly announcer with KFAB Omaha, to similar post with WSB. JIM AXEL, formerly with WCHK Canton, Ga., appointed night news editor for WSB.

• PAUL F. KAGAN, former air personality and sports director of WBRX radio, Berwick, Pa., appointed sports editor of *Endicott (N.Y.) Daily Bulletin*. He will also be in charge of sports affairs for WENE, that city.

• WILLIAM A. MARBURG joins New York office of Paul H. Chapman Co., media broker, as account executive.

• JAMES F. CHRISTIE, formerly district sales manager for Van Norman Machine Div., Detroit, joins sales staff of WXYZ, that city.

• JOE LAUGHLIN appointed assistant director of news and public affairs for WTVT (TV) Tampa, Fla., Previously he served as news director of WLAC-TV Nashville, Tenn.

• HERMAN LEVIN, formerly head of own food brokerage concern, and prior to that, division manager for Colgate Palmolive Co., to sales staff of WITH Baltimore.

• DAVE MacFEE, formerly air personality with WFGN Fitchburg, Mass., to WHIM Providence in similar capacity, succeeding KEN GARLAND, who joins WADO New York.

• JERRY DEXTER, air personality, transfers from KVI Seattle to KMPC Los Angeles. Both are Golden West Broadcasters stations.

• LEE MURRAY, women's director of WJRT (TV) Flint, Mich., to WJR Detroit in similar capacity. Mrs. Murray will also be hostess of two daily shows.

• BOB LEWIS, formerly air personality with WSET Glens Falls, to WIRY Plattsburgh, both New York, as air personality and newscaster.

• SHELDON A. SALTMAN, formerly director of advertising and sales promotion for Pilgrim Plastic Products, Boston, to WBZ-TV, that city, in advertising and sales promotion department.

• DON ADAMS, formerly announcer with KTIV (TV) Sioux City, to WOITV Des Moines, both Iowa, in similar capacity.

• BOB WELLS, formerly with KOCY and KWTV (TV) Oklahoma City, to WDAF-AM-TV Kansas City as air personality.

• PAUL ENGER, formerly with United Press International, to WCBS New York as news writer.

• JAY REYNOLDS, formerly with WGGH Marion, Iowa, to KIOA Des Moines as air personality.

• KEN WHITMORE, formerly news director and air personality with WLYN Lynn, Mass., joins WCSH Portland, Me., as announcer.

• MRS. DORIS ROYLE appointed copy

United Press International news produces!



One frame from WFAA-TV's film, "Disaster Dallas," shot entirely on Du Pont 931.

"Shooting fast, in the worst conditions,

WE CAN COUNT ON 931"

That's what Chief News Cameraman Marion Carlton, of Station WFAA-TV, Dallas, Texas, told us. "Du Pont Type 931 Rapid Reversal Film is the standard load in our cameras," says Mr. Carlton. "With 931, we know we can get usable TV footage indoors or out, in any light, without having to change film."

Mr. Carlton specially praises the wide latitude of Du Pont 931. "When we shot 'Disaster Dallas,' a news documentary of the tornadoes that hit Dallas in 1957," he explains, "we were out shooting during the worst of the storms. We didn't have much time to take meter readings—we just had to guess. We had our hands full just

hanging on and getting our shots. But the latitude of 931 helped give us a film that was cited as the outstanding news story of 1957."

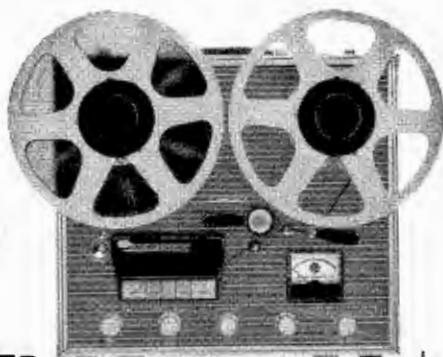
Concludes Mr. Carlton: "Considering the high quality of the film and the fast and thoughtful service offered by Du Pont, it just makes good sense for us to continue to shoot most of our footage on Type 931."

Whatever your motion picture needs, you'll find there's a Du Pont film that's just right for you. For more information, get in touch with the nearest Du Pont Sales Office, or write Du Pont, 2432A Nemours Bldg., Wilmington 98, Del. In Canada: Du Pont of Canada Limited. Toronto.



Better Things for Better Living . . . through Chemistry

**WHERE
THERE'S
A FINE
TAPE
RECORDER...**



there's



note to **CONCERTONE** owners

To insure optimum recording quality with your excellent machine, the recommended tape is **irish** #211... and for uninterrupted recording, **irish** #602 gives 50% more playing time than standard tape on any given reel size.

Send for technical bulletin.

ORR INDUSTRIES INC.

Opelika, Alabama

CALIFORNIA—Very profitable well equipped 5 kw full-time station serving good income, growing area. \$315,000.00 total price includes valuable land and guaranteed receivables. \$115,000.00 down and balance on five year payout.

WEST TEXAS MAJOR MARKET—This is a 1000-watt daytimer with a price tag of \$115,000.00 with \$15,000.00 down and extremely liberal terms on the balance. It is in a major West Texas, fast growth market and capable of doubling the billings. It is now breaking even and has been on the air only a short time.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton 1737 DeSales St. N.W. EXecutive 3-3456	Richard A. Shaheen 1714 Tribune Tower DElaware 7-2754	DeWitt 'Judge' Landis 1511 Bryan Street Riverside 8-1175	John F. Hardesty 111 Sutter Street EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

writer for WWLP (TV) Springfield, Mass. Formerly she held similar position with WHYN-AM-FM-TV, that city.

• DAN HYDRICK, general manager of WGH-AM-FM Newport News, Va. married STEVIE RICK in November.

Programming

• CHARLES W. GOIT, who joined Independent Television Corp., N.Y., last year in sales capacity, named director of national sales. Prior to his affiliation with ITC, Mr. Goit had been sales executive with Ziv Television, Television Programs of America and *Look* magazine.



MR. GOIT

• PATRICK MURPHY appointed director of sales for Premier Film & Recording Corp., St. Louis. He was previously vp of Roland Reed Productions, Hollywood, and Pictures Inc., Detroit.

• JAMES MACRAE, previously vp of Grant Adv., Bogota, Colombia, and market analyst for Bell & Howell Co., Chicago, appointed creative marketing director for Wilding Inc., motion picture producer, that city.

• JOHN P. ROHRS, formerly sales manager of Walter Schwimmer Co., Chicago, to United Artists Television, that city, as central division manager. JOHN R. ALLEN named Chicago sales manager.

• PAUL HUME, music critic of *Washington Post & Times Herald*, signed for series of programs with WGMS-AM-FM Washington.

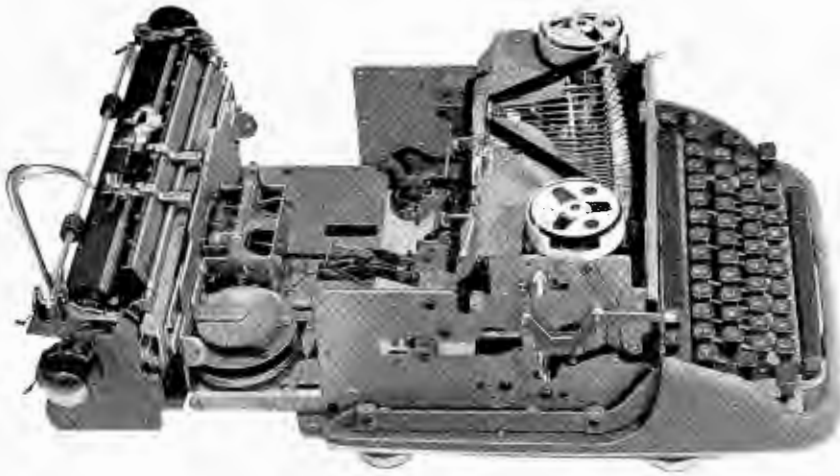
• PETE BASTIANSEN appointed creative director of story department of Animation Inc., tv commercial firm. He succeeds BOB CURTIS who resigned. Mr. Bastiansen previously was with art department of Campbell-Mithun, Minneapolis.

• ARTHUR FREED, MGM producer and songwriter, named to produce 32nd annual Academy Awards Presentation show (NBC-TV and Radio, April 4). He also produced 1952 show.

Equipment & Eng'ring

• THOMAS C. DEANE, retired vp of Bank of America, appointed to board of directors of Packard Bell Electronics, L.A.

• ROSS D. SIRAGUSA JR. promoted from tv sales manager to vp in charge of electronics division of Admiral Corp., Chicago. HARRIS HESKETH, formerly executive assistant to sales vp, appointed



This is the **Remington Standard**[®] typewriter with **Fold-A-Matic** construction * It can be opened—to expose all operating parts—and closed like a book in less than three minutes * Because of **Fold-A-Matic** construction, the **Remington Standard** typewriter will never lose its accurate alignment and light, responsive touch * This jewel-like precision construction is found on no other manual typewriter * Call your local Remington Rand office for a demonstration.



Remington Rand DIVISION OF SPERRY RAND CORPORATION

Reduced



Miniaturized by the exigencies of rateholding, Mr. WSLSTV took it all with good grace. He said: "My model fee's the same no matter what size picture you use."

So's our market: 448,001 tv homes in our 58-county coverage area.

WSLS-TV • Channel 10 • NBC Television • Mail Address: Roanoke, Va. National Representatives: Blair Television Associates

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a \$2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED



Top programming Top facilities
Top personalities make the difference.

*All figures NCS No. 2, weekly coverage



Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR
5 KW • SYRACUSE, N. Y. • 570 KC

vp for company's branch distributing division. Both are newly-created positions.

- **RAYMOND G. JOHNSON**, controller and assistant treasurer of General Precision Labs, Pleasantville, N.Y., elected vp.

- **PHILIP J. KOEN** appointed director of planning for Hoffman Electronics Corp. Formerly he was management consultant with McKinsey & Co., L.A.

- **WILLIAM L. WRAY**, district manager-distributor sales, for Sylvania Electronic Tubes (division of Sylvania Electric Products) in Burlingame, Calif., named distributor sales manager for Southern California district, Los Angeles headquarters.

- **FRANK A. COMERCI**, formerly in charge of communications and acoustics section at New York naval shipyard in Brooklyn, to Audio Devices Inc., as senior project engineer at firm's Stamford, Conn., lab.

- **RUDOLPH J. NAPOLITAN**, formerly general sales manager of ARF Products Inc. and assistant general sales manager of Permoflux Corp., appointed general manager of National Electronics Conference, international forum held annually in Chicago.

- **WILLIAM ROBINSON** appointed chief engineer of paper and film capacitors, filters and pulse networks of Cornell-Dubilier Electric Corp., with headquarters at New Bedford, Mass.

- **MALCOLM O. CAMPBELL** named chief of Raytheon's new receiving tube parts and sub-assembly facility in Pawcatuck, Conn. He held similar post at Raytheon's Newton, Mass. plant.

- **WARREN DALBKE** promoted to mid-west regional manager, equipment sales of CBS Electronics. Previously he served as district manager.

- **E. P. (TED) ATCHERLEY** appointed Pacific region distributor sales manager for Sylvania Electronic Tubes effective Jan. 1, succeeding **WILLIAM G. (PAT) PATTERSON** who retires on that date. Mr. Patterson, with Sylvania since 1934, remains as consultant.

Government

- **CHARLES E. GRANDEY**, FTC director of bureau of consultation, to assistant general counsel for voluntary compliance. He joined FTC in 1935, was named assistant chief examiner in 1946, acting chief, bureau of anti-deceptive practices, Division of Investigation, in 1951, and was named consultation bureau director in 1954.

International

- **DOUGLAS SAUNDERS**, chairman of London office of J. Walter Thompson, will retire at year's end. He will be succeeded by **WILLIAM HINKLE**, London managing director for many years. **THOMAS SUTTON**, of JWT's Frankfurt office, will become managing director of what is described as Great Britain's largest agency.

- **DOUGLAS ANNETT**, Toronto investment dealer, named president of Trans-Video Productions Ltd., Toronto, with **GUY HERBERT**, retired vp of All-Canada Radio & Television Ltd., that city, named managing director. **JOE DUNKELMAN**, former president of Trans-Video Productions, joins Canadian Film Industries Ltd., Toronto.

- **DONALD HYDE**, previously executive with Gross-Krasne, Ltd., British subsidiary of Gross-Krasne Inc., opens own independent production organization in London.

- **MURRAY T. BROWN**, general manager of CFPL-AM-FM-TV London, Ont., to director of London Free Press Printing Co. stations' owner.

- **CHARLES E. S. CURMI**, formerly of *Quebec Le Soleil* newspaper advertising staff, Toronto, to sales staff of Interprovincial Broadcast Sales Ltd., that city.

- **FRANK C. MURRAY**, formerly of Stovin-Byles Ltd., Toronto, Ont., station representative firm, appointed manager of CJBQ Belleville, Ont. **J. H. MACDONALD** named assistant manager and advertising director of CJBQ.

- **MARILYN STONEHOUSE** named director of sales services of Robert Lawrence Productions (Canada) Ltd., Toronto.

- **JOHN FUNSTON**, formerly manager of CHNS Halifax, N.S., named assistant manager of CFCF Montreal.

Deaths

- **WALTER COMPTON**, 47, MBS Washington commentator, died Dec. 10 after long illness. He was originator and moderator of *Double or Nothing* quiz

HARVEY HAS AMPEX

Equipment and Parts
For Immediate Delivery



HARVEY RADIO CO., INC.
103 W.43rd ST. NEW YORK 36, N. Y. JU 2-6380

show in 1939; MBS commentator 1941-45; general manager of WAAM (TV) Baltimore (now WJZ-TV) 1946-47, and WTTG (TV) Washington 1947-53; consultant until 1957 when he re-joined MBS Washington news staff.

- **BURL C. HAGADONE**, 49, publisher of Coeur d'Alene (Idaho) Press, died Dec. 8 in that city following prolonged illness. Mr. Hagadone had been president of KNEW Spokane, Wash., and KVNI Coeur d'Alene and president and general manager of KJRL Pocatello, Idaho. He had disposed of his broadcast holdings by 1957.



MISS SCANLAN

- **GERTRUDE SCANLAN**, broadcast media liaison executive for 15 of BBDO's regional offices, died Dec. 6 at her Ridgefield Park, N.J., home. She joined BBDO in 1929 as head of stenographic department, became office manager eight years later, and head of radio talent in 1938. In 1941, Miss Scanlan began her long association with broadcast buying by being appointed manager of timebuying department. In 1943, her duties were changed to account executive and timebuyer, and this year she was named to liaison post.

- **C. DAVIS TURNER**, 57, president of The Chipola Corp. which operates WTOT Marianna, Fla., died following heart attack Dec. 2 in Marianna.

- **MRS. JAMES P. DEEGAN**, 65, president of WJPD Ishpeming, Mich., died Dec. 5 following long illness. She became president of station in 1954 upon death of her husband, station founder.

- **MRS. JAMES P. DEEGAN**, 65, president of WJPD Ishpeming, Mich., died Dec. 5 following long illness. She became president of station in 1954 upon death of her husband, station founder.

- **ADELBERT ARTHUR MURPHY**, 75, owner of CFQC-AM-TV Saskatoon, Sask., pioneer Canadian broadcaster, died following heart attack Dec. 2 at Saskatoon. Founder of CFQC in 1929 and CFQC-TV in 1954, he was past president of Western Assn. of Broadcasters and former vp of Canadian Assn. of Broadcasters.

- **COL. WALTER P. BURN**, U.S. Army, ret., 65, died of heart ailment in Middlebury, Vt., Dec. 4. He founded Walter P. Burn & Assoc., N.Y., in 1936, media research and promotion firm.

- **JOHN ROBINSON BINNS**, 75, honorary chairman of Hazeltine Corp., electronics research and engineering company, Little Neck, L.I., died last week in New York. He joined Hazeltine at its formation in 1924, was named treasurer in 1926 and director following year. Mr. Binns was elected chairman in 1952, and post of honorary chairman was created for him in 1957.



THE STANDARD THAT SAVES DOLLARS

Since its introduction, the Ampex 351 Series has been acknowledged as the *standard of excellence* in professional recorders for the broadcast industry. Broadcasters—and other users with highly critical recording requirements, such as recording studios and educational institutions—will find that the purchase of an Ampex 351 is further justified by these important facts:

The recognized precision and engineering skill which go into each Ampex 351 *guarantees* unsurpassed durability and reliability for a long, dependable life. As a result... *on a cost-per-operating-hour basis, Ampex is the most economical of any recorder made.*

PERFORMANCE SPECIFICATIONS

Note: As professional equipment, the Ampex 351 specifications listed are accurate measurements required by NAB standards and do not incorporate any exaggerated sales claims. These are the guaranteed minimum performance specifications the customer can expect in long-range operation.

- Frequency Response:** 15 ips $\pm 2\text{db}$ 30 to 15,000 cps
7½ ips $\pm 4\text{db}$ 30 to 15,000 cps
 $\pm 2\text{db}$ 40 to 10,000 cps
- Flutter and Wow:** 15 ips—well below 0.15% RMS
7½ ips—well below 0.2% RMS
- Timing Accuracy:** Within $\pm 0.2\%$ (± 3.6 sec. in a 30 min. recording)
- Starting Time:** Full speed in less than 1/10 sec.
- Stopping Time:** At 15 ips, tape moves less than 2" after pressing "Stop" button.
- Models:** Half track, full track, 2 track stereo (separate erase to each track). Console, portable and rack mount.



FULL REMOTE CONTROL

The Ampex 351 Series can be operated in the relay-solenoid tape motion control unit for Start, Stop, Fast Forward, Rewind and Record modes from any remote location.

There are 185 Ampex dealers to serve you. Check the Recording Equipment listing in the yellow pages of metropolitan area directories, or write Dept. 304 for the name of your nearest dealer.

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA
Offices and representatives in principal cities throughout the world.





**RELIGIOUS
PUBLIC SERVICE
PROGRAMMING
FREE**

For Radio and TV Stations

Two 13-week, 15-minute series on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and TV stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.




Write for Audition Print or Tape
THE BACK TO GOD HOUR
10858 S. Michigan Ave., Chicago 28, Ill.

HOWARD E. STARK

Brokers and Financial
Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N.Y. ELdorado 5-0405



**ADVERTISING IN
BUSINESS PAPERS
MEANS BUSINESS**

In the Radio-TV Publishing Field
only BROADCASTING is a
member of Audit Bureau of
Circulations and Associated
Business Publications

KABC-TV's toy campaign



More than 10,000 toys, filling seven six-ton trucks, were contributed to the Marine Corps Reserve "Toys for Tots" Christmastime campaign by more than 10,000 children and escorts who filled the Los Angeles Sports Arena Nov. 28 for an afternoon of fun presented by KABC-TV Los Angeles. The station picked up the tab for all expenses, including \$3,000 for Arena rental, plus performers' fees and other incidentals. Each child and each accompanying adult paid the admission price of a toy to get into the Arena to watch "Chucko's Christmas Show for Toys for Tots," with KABC-TV's "Chucko, the Clown," as ringmaster, master of ceremonies and one responsible for getting 34 separate acts on and off on schedule. Picture shows Chucko leaping with joy over the avalanche of toys filling the cartons and trucks, with a full platoon of Marines required to handle them. Event was described as the biggest in the 11 years of the Marine collection of toys for distribution to underprivileged children.

NBC promotion winners

The top five winners in the second annual NBC Promotion Managers Contest for affiliates' promotion of NBC-TV's fall evening schedule have been awarded an eight-day, expense-paid trip to Hollywood (Jan. 9-16), where they will meet stars of NBC-TV shows, watch rehearsals, filming and taping and learn details of network production, planning and programming. Trip winners are: Caley Augustine, WIIC-TV Pittsburgh; Jim Knight, WTRF-TV Wheeling, W. Va.; Charles Cash, WSM-TV Nashville, Tenn.; Henry F. Hines, WBAL-TV Baltimore, and Edna L. Seaman, WFBC-TV Greenville, S. C.

Other winners and their prizes:

John Hurlbut, WFBM-TV Indianapolis, RCA Victor color tv set; Kirt Harris, KPRC-TV Houston, hi-fi set;

Walter Purcell, WNDU-TV South Bend, Ind., tape recorder; Calo Mahlock, WKJG-TV Fort Wayne, Ind., RCA Sportable tv set; Mike Schaffer, WAVY-TV Norfolk, Va., RCA Sportable, and Arthur Garland, WRGB-TV Schenectady, N.Y., RCA Sportable.

South Florida campaigns

All last week timebuyers (total of about 400 by week's end) enjoyed the incongruous presence of a blustery early New York winter and a film about "Sun, Surf and Sales" in Miami. The film was presented by WTVJ (TV) Miami at the offices of its station representative (Peters, Griffin, Woodward). The study was of tv viewing habits of tourists in southern Florida. Along with scenes of sunbathers at beach and pool, timebuyers were fed fresh Florida orange juice, hot coffee and such data

as 66% of south Florida's estimated 5 million viewers watch tv while visiting there, about 66,500 tv sets are available to tourists alone and other marketing and station statistics along with a note that on the average the sun shines 359 days a year in south Florida.

Legal eagles

An experiment in legal education by radio has been started by KEX Portland, Ore., and the Multnomah Bar Assn.

Goal of the program, *You and the Law*, is "to make more people familiar with their basic legal rights; to acquaint them with general principles of the law, and to help them identify certain problems for what they are," according to Phillip J. Roth, president of the bar association.

Each week three lawyers, from among 80 volunteers, will answer listener's telephone questions. The panel of attorneys will then offer their opinions, without any advance preparation or rehearsal.

• Drumbeats

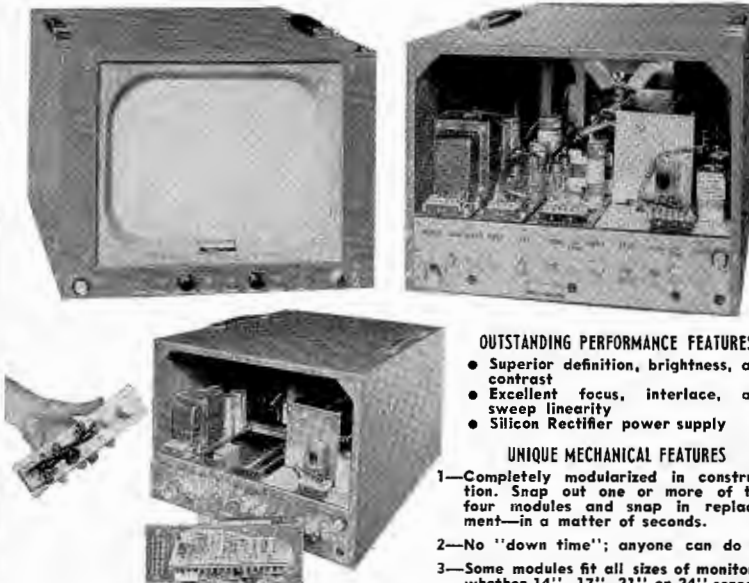
Brr-rr! • Bob Lake, news director of KOLO-TV Reno, and Bob Carroll, personality with that station, spent the frigid weekend of Nov. 20-22 on Donner Summit, clocking the number of vehicles passing there over a 52-hour period. The station was sponsoring a contest to see which listener could estimate most nearly the number; the contest was designed to prove that Reno attracted a spate of tourists even during non-holiday season. Guesses ranged from under 1,000 to hundreds of thousands. Messrs. Carroll and Lake reported through chattering teeth that the answer was 12,510, and the earliest postmarked of nine answers of 12,500 took the \$100 prize.

Timely arrival • Timothy Paul Jameson was born in Omaha the 10th day of the 11th month at 11:10 p.m. That was winning time in KFAB Omaha's annual 1110 Baby Contest. Master Jameson was presented with a check for one year's tuition at the college of his choice. The baby who placed time-wise was awarded a photograph album by the station. KFAB inaugurated the contest three years ago to publicize its 1110 frequency. The first year, the youngster of a rival station's engineer arrived at the fateful hour.

Jazz hit • A 45-rpm record now aired on Cleveland radio stations and available in area juke boxes cannot be purchased at any record store. "Everything

"FOTO-VIDEO—NOW THE BEST VIDEO MONITOR IN THE INDUSTRY," says

one of the Nation's electronic leaders about the completely new modularized Foto-Video product pictured below.



OUTSTANDING PERFORMANCE FEATURES

- Superior definition, brightness, and contrast
- Excellent focus, interlace, and sweep linearity
- Silicon Rectifier power supply

UNIQUE MECHANICAL FEATURES

- 1—Completely modularized in construction. Snap out one or more of the four modules and snap in replacement—in a matter of seconds.
- 2—No "down time"; anyone can do it.
- 3—Some modules fit all sizes of monitors, whether 14", 17", 21" or 24" screen.

Write or phone for complete details

FOTO-VIDEO®

LABORATORIES, INC.
ELECTRONICS • ENGINEERING AND MANUFACTURING
36 Commerce Road • Cedar Grove, N. J. • CEter 9-8100



... or enjoy the most joyous, fun-filled frolic of your life, the place to go is the beautiful BALMORAL Hotel, famous as "the place with the space." Excellent facilities, superb meals, ideal location.

For information and FREE color brochure, write direct or see your Travel Agent.

Herbert Katz
Executive Director

Sherman Winn
Manager

BALMORAL

HOTEL • POOL
CABANA CLUB



SIX ACRES ON THE OCEAN
AT 98th STREET, BAL HARBOUR, MIAMI BEACH, FLA.



Check-out • Looking over the "Checkerlite" installation in a Phoenix supermarket are Ralph Blake (l.), sales manager of Cudahy Packing Co. in that city, and Steve Shannon, sales manager of KPHO-TV Phoenix. The station is said to be the first broadcasting outlet to use "Checkerlite" (an illuminated point-of-sales display) as a major merchandising service. KPHO-TV currently has 72 lights installed in nine different supermarkets and retains cards of a station sponsor in each location for 15 days (at no charge to the advertiser). KPHO-TV is negotiating to put additional "Checkerlites" in other markets in various parts of the state.

Goes" (on the Bright label) is a jazz rendition of the radio theme of the Manners Big Boy Restaurants in northern Ohio. It's also the theme song

of a jazz program the restaurant chain sponsors on KYW Cleveland. If there is a public demand for the record, it will be issued commercially.

Voices of Texas • Texas Christian U.'s Horned-Frog Band and the 60 singing cadets of Texas A&M College joined forces in a salute to the 31st year of the Texas state song as a highlight of WBAP-TV Fort Worth's "Color-burst Day." Circumstances have necessitated changing lyrics of the song which refer to the "biggest" state to the "boldest" state; this change was given its first airing on the WBAP-TV half-hour colorcast.

Payola for charity • WWDC Washington observed "Payola Week" and raised money for Variety Club Research Center at Children's Hospital, Washington. Ben Strouse, general manager, said "Listeners paid and we played a record, the listener's check being made out to the research center."

C-P-M • Advertising agencies and clients recently received a check for 73 cents from KOIL Omaha, Neb. The station explained that this is its audience cost per thousand adults.

Collecting Lincoln-heads • Asking for 12-cent contributions may not seem like much, but that's the way KDKA Pittsburgh raises funds for the local Children's Hospital. Last year, with its "Penny-A-Month" campaign, the station collected \$10,400 for the hospital.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

December 2 through December 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

New Tv Station

APPLICATION

Salem, Ore.—Oregon Faculties Inc., vhf ch. 3 (60-66 mc); ERP 19.6 kw vis., 9.8 kw aur.; ant. height above average terrain 916

ft., above ground 166 ft. Estimated construction cost \$213,842, first year operating cost \$250,000 revenue \$250,000. P.O. address Box 2267, Salem, Ore. Studio location to be determined. Trans. location 7 miles southwest of Salem. Geographic coordinates 44° 51' 17" N. Lat., 123° 07' 08" W. Long. Trans.

Gates BT-5CL, ant. GE TY 50D. Legal counsel Dempsey and Koplovitz, Bowen Bldg., Washington, D.C. Consulting engineer, Grant S. Feikert, Corvallis, Ore. Applicant is Redwood Bcstg. Inc. (a California corp.). Redwood is licensee of KIEM-AM-TV and KRED-FM Eureka, Calif. Redwood also owns 50% of KAGI and KGPO-FM Grants Pass, Ore. (Principal of Redwood Bcstg. Inc. is William B. Smullin 78.6% and others). Ann. Dec. 3.

Existing Tv Stations

CALL LETTERS ASSIGNED

KVER-TV Clovis, N.M.—KICA Inc. Changed from KICA-TV.

ACTIONS BY FCC

KVOA-TV, KOLD-TV both Tucson, Ariz.—Granted applications of (1) KVOA-TV to increase vis. ERP from 5.37 kw to 35 kw, with aur. ERP 12.6 dbk (18 kw), change studio location, change trans. site to about 18 miles northeast of city atop Mt. Bigelow in Coronado National Forest, change type trans. and ant. and increase ant. height from 30 ft. to 3,880 ft. and (2) KOLD-TV to move trans. to same location as KVOA-TV atop Mt. Bigelow, increase vis. ERP from 30 kw to

EDWIN TORNBURG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND
SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK

60 East 42nd Street
MUrray Hill 7-4242

WEST COAST

860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475

WASHINGTON

1625 Eye Street, N.W.
DIstrict 7-8531

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

18.8 dbk (75.9 kw), with aur. ERP 15.8 dbk (38 kw), install new trans., change type ant. and other equipment, and increase ant. height to 3,750 ft.. By letter, denied petition by Tucson Television Inc. (KGUN-TV ch. 9), Tucson, to dismiss applications or designate them for hearing. Ann. Dec. 3.

New Am Stations

APPLICATIONS

Austell, Ga.—Great Southern Bcstg. Co., 1520 kc. 5 kw. D. P.O. address % David E. Fleagle, 2598 Sharondale Dr., NE., Atlanta, Ga. Estimated construction cost \$35,032, first year operating cost \$48,000, revenue \$55,000. Applicants are David E. Fleagle 75% and H.C. Tant 25%. Mr. Fleagle was formerly 50% owner of WDMF Buford, Ga. Mr. Tant is owner of radio tower. Ann. Dec. 3.

Hazlehurst, Ga.—Hazlehurst Radio, 1480 kc. 1 kw. D. P.O. address 1011 N. Ridge St., Tifton, Ga. Estimated construction cost \$13,100, first year operating cost \$38,000, revenue \$45,000. Applicant is William E. Sides who is station manager of WWGS Tifton, Ga. Ann. Dec. 2.

Opelousas, La.—Yam Bcstg. Inc., 1570 kc. 250 kw D. P.O. address Box 553, Ville Platte, La. Estimated construction cost \$13,381, first year operating cost \$20,000, revenue \$30,000. Principals include Robert Thompson 30%, John M. Pitre Jr. 20% and others. Mr. Thompson is doctor. Mr. Pitre Jr. is employe of KVPI Ville Platte. Ann. Dec. 2.

Joplin, Mo.—William B. Neal, 1560 kc. 250 w. D. kw. P.O. address 1621 Main St., Joplin, Mo. Estimated construction cost \$5,500, first year operating cost \$30,000, revenue \$35,000. Applicant is in frozen produce business. Ann. Dec. 2.

Chadbourne, N.C.—William Norman Peal, 1590 kc. 500 w. D. P.O. address Chadbourne, N.C. Estimated construction cost \$28,820, first year operating cost \$46,000, revenue \$52,000. Applicant is in furniture and appliance business. Ann. Dec. 2.

Havelock, N.C.—Radio Marine, 1330 kc. 1 kw. D. P.O. address Box 570, Southern Pines, N.C. Estimated construction cost \$9,354, first year operating cost \$28,700, revenue \$32,500. Applicant is Jack S. Younts who is majority owner of WEEB Southern currend. Ann. Dec. 3.

Existing Am Stations

ACTION BY FCC

KIMN Denver, Colo.—Issued order to show cause why am station license should not be revoked for certain program material broadcasts; ordered hearing at time to be later specified. Comr. Bartley concurred. Ann. Dec. 2.

APPLICATIONS

WNOG Naples, Fla.—Cp to change hours of operation to unl., using power of 500 w night and day, change ant-trans. location install DA-N, operate trans. by remote control daytime and install new trans. (1270 kc). Ann. Dec. 7.

WPBC Minneapolis, Minn.—Cp to increase power to 5 kw, change hours of operation to unl., install DA-1 and new trans., change ant-trans. location, change studio location and station location to Richfield, Minn. (980 kc). Ann. Dec. 2.

KPRK Livingston, Mont.—Cp to increase daytime power to 1 kw and install new trans. (1340 kc). Ann. Dec. 8.

WLOS-FM Asheville, N.C.—Cp to change frequency from 104.3 mc., ch. 282 to 99.9 mc., ch. 260, change ERP from 9.2 kw to 250 w, increase ant. height above average terrain to 2636 feet and install new trans.. Ann. Dec. 2.

CALL LETTERS ASSIGNED

KBZZ La Junta, Colo.—La Junta Bcstrs. Changed from KBNZ.

KKAN Phillipsburg, Kan.—North Central Bcstg. Inc.

KMIS Portageville, Mo.—New Madrid County Bcstg. Co.

KVER Clovis, N.M.—KICA Inc. Changed from KICA.

WCNF Weldon, N.C.—Twin City Bcstg. Co.

KGGG Forest Grove, Ore.—Triple G. Bcstg. Co. Changed from KRWC.

KAGO Klamath Falls, Ore.—KFJI Bcstrs. Changed from KFJI.

WEEZ Chester, Pa.—WDRF Inc. Changed from WDRF.

WOGA Chattanooga, Tenn.—Middle Georgia Bcstg. Co. Changed from WAGC.

KUKA San Antonio, Tex.—Leal Bcstg. Co. Changed from KEXX.

KSVN Ogden, Utah—KOPP Inc. Changed from KKOG.

KSXX Salt Lake City, Utah—William P. Fuller III.

WEET Richmond, Va.—Radio Richmond Inc. Changed from WLLY.

New Fm Stations

APPLICATIONS

Waukegan, Ill.—Edward C. Fritz Jr., 102.3 mc. 1 kw. P.O. address 2308 S. Highland, Berwyn, Ill. Estimated construction cost \$14,650, first year operating cost \$40,000 revenue \$50,000. Applicant is in record business. Ann. Dec. 8.

*Cincinnati, Ohio—U. of Cincinnati, 90.9 mc. 1.5 kw. P.O. address Cincinnati, Ohio (% Frank T. Purdy, dir. for development). Estimated construction cost \$27,491, first year operating cost \$37,370. Ann. Dec. 7.

Cleveland, Ohio—Talesh Bcstg. Co., 95.7 mc. 2.82 kw. P.O. address #060 N. Ewing St., Indianapolis, Ind. Estimated construction cost \$10,061, first year operating cost \$22,500, revenue \$27,500. Principal is Mary W. Carpenter who is permittee of WDTM (FM) Detroit, Mich. Ann. Dec. 8.

CALL LETTERS ASSIGNED

WMLS-FM Sylacauga, Ala.—Marble City Bcstg. Inc.

KVEW (FM) Phoenix, Ariz.—Frank S. Barc Jr.

KOY-FM Phoenix, Ariz.—KOY Bcstg. Co. KUPD-FM Tempe, Ariz.—Tri-State Bcstg. Inc.

WAJP (FM) Joliet, Ill.—Alfred and Mary Jane Pohlers.

WSAB (FM) Mt. Carmel, Ill.—Albert A. Barnhard.

WQRS-FM Detroit, Mich.—Fine Arts Bcstrs. Inc.

WGYA (FM) Interlochen, Mich.—National Music Camp.

WOW-FM Omaha, Neb.—Meredith WOW Inc.

WFHA-FM Red Bank, N.J.—Frank H. Accorsi.

WRNW (FM) Mt. Kisco, N.Y.—Incorporated Meliphon.

WCUY (FM) Cleveland, Ohio—United Bcstg. Co. Changed from WJMO-FM.

KOGM-FM Tulsa, Okla.—Sound Unlimited Radio Enterprises.

WEPP-FM Pittsburgh, Pa.—Golden Triangle Bcstg. Inc.

KOST (FM) Dallas, Tex.—McClendon Corp.

WIAL-FM Eau Claire, Wis.—Bcstrs. Services Inc. Changed from WEAQ-FM.

Ownership Changes

ACTIONS BY FCC

KGST Fresno, Calif.—Granted assignment of license from Jeanne Bacher to Juan Mercado, consideration \$250,000. Ann. Dec. 3.

KOFY San Mateo, Calif.—Granted transfer of control to Tele-Broadcasters Inc.; consideration \$25,000. H. Scott Killgore, transferee's principal stockholder, has controlling interests in KUDL Kansas City, Mo., KALI Pasadena, Calif., and WPOP Hartford, Conn. Ann. Dec. 3.

KILAUEA-Kau Community Tv Assn., Naalehu, Hawaii—Granted applications for two new tv translator stations on ch. 70 to serve Naalehu and Volcano Community and on ch. 74 to serve Naalehu and Pahala, both translating programs of KHBC-TV (ch. 9) Hilo. Ann. Dec. 3.

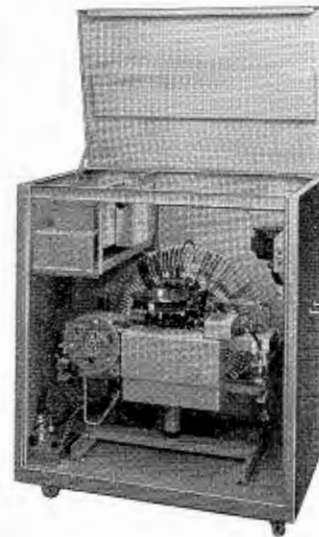
KCLN Clinton, Iowa—Granted transfer of control from Wm. E. Walker, et al., to Russell G. Salter, Robert O. Moran and Stanley B. Noyes; consideration \$95,600 for 80% interest now and \$15,000 for remaining 20% later. Mr. Salter owns WBEL South Beloit, Ill. Ann. Dec. 3.

KGAN Bastrop, La.—Granted assignment of licenses from George H. Goodwin and Willis G. Newcomer to same plus Nathan Bolton and A.R. McCleary, d/b under same name; newcomers to assume equal shares in liabilities of station not to exceed \$7,000 each conditioned that prior to consummation of this assignment, Nathan Bolton and A.R. McCleary dispose of their ownership interests in KTRY Bastrop, La., and that within three months from date of consummation of this assignment, they divest themselves of all their creditor interests in KTRY by assigning without recourse note and mortgage executed by Paul R. Schilling and presently held by them to person or persons who are not in privity with them through family or business relationship. Ann. Dec. 3.

KTRY Bastrop, La.—Granted assignment of licenses from Nathan Bolton and A.R. McCleary to Paul R. Schilling; consideration \$30,000. Ann. Dec. 3.

WBNY Buffalo, N.Y.—Granted assignment of license to WBNY Inc.; consideration

Equipping a Radio Station?



NEW RCA Automatic Turntable BQ-103

Assures Efficient, Simplified Handling of Recorded Program Material

This new automatic turntable offers an easy approach to semi-automated programming using 45 RPM records. All operations, such as selection, cue and playback have been fully automated. Operating "fluffs" are minimized, and program flow is smoother for the listening audience. The BQ-103 Automatic Turntable is a basic building block for full automation.

For complete information write to RCA, Dept. BB-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA



Tmk(s) ®

\$535,000 plus \$75,000 for agreement not to compete for five years within 200 miles of Buffalo. Nathan Straus, assigned board chairman and other officers have interest in WMCA New York. Ann. Dec. 3.

WRRR Itasca, WRRR Cherry Valley Township, WRRD De Ruyter Township, WRRR South Bristol Township, WRRR Weathersfield Township, all New York—is being advised that application for transfer of control from Cooperative Grange League Federation Exchange Inc. to Ivy Bcstg. Inc., indicates necessity of hearing. Chmn. Doerfer dissented. Ann. Dec. 3.

KVOW Littlefield, Tex.—Granted assignment of license to Grady F. Maples and R.B. McAlister, d/b as Maples-McAlister Bcstg. Co.; consideration \$71,250. Assignee operates KBYG Big Spring, and KUKO Post, both Texas. Comr. Lee dissented. Ann. Dec. 3.

KVIC Victoria, Tex.—Granted acquisition of positive control by J.G. Long by purchasing 10% additional stock for \$9,800 to give him 55.55½% interest. Ann. Dec. 3.

APPLICATIONS

KTEE Carmel, Calif.—Seeks assignment of license from Seaside Electronic Associates to Carmel Bcstg. Inc. for \$150,000. Purchaser is Sam S. Smith who is real estate developer. Ann. Dec. 8.

WTRL Bradenton, Fla.—Seeks assignment of license from Blue Skies Bcstg. Corp. to Fletcher-Mitchell Corp. for \$240,000. Purchasers are Jonathan M. Fletcher and James I. Mitchell, equal partners. Mr. Fletcher is 50% owner of KLIN Lincoln, Neb. as is Mr. Mitchell. Mr. Mitchell also has 16% interest in KPIG Cedar Rapids, Iowa. Ann. Dec. 2.

KCOG Centerville, Iowa—Seeks assignment of license from Centerville Bcstg. Co. to Hope Inc. for \$55,000. Applicants are L.W. Holland and Donald J. Porter 45% each and LeRoy Okerlund 10%. Mr. Holland is doctor. Mr. Porter is lawyer. Mr. Okerlund is former general manager of KIHQ Sioux Falls, S.D. Ann. Dec. 2.

WWTW (TV) Cadillac, Mich.—Seeks transfer of control from Fetzer Television Inc. to Fetzer Bcstg. Co. Merger into parent corporation; no financial considerations or ownership changes involved. Fetzer Bcstg. Co. is licensee of WKZO-AM-TV Kalamazoo and WJEF (FM) Grand Rapids, both Michigan. Ann. Dec. 8.

KATZ St. Louis, Mo.—Seeks assignment of license from Rollins Bcstg. Inc. to Laclede Radio Inc. for \$800,000 plus agreement not to compete for 5 years. Purchasers are Ralph N. Weil, 6.3%, Allen E. Wolin, 11.35% and others. Mr. Weil formerly had interests in WOY New York. Mr. Wolin is food manufacturer's representative. Ann. Dec. 7.

WIL St. Louis, Mo.—Seeks assignment of license from WIL a joint venture, to WIL a joint venture, to include Bon Family Corp. and Nan Family Corp. 2½% each for \$20,000 each. Ann. Dec. 3.

KXLO Lewistown, Mont.—Seeks assignment of license from Marlin T. Obie sole owner to Mr. Obie 51%, LeRoy L. Tappe 29% and David L. Sather 20%, for \$14,700 paid by Messrs. Tappe and Sather to Mr. Obie for their shares. Ann. Dec. 7.

KQAL FM Omaha, Neb.—Seeks assignment of license of Jack L. Katz Enterprises Inc. from Jack L. Katz 90% and others to Mr. Katz 51%, Bill L. Dunbar 44% and Donald L. Stern 5%. Ann. Dec. 7.

WKAL Rome, N.Y.—Seeks transfer of control of Mid New York Bcstg. Corp. from Paul F. and Margaret E. Harron as tenants

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through December 8

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,384	65	75	746
FM	607	62	157	121
TV	466 ¹	57	98	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through December 8

	VHF	UHF	TOTAL
	Commercial	446	76
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through October 31, 1959

	AM	FM	TV
Licensed (all on air)	3,366	605	466 ¹
CPs on air (new stations)	62	51	55 ²
CPs not on air (new stations)	97	159	97
Total authorized stations	3,525	816	669
Applications for new stations (not in hearing)	487	77	59
Applications for new stations (in hearing)	240	28	67
Total applications for new stations	727	105	126
Applications for major changes (not in hearing)	627	28	29
Applications for major changes (in hearing)	167	6	17
Total applications for major changes	794	34	46
Licenses deleted	1	1	1
CPs deleted	0	0	1

¹ There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

² There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

by entirety 51.7% to same as tenants 40.89%, with difference being held by Mrs. Harron and by family trust. Ann. Dec. 2.

WKTV (TV) Utica, N.Y.—Seeks transfer of control of Mid New York Bcstg. Corp. from Paul F. and Margaret E. Harron as tenants by entirety 51.7% to same as tenants 40.89%, with difference being held by Mrs. Harron and by family trust. Ann. Dec. 2.

WHBP Belton, N.C.—Seeks transfer of control from Community Bcstg. Co. to Community Bcstg. Corp. Change to corporation. No ownership changes involved. Ann. Dec. 7.

WBBZ Ponca City, Okla.—Seeks involuntary transfer of control of Ponca City Publishing Co. from estate of Clyde E. Muchmore 50% deceased, to Gareth B. and Allan W. Muchmore 25% each, co-executors of estate. Ann. Dec. 3.

WRIB Providence, R.I.—Seeks transfer of control of R.I. Bcstg. Inc. from Harold C. and Ines C. Arcaro and others 20% to Irma Pace 50% and Frank and John Rao 25% each for \$55,000. Ann. Dec. 7.

WABV Abbeville, S.C.—Seeks transfer of control of Abbeville Bcstg. Inc. from J. A. Gallimore 55% and George W. Settles Jr. 45% to Mr. Settles 60% and Ruth Settles 40% for \$42,000. Ann. Dec. 3.

WGNS Murfreesboro, Tenn.—Seeks assignment of license from WGNS Inc. to Re-

gional Bcstg. Corp. for \$100,000. Principal purchaser is William R. Vogel 75.6% and others. Mr. Vogel has interests in KVOL Loveland, Colo. and WMMT McMinnville, Tenn. Ann. Dec. 3.

WMAK Nashville, Tenn.—Seeks assignment of license from Volunteer State Bcstg. Inc. to WCMI Radio Inc. for \$342,500. Purchasers are Frederic Gregg Jr. and Charles H. Wright 40% each and Charles F. King 20%. Mr. Gregg is sole owner of WCMI-AM-FM Ashland, Ky., and minority interest (33½%) in WOMP-AM-FM Bellaire, Ohio. Mr. Wright has 33½% interest in WOMP-AM-FM, as does Mr. King. Ann. Dec. 2.

KBOX Dallas, Tex.—Seeks assignment of license from KBOX a joint venture, to KBOX a joint venture, to include Elmer Balaban as 5% trustee under Tex Revocable Trust Agreement, for book value of stock. Ann. Dec. 3.

KULE Ephrata, Wash.—Seeks transfer of negative control of Coulee Bcstg. Corp. from John R. Speidel Jr., Donald R. Berry and Lloyd C. Hannah, all 33½% each to Messrs. Speidel Jr. and Berry, equal partners for total considerations of \$3,635, of which \$1,596 was paid to Mr. Hannah for his shares. Ann. Dec. 8.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of KVOS Inc., to increase daytime power of station KVOS Bellingham, Wash., from 1 kw to 5 kw, continuing operation on 790 kc, 1 kw-N, DA-N, and denying application of Richard L. DeHart for new am station to operate on 800 kc, 250 w-D in Mountlake Terrace, Wash. Ann. Dec. 14.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Continental Bcstg. Corp. to change facilities of station WHOA San Juan, P.R. from 1400 kc, 250 w. unil. to 870 kc, 5 kw, DA unil. Ann. Dec. 8.

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Radio Americas Corp. to change facilities of WORA Mayaguez, P.R., from 1150 kc, 1 kw, unil. to 760 kc, 5 kw, unil. DA. Ann. Dec. 7.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Fox Valley Bcstg.

Your Ad Headquarters in Chicago

Executive House

71 E. WACKER DRIVE

Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing

Visit Executive House Dining Room & Cocktail Lounge

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Natch, N. J.
Member AFCCCE

GEORGE C DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCCE

A. D. Ring & Associates
30 Years' Experience in Radio
Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Fleetwood 7-8447
Member AFCCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET &
ROHRER**
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. Hickory 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone State 7-2601
Member AFCCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
517 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAcKson 6-4386 P. O. Box 82
Member AFCCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCCE

A. E. Towne Assoc., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

Service Directory

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

**CAPITOL RADIO
ENGINEERING INSTITUTE**
Accredited Technical Institute Curricula
3224 16th St., N. W.
Washington 10, D. C.
Practical Broadcast, TV Electronics
engineering home study and residence
course. Write For Free Catalog, spec-
ify course.

**PRECISION FREQUENCY
MEASUREMENTS**
AM-FM-TV
**COMMERCIAL RADIO
MONITORING CO.**
P.O. Box 7037 Kansas City, Mo.
Phone JAcKson 3-5302

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
District 7-4443

**FREQUENCY
MEASUREMENT**
AM-FM-TV
WLAK Electronics Service, Inc.
P.O. Box 1211, Lakeland, Florida
Mutual 2-3145 3-3819

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities

Co., Geneva, Ill., to enlarge issues in consolidated proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Ann. Dec. 3.

By memorandum opinion and order, Commission denied motion by Sangamon Valley Television Corp. for stay of proceeding on comparative applications of Wabash Valley Bcstg. Corp. and Illiana Telecasting Corp. for ch. 2 in Terre Haute, Ind., pending final action with respect to ultimate allocation of ch. 2 in Springfield-St. Louis remand proceeding. Ann. Dec. 3.

By memorandum opinion and order, Commission denied petition by Video Independent Theatres Inc., seeking (1) removal of stay of Dec. 18, 1957 grant of its application to move trans. of KVVU (ch. 2), Santa Fe, from about 3 miles outside of Santa Fe to Sandia Crest, about 14 miles northeast of Albuquerque and 42 miles from Santa Fe, move main studio from present site of trans. to within Santa Fe, increase vis. ERP from 0.324 kw to 28.2 kw, with aur. ERP 14.4 kw, and make other equipment changes which was imposed pending hearing on protests by New Mexico Bcstg. Co. (KGGM-TV ch. 13) and Alvarado Television Inc. (KOAT-TV ch. 7) Albuquerque, (2) issuance of special temporary authorization to construct in accordance with that application, and (3) withhold action on pending application of Santa Fe Telecasting Co. for new station on ch. 11 in Santa Fe. Ann. Dec. 3.

By memorandum opinion and order, Commission denied motion by Mainline Bcstg. Co. to sever from consolidated hearing and to grant its application for new am station in Portage, Pa.; also denied its request for oral argument and waiver of rules. Comrs. Lee and Bartley dissented. Ann. Dec. 3.

Blue Island Community Bcstg. Co., Blue Island, Ill.; The News-Sun Bcstg. Co., Waukegan, Ill.; Hi-Fi Bcstg. Co., Chicago, Ill.; Elmwood Park Bcstg. Corp., Elmwood Park, Ill.; Suburban Bcstrs., Berwyn, Ill.; WXFM (FM) Elmwood Park, Ill.—Designated for consolidated hearing five mutually exclusive applications for new fm broadcast stations and application of WXFM (FM) for renewal of license; made WXFM party respondent with respect to possible interference from proposed stations; denied WXFM request for additional time to reply to Commission 309 (b) letter of Sept. 23. Ann. Dec. 3.

Commission granted applications by Salinas Valley Bcstg. Corp., KSEW-FM Salinas, Calif.; Gus S. Malpee, KFIL (FM) Santa Ana, Calif.; The Wooster Republican Printing Co. WWST-FM Wooster, Ohio; Herbert T. Graham, WMRT Lansing, Mich.; State-Wide Bcstg. Corp., WSEL Chicago, Ill., and John M. Norris, WGCB-FM Red Lion, Pa., for SCA to engage in functional (background) music operations on multiplex basis; conditions. Ann. Dec. 3.

KMAC, KISS (FM) San Antonio, Tex.—Designated for hearing applications for renewal of licenses. Ann. Dec. 3.

Routine Roundup

By notice of further proposed rule-making Commission proposed to amend its rules governing tv translator stations (part 4) to establish standards for licensing of new low power vhf tv translator stations. Comments are invited by Jan. 11, 1960.

Basic requirement would be accomplished, in part, by establishing conditions to guard against harmful interference by vhf translators to other radio communication services. Power output of vhf translators would be limited to 1 w. Those desiring greater power could ask to operate

on upper 14 uhf channels where, because interference possibilities are not so acute, translator power up to 100 w may be used.

While uhf translators must meet prescribed mileage separations from regular tv broadcast stations, no similar rule proposed for vhf translators. However, any vhf translator would be required to suspend operation if it causes interference to regular tv station, and licensees of vhf translators would be required to settle their own interference problems by mutual arrangement.

Type approved equipment would be required. Contemplated minimal operator requirements call only for observation and remote control and automatic cut-off device.

Rules would not permit use of so-called "co-channel" booster amplifiers (which transmit on same channel as tv stations they pick up). They are unstable and are capable of transmitting false and misleading signals when operated in vhf band.

Licensing and other operational requirements for vhf translators would, in general, be comparable to those of uhf translators. Applicants for vhf translator operation would use FCC form 346, same one used for uhf translators. Comr. Bartley dissented. Ann. Dec. 2.

Commission extended to March 31, 1960, period of grace for existing repeaters (boosters) which operate on vhf channels. Legislation relating to licensing of such installations is now pending before Congress. Comr. Bartley dissented. Ann. Dec. 2.

Commission announced that following letter requesting certain information is being sent to all am, fm and tv broadcast stations:

"Pursuant to the authority vested in the Commission under the Communications Act of 1934, as amended, you are requested to file with the Commission not later than January 4, 1960, *verified and in triplicate*, the following information:

"1. Since November 1, 1958, what matter, if any, has been broadcast by any of your stations for which service, money or any other valuable consideration has been directly or indirectly paid, or promised to, or charged, or accepted by your station or stations, or anyone in your employ, or independent contractor engaged by you in furnishing programs, from any person, which matter at the same time so broadcast has not been announced or otherwise indicated as paid for or furnished by such person?"

"2. What internal controls and procedures have you established to provide you with information concerning the remuneration, other than that paid by you, that has been or may be received by individuals in connection with participation in the preparation and presentation of programs broadcast by your station?"

"A separate verified statement shall be filed for each AM, FM and TV broadcast station." Ann. Dec. 3.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by Southbay Bcstrs. for extension of time to Dec. 16 to file its opposition to petition by KFWB Bcstg. Corp., to enlarge issues in proceeding on Southbay's application for new am station in Chula Vista, Calif. Action Dec. 3.

Granted petition by Broadcast Bureau for extension of time to Dec. 8 to file petition for review of Nov. 17 order granting motion by Skokie Valley Bcstg. Co. for leave to amend its am application which is in consolidated

proceeding with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Dec. 3.

Granted petition by The Enterprise Co. for extension of time to Dec. 4 to file exceptions to initial decision in Beaumont, Tex., tv ch. 6 remand proceeding. Action Dec. 3.

Granted petition by Clearwater Bcstg. Corp. (WDCL) Tarpon Springs, Fla., to extent that it involves dismissal of its application of mod. of license; dismissed application with prejudice. Action Nov. 30.

Scheduled hearings on dates shown in following proceedings: Jan. 11, 1960: Wood Bcstg. Inc. (WOOD-TV) Grand Rapids, Mich., to change facilities; Feb. 4: Tri State Bcstg. Co. (WONW) Defiance, Ohio; Feb. 8: applications of Laramie Broadcasters for new am station in Laramie, Wyo., et al. Action Dec. 3.

Granted petition by Fort Wayne Bcstg. Co. Fort Wayne, Ind., for extension of time to Dec. 14 to file opposition to petition by South Bend Tribune (WSBT) South Bend, Ind., for leave to intervene in consolidated proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Dec. 3.

Scheduled oral argument for Dec. 8 at 9:30 a.m., on petition by Graves County Bcstg. Inc., to dismiss without prejudice its application for new am station in Providence, Ky., which is in consolidated proceeding with am application of Muhlenberg Bcstg. Co. (WNES) Central City, Ky. Action Dec. 3.

By Chief Hearing Examiner
James D. Cunningham

Scheduled for hearing on Jan. 13, 1960 am protest proceeding on applications of Old Belt Bcstg. Corp. (WJWS) South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE) Martinsville, Va. Action Dec. 2.

By Hearing Examiner J.D. Bond

Granted request by Irvanna Bcstg. Co. and John K. Rogers for extension of time from Dec. 7 to Dec. 21 to exchange drafts of engineering exhibits in proceeding on their applications for new am stations in Irvine, Ky., and Bristol, Tenn., et al. Action Dec. 3.

Granted petition by Broadcast Bureau for extension of time from Dec. 1 to Dec. 8 to file proposed findings and conclusions in proceeding on am application of Charlotte Radio & Television Corp. (WGIV) Charlotte, N.C. Action Dec. 3.

Granted petitions by Gertrude Baker, Popular Bluff, KGMO Radio-Television Inc. (KGMO) Cape Girardeau, both Missouri, and Northwest Mississippi Bcstg. Co., Senatobia, and Star Group Bcstg. Co., Jackson, both Mississippi, for leave to amend their applications involving 1550 kc to reduce proposed operating power of each from 10 kw to 5 kw; applications are in consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. for appeal purposes, effective date of order is Dec. 2. Action Dec. 1.

By Hearing Examiner Basil P. Cooper

Received in evidence exhibits III-A and B by WPRO Inc. (WPRO) Guaynabo, P.R., and stipulation in proceeding on am applications of WPRO Inc. and Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I. and record closed. Action Dec. 3.

By Hearing Examiner Thomas H. Donahue

On petition by Robert Burdette & Assoc. Inc., West Covina, Calif., and with consent of all other parties, continued dates for filing proposed findings and replies scheduled for Dec. 1 and 10 to dates to be determined after hearing has been held on issue recently inserted into this proceeding by memorandum opinion and order, released Nov. 20 on am applications of Robert Burdette & Assoc. Inc., et al. Action Dec. 1; dismissed petition by Robert Burdette & Assoc. Inc. to reopen record. Action Dec. 2.

Issued memorandum opinion and order covering pre-hearing conference in proceeding on application of M.V.W. Radio Corp., for new am station in San Fernando, Calif., et al., formalizing certain rulings made; scheduled hearing for April 1, 1960. Action Dec. 1.

Granted petition by Broadcast Bureau insofar as it requests that application of Pan American Radio Corp. for new am station in Tucson, Ariz., be placed in pending file and retained in hearing status. Action Dec. 2.

Upon request by Island Teleradio Service Inc. and with concurrence of all other parties, scheduled hearing for Jan. 26, 1960 on Island's application and that of Supreme Bcstg. Inc. of Puerto Rico for new tv stations to operate on ch. 10 in Charlotte Amalie, St. Thomas, V.I. Action Dec. 3.

Continued on page 133

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Lincoln Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING
1470 EAST VALLEY ROAD, SANTA BARBARA, CALIF., WOODLAND 9-0770
EASTERN AFFILIATE — R. C. CRISLER & CO., INC.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind 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, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

5 kw network affiliated radio station in southwest seeks general manager. Send full resume, picture, including salary to Box 536R, BROADCASTING.

Virginia—new daytimer, competitive market, needs manager-salesman January 1st. Box 553R, BROADCASTING.

Can you announce? Can you sell and service? Can you program? Are you honest? Are you sincere in your efforts? Are you sober? Would you be happy in a small town with the opportunity to become assistant manager to our station? Do you think you are capable of making friends and holding them? Can you be available by January 1? If the above questions haven't scared you from answering this ad perhaps the next one will. Are you willing to work for a reasonable salary with opportunity of working into an assistant manager's position with higher salary? If you can answer all these questions "yes" then finish reading this ad, because we want you. We are a station of 1000 watts in western North Carolina. If you have limited experience you will not be ruled out, we are more interested in the person than his experience. Box 559R, BROADCASTING.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

\$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

\$100-\$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Immediate opening for aggressive time salesman. Guarantee against 14% commission. Established accounts plus good prospect list makes this a \$750-\$900 per month position. Reply Box 484R, BROADCASTING.

Experienced salesman for top-rated radio property excellent market in New York state. Good salary plus commission. Station is member of group operation offering many extra benefits. Opportunity for advancement to right man. Send full details first letter. Appointment will be arranged. Box 506R, BROADCASTING.

Small market Oklahoma station wants aggressive salesman. Experience secondary. Will train the right man. Box 538R, BROADCASTING.

Virginia—new daytimer, competitive market, needs salesman-announcers January 1st. Box 554R, BROADCASTING.

FM sales executive opportunity. New Detroit station. Preferably under 35, with fine arts interests and 4 years radio sales. Forward detailed resume with three business references. All replies kept confidential. Box 556R, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Immediate opening for salesman and announcer or announcer-copywriter at new community station in family group. Good salary and working conditions. Excellent future with advancement for right man. Telephone Swan 3-4104. Plymouth, North Carolina or write WPNC.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

If you're 30 or so, have several years solid commercial radio background, including news gathering and writing experience, here's your opportunity: combination deejay and newsmen on evening shift till 10:30 p.m. at northeastern Illinois kilowatt. Format station emphasizing local news, sports and adult music—standard and pop tunes with strong melody. No top 40, no rock 'n' roll, no country and western, no rhythm and blues. Personal interview required. Free life, hospital, medical insurance, sick pay bonus, pension plan. List age, education, family status, references, experience in detail. Box 369R, BROADCASTING.

Announcer—first phone, no maintenance. All night show midwest metropolitan market. Box 390R, BROADCASTING.

Wanted: Mature, experienced announcer. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

Engineer-announcer for 1 kw daytime and fm station. Located in Ohio River Valley. Send full details. Box 529R, BROADCASTING.

Announcers 2. (1) some experience. (2) good training and background. Send only resumes. Box 531R, BROADCASTING.

Oklahoma station wants young, aggressive deejay immediately, over one year experience. Send tape, resume first letter. Box 537R, BROADCASTING.

Washington, D.C., indie has opening for experienced, modern disc jockey. Send tape et al. Box 539R, BROADCASTING.

1st phone announcer: Must be top air salesman. Start \$110.00 central mid-west. No engineering. Box 567R, BROADCASTING.

New Jersey. Experienced announcer-newsman. Must be good. Excellent opportunity. Send complete information and tape. Box 571R, BROADCASTING.

Attention c&w dj's. I need two top-notch c&w dj's by the first of the year—morning and afternoon man. If you are tops . . . if you like friendly country radio . . . if you can and will sell for 15% commission . . . repeat . . . if you can and will sell . . . if you like the sound of \$125 per week . . . family insurance mostly paid . . . other benefits . . . and security, then write me air mail today. Please keep in mind that I am looking only for top-flight men, your air work and sales must be excellent and your habits and morals unquestionable. If you are one of the two men I want, you will be joining a mid-Atlantic group of six radio stations. Before I hire you, I will thoroughly check your credit and other references. Write today. Enclose your phone number, and if you sound good I will call you, then be prepared to send a tape. We are a country and farm station in Virginia's Shenandoah Valley with the advantages of non-pressing small town living. Box 575R, BROADCASTING.

Wanted, experienced announcer. Friendly style adult programming. Immediate opening. Box 576R, BROADCASTING.

Three city chain of modern radio stations expanding. Needs three disc jockies experienced in the new radio with accent on imagination and creative ability. Money good, need immediate. Send tape, photo and resume first letter to Box 584R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Michigan 5 kw daytimer has opening for announcer. Excellent working conditions. First class ticket helpful, but not essential. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

Smooth, intelligent announcer with emphasis on enthusiasm who likes swinging operation wanted immediately. Will consider first class ticket holder as chief and announcer or a straight announcer. Contact Frank Haas, KAGE, Winona, Minnesota.

Announcer for top community service station, no top 40 dj's. Send full details and tape to KBRZ, Freeport, Texas.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Announcer with first phone for night shift. You'll love KCOW Radio, Alliance, Nebraska. Permanency!

Expanding announcing staff. Excellent opportunity for beginner with potential. Resume, tape, first letter to Ralph L. Hooks, KDLA, De Ridder, Louisiana.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Wanted: Announcer with first ticket, no maintenance. Apply WAMD, Aberdeen, Md.

Thirteen year old station with top ratings appealing to family audience adding morning man and afternoon jockey. No formula or r&r; we beat them both. Our employees average 6 years service so we feel it reasonable to require that applicants have served in present job at least three years, but we will listen to well trained newcomer with exceptional talent. You will live in fine city and work with excellent equipment at station considered by audience and advertisers as No. 1. Everyone gets along famously together and we all work together to keep the station on top. Send resume, photo, tape, income requirement, and state whether you prefer morning or afternoon and why. Tapes returned. Ed Dunbar, Manager, WBBQ, Augusta, Ga.

Start 1960 right! In the job you've been wanting for so long—at WEYS. If you are a good, sensible announcer who likes good radio in a good community and can handle the morning shift, you'll like it here. Applicants with a first phone especially welcome. WEYS, Canton, Illinois.

Play-by-play all sports and news editor combination opening. No board. KCOW Radio, Alliance, Nebraska.

Eastern North Carolina station needs experienced announcer immediately. Good future for right man. Send full information to W.R. Ward, Mgr., WCPB, Tarboro, N.C.

Wanted: Air personality also newsmen for five kw. Replace men moving to major markets. Up to \$150.00 if first phone. Must move tight production. Jim Duncan, WGGH, Marion, Illinois.

New modern sound, WIVY, Jacksonville, Florida. Need swingin' man at \$100.00 per week start. Send facts, tape, to Roger Roach, WIVY, Jacksonville, Florida.

We need a morning man that likes to combo. First class ticket, no maintenance. Adult programming on commercial station. Must be sharp announcer. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

WNCO is adding another announcer to its growing staff. Wonderful opportunity for the right man. Contact John Cigna, WNCO, Ashland, Ohio.

Help Wanted—(Cont'd)

Announcers

Experienced, sharp, mature staff announcer being sought by net affiliate with music-news format. Permanent position with an "UP" future. Send tape, experience, picture to Joe Butler, WKLZ, Box 663, Kalamazoo, Mich.

Wanted, experienced announcer for modern good music station in upstate New York. Send resume and tape to Radio Station WOKO, Albany, New York.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers! Experienced? Opportunities in many markets. Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished showcase? See New York School of Announcing display ad in Help Wanted column.

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

Virginia—new daytimer needs engineer-announcers January 1st. Box 555R, BROADCASTING.

Chief engineer with announcing or sales ability for small market daytime station in western North Carolina. Salary open. Write Box 1114, Sylva, North Carolina.

First phone operator. Experienced. Make more money through sales. 20 hours operating. \$100 weekly against commission. Contact KCHJ, Delano, California.

Experienced engineer for studio maintenance. Must be familiar with DuMont equipment. Will send right man to Ampex Video-tape school. Contact Chief Engineer, KOOL-TV, Phoenix, Arizona.

Help Wanted—(Cont'd)

Technical

5 kw fulltime DA-N midwest city 100,000 needs chief engineer. Contact KRES, St. Joseph, Missouri.

Wanted, combination engineer-announcer. Good salary according to proven record and good references. Permanent and good future. Write giving full history and details. Applications confidential. Baldwin Goodwin, Jr., General Manager, WKIZ, Box 1487, Key West, Florida.

Engineer-announcer. Immediate opening for capable first ticket engineer, experienced announcer, proficient air-salesman in ideal community. Two station chain with excellent opportunity for advancement. Must be willing to work. \$425.00 to start. Joe Haas, WLOI, La Porte, Indiana, 4144.

Our engineer drafted—need chief engineer that can announce. 35 miles from gulf coast. Good pay with benefits. Send tape and resume. WRJW, 5000 watts. Picayune, Miss.

Maintenance engineer — first-class license. Two years radio and/or tv station experience. Salary \$450 a month to start. Write University of Minnesota, Civil Service Department, Minneapolis.

Excellent opportunity for advancement for a transmitter engineer, WAMS. Your predecessor has been promoted within our organization. Maintenance experience helpful. Send photo and resume to Tim Crow, Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

Production-Programming, Others

Wanted: First class newsmen. Must be hard worker, have car. Good future for right man. Send details to Box 427R, BROADCASTING.

Copy gal to write creative hard-sell copy for leading eastern music-news station. Good pay and working conditions. Enclose continuity samples, experience and snapshot. Box 622P, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Needed immediately. Experienced, alert radio newsmen for opening on fast-paced, top-flight news staff at number one station in major southwest market. Must be able to broadcast news as well as gather. Pays top salary. Replaces man promoted within organization. Send tapes and resume to Box 518R, BROADCASTING.

News editor-newscaster. Midwestern urban-rural community station. Experienced gathering local news. Community-minded. Excellent opportunity. Write all details including salary required. Box 551R, BROADCASTING.

Newsman. One of northern Ohio's top independent radio stations seeks a well schooled and experienced newsmen who appreciates modern radio news and knows how to gather it. This man will deliver major newscasts throughout the day and must have a mature and authoritative delivery. Complete responsibility for the newscast will be his. Can you handle it? Send a tape and resume to Dick Carr, WCUE, Akron 8, Ohio.

News Director—Must be aggressive, competitive, capable of heading two-man news staff, able to cover, write and deliver local news for a top 250 watt independent radio station in northern Ohio. Top fringe benefits—salary commensurate with experience and ability. Send resume, picture and tape to Program Director, WLEC, Sandusky, Ohio. Need approximately January 1, 1960. We will ask for personal interview.

Long established 4-A agency in southwest has immediate opening for experienced tv-radio copywriter/production supervisor. Must have thorough knowledge and experience in writing and production techniques for both mediums. Prefer college graduate. Agency background desirable but not mandatory. Excellent opportunity and growth potential for right man. Send complete resume, including previous salaries, and photo air mail to: Ward Hicks Advertising, 315 Gold Avenue, SW, Albuquerque, New Mexico.

RADIO

Situations Wanted—Management

Need rating and billing to prove station value? Can produce both — four station proven record available. Top 40 or better music. Trouble shooting my specialty. major and medium markets. 37—14 years sales and management. Challenge important, so is money. Currently major market. Box 522R, BROADCASTING.

Experienced manager now employed in metropolitan market southwest looking for job offering ownership possibilities. Box 533R, BROADCASTING.

California manager—18 years, excellent references—guarantee profits. Available immediately. Box 547R, BROADCASTING.

Young, experienced small market sales-manager wishes management opportunity. Married, veteran. Box 550R, BROADCASTING.

Experienced, mature, college man, with the know-how and drive to help your operation. I'm seeking a position of manager or program director in medium to small market. For best references or information write Box 564R, BROADCASTING.

Number 2 man to assist president or general manager in major market. 17 years experience on sales and management level all phases radio, television and agency. Stations 250 to 50,000 watts. Markets 10,000 to 2,000,000. One of best over-all records in the industry. With present employer 11 years in one of first five markets. Happily married, two children. Excellent references. Box 569R, BROADCASTING.

Wanted—Opportunity to make your station more successful in 1960. Veri Bratton, Management Consultant, 1205 LaPaloma Way, Colorado Springs. Will be in Chicago first week January. % W.O. Rice, Harris Trust & Savings.

Immediate openings at RCA for . . .

BROADCAST SYSTEMS ENGINEERS

Highly responsible positions are open to men who have experience in audio and TV equipment applications in broadcast studios. Salaries and opportunities for professional growth are both excellent.

As an RCA Broadcast Systems Engineer, you will work directly with such customers as radio and TV stations and recording studios. Acting in an advisory capacity, you can be the man who analyzes the customer's needs and designs the system which specifically answers his requirements.

You may work with TV installations (either black and white or color), AM-FM, Hi-Fi and stereo audio equipment, terminal equipment, mobile or closed circuit systems. Components include the latest and most exciting RCA products such as cameras, mikes, consoles, audio and video tape, loudspeakers, projectors, amplifiers, transmitters, multiplexors, etc.

FOR INTERVIEW WITH ENGINEERING MANAGEMENT

Send
resume
to

Mr. V. E. Broad
Box ZC-14M
Professional Employment
RCA,
Bldg. 10-1
Camden 2, New Jersey



RADIO CORPORATION OF AMERICA

Industrial Electronic Products

Situations Wanted—(Cont'd)**Sales**

Salesman-announcer, Radio-tv, 8 years experience, married, age 32, Southeast or southwest. Box 520R, BROADCASTING.

Experienced Colorado salesman available soon. Proven sales record. Family man. Excellent background, references. Box 548R, BROADCASTING.

Attention brokers! Agencies! Experienced young college graduate desires opening with media broker or advertising agency. Married, 26, child. Experience as radio time salesman, tv time salesman, tv sales manager. Currently managing radio station—all with same company. Box 560R, BROADCASTING.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Honest, good music, morning man. Fifteen years. No screamer. Adult. Box 462R, BROADCASTING.

Experienced announcer, young, veteran, runs own board, seeks position with advancement possibilities, nights, travel anywhere. Box 463R, BROADCASTING.

Something different. Announcer-copywriter. Touch of Erin. Sales, promotion too. Box 515R, BROADCASTING.

Swinging disc jockey. Intelligent. Read good commercial. Can sell too. Box 516R, BROADCASTING.

West Coast: 2½ years experience radio, television. Versatile, adult music, classics, jazz, news, sports. College graduate. Veteran. Available February 1st. Box 523R, BROADCASTING.

Personality-dj. Bright, cheerful, experienced. Creative showman. References, tape available. Box 526R, BROADCASTING.

Announcer-salesman. "Tremendous". Personality, experienced. Runs own board—N.Y. college grad. Desires relocating in the Raleigh, N.C.—Washington, D.C. area. Impeccable taste in music. No r&r or c&w. Box 530R, BROADCASTING.

Versatile, good music and newsman. Commercial specialist. Try me. Box 532R, BROADCASTING.

Five years radio staffing, news gathering and airing. Worked Boston's two top stations. Go anywhere with security and salary potential. Box 540R, BROADCASTING.

Radio personality-announcer, experienced from 250-10,000 watts, news background. No top-40 stations please. Prefer eastern market. Available February 1, 1960. Box 544R, BROADCASTING.

Full, rich background in listenable music with soft sell that works. Ready for step-up in February, 1960 within eastern market. No formula or top-40 outlets. News background and tv announcing. Six years experience from small to major markets. Box 545R, BROADCASTING.

DJ experienced, married, music and news. Vet. mature, available now. Box 549R, BROADCASTING.

Experienced young announcer wishes to relocate in upper midwest. Good commercial delivery. Handle sales and copywriting equally well. Box 562R, BROADCASTING.

Radio-tv announcer, college graduate, network calibre. Now in competitive market, desires position with potential in metropolitan area. Strong on news. Box 565R, BROADCASTING.

Experienced announcer, dj, program director, copywriter, scriptwriter and salesman. Also experienced in tv. Seeking opportunity to learn sportscasting and striving for a managerial position. Full details, tape and photo upon request. Box 566R, BROADCASTING.

Country music dj, available. Best references, reliable, sober, creative, knows programming, promotion. Box 568R, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Speak to me of five figures! Making bosses first in market is my business. Talk show or news director for radio and tv, or combination. 11 years experience in news. Will be in Rose Bowl New Year's Day, but can be on your station the following Monday. Box 583R, BROADCASTING.

Staff announcer—restricted license. Some air experience as emcee. Do best on news, commercials and disc shows. Box 183, Mendota, Illinois.

Announcer, dj. Green as the hills, personality as high as the sky. Limited show biz background. Top salesman, family, relocate, minimum salary. Age 34. 29536 W. Chicago, Livonia, Michigan.

Available—topnotch, experienced, stable, versatile announcer-news caster. Desires aggressive station. Phone: Justice 3-0884, Norfolk, Virginia.

News caster, good music specialist, mature voice, excellent diction. Write continuity, sell. Personal audition for any major southern market. Tape available. Jerome Benjamin, 1181 Stewart Ave., S.W., Atlanta 10, Georgia.

Casey Clark, country and western dj and banddance promoter, available, January 1st. WNAX, Yankton, S.D. Phone North 5-2550.

Negro dj. Mature voice, professionally trained. Bob Lee, 6028 S. Drexel, Chicago. Dorchester 3-1958.

7 years radio, tv, C&W, di, salesman, pop dj, "former entertainer Jubilee U.S.A." Looking for permanent, secure job. Will go look over good replies. Prefer south and Texas. Jack Reno, Box 51, Bloomfield, Iowa. Ph. 667.

Technical

Experienced engineer. No announcing. Available immediately. Radio or tv. Box 344R, BROADCASTING.

Chief engineer, 5 kw up, d.a. or multiple operation. 21 years experience technical, administration, construction and some tv. Want to settle in good western community. Box 534R, BROADCASTING.

Transmitter engineer. \$90/week. Separate transmitter within 12 miles low-rent, now near Richmond, Va. Immediate. Anywhere. Box 558R, BROADCASTING.

Start the year off right with a new engineer. Experienced chief engineer with mediocre announcing ability desires chief engineering position in 1 or 5 kw station with 20 hours of announcing, in Arkansas, Louisiana, Oklahoma, or Texas. Experienced in maintenance of Magnecord recorders. All inquiries will be promptly answered. Box 561R, BROADCASTING.

Employed mature adult, combo experience, at present chief engineer. Wish relocate in southwest steady as a rock. Will exchange tape etc. for reasonable offer. Box 579R, BROADCASTING.

Chief engineer 20 years experience am-fm directionals. Best references, permanent. Bill Alford, P.O. Box 902, Lakeland, Florida.

First class licensed engineer with announcing experience available. For details phone Palatka, Florida 5-3991.

Situations Wanted—(Cont'd)**Technical**

Radio-tv engineer-manager, registered engineer D.C. First phone, etc. Many years experience desires join D.C. consultant as associate or buy into partnership. Box 586R, BROADCASTING.

Production-Programming, Others

Sports director. Currently with tv and am station in large eastern market. Also staff work. Excellent play-by-play. College grad. 33 years old, married, two children. \$150-minimum. Box 431R, BROADCASTING.

News director-reporter. 3 years in midwest am-tv, B.S. Radio-tv journalism, 16mm and 35mm photographer, good am-tv delivery. High calibre, 25, married. Box 467R, BROADCASTING.

Program director, 12 years radio experience. Programmed for station that reached 60% rating in 4 station market. Age 31. Also top jock. Box 524R, BROADCASTING.

Copywriter. Start the new year right. Consider everything. Samples available. Box 525R, BROADCASTING.

Tired female gypsy wants to settle in medium sized town. In radio since 1949. Single, 34, veteran, college, radio and tv school graduate. Experienced chiefly in radio copy. Some: TV copy, tv news writing, radio traffic, women's show, concert hour. Can write copy fast if necessary. Typing fair. "Speed-writing" rusty. Box 543R, BROADCASTING.

Experienced newsman-announcer, 24, B.A., recent vet. Gather, write, air. Copywriting. East coast preferred. \$4600 minimum. Bernie Shusman, 1013 E. Phil-Ellena St., Phila., Pa. LI 8-3903.

TELEVISION**Help Wanted—Management**

Wanted—General manager for network affiliated television station in sizable market. Only fully experienced executive with complete management background should apply, stating his detailed record and references (also picture) to Box 535R, BROADCASTING.

Sales

Young, aggressive television salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTHO-TV Casper, Wyoming.

Sacramento, California, nation's 48th market. \$1,000 night basic hourly rate. Corinthian station wants an aggressive, imaginative salesman who can keep pace in California's state capitol. Contact Mr. Jim Osborn, Sales Manager, KXTV, CBS Affiliate, Channel 10, 601 7th Avenue, Sacramento, California.

RESEARCH DIRECTOR

To organize and head research and statistical department for national film television production distribution company in Los Angeles area. Applicant must have had related education and experience in this field or with a top agency. Submit details of education experience and salary requirements to:

**P.O. Box 48458, Briggs Station
Los Angeles 48, California**

Help Wanted—(Cont'd)**Announcers**

Southwest radio and television station is seeking the best announcer available for our budget. Combination man as staff for adult musical format on radio and live commercials on television. Send full information, age, references, recent photo and starting salary requirements to: Clarke Brown Company, 1507 Southland Center, Dallas, Texas.

Technical

Supervisory engineer with 5 years tv experience as chief maintenance by Northwest University town of 40,000. Excellent living conditions, moderate 4 season climate. State references past experience and salary requirements to Box 519R, BROADCASTING.

One or more first class colored tv operators to work in Puerto Rico. Reply to Carl H. Butman, 892 Nat'l Press Bldg., Washington 1, D. C.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Top tv station in Puerto Rico needs maintenance personnel with first class license. Three years minimum experience. Forward resume and salary expected to: Telemundo, Engineering Department, Box 5096, Puerta De Tierra Sta., San Juan, Puerto Rico.

Production-Programming, Others

Film director to take over and reorganize film department mid-west tv station. Thorough knowledge of film operation essential. Film buying experience not necessary. Send full resume, salary requirements and date you are available for work to Box 492R, BROADCASTING.

Help Wanted—(Cont'd)**Production-Programming, Others**

Sacramento, California is booming! Are you ready to join the Gold Rush? Volume local business needs "sell" copy. Production experience is a plus. Samples? Salary? Experience? Contact Mr. Dean Borba, Program Manager, KXTV, CBS, Corinthian Station, 601 - 7th Avenue, Sacramento, California.

Continuity director to take charge of 3-person department. Must be experienced, creative writer with college background. Send samples, photo, all information first letter. Robert H. Kriehoff, WTOL-TV, Toledo, Ohio.

TELEVISION**Situations Wanted—Management**

General or sales manager: Formerly general sales manager, one of the first 25 tv markets. Station changed management. Offer 18 years management experience radio and television in programming and sales. Outstanding record and outstanding references. Box 578R, BROADCASTING.

Employment as general manager of television station or tv-radio combination. Known and respected in industry. Best references. Excellent record as a businessman, administrator, manager, sales. Your confidential reply respected. Box 580R, BROADCASTING.

Sales

Now available, executive-type salesman with 10 years radio and 5 years television experience in major markets. Commission earnings well above average. Married, sober, permanent with excellent references. Box 546R, BROADCASTING.

Technical

Experienced, uhf, new station installations, remotes, microwave, maintenance. 1st phone. Looking for advancement. Available January 1st. Interesting resume upon request. Box 323R, BROADCASTING.

Situations Wanted—(Cont'd)**Technical**

1st class tv engineer, 5 years am, 4 years color and b & w tv. All-around experience but heavy on maintenance. Presently engineer broadcast equipment manufacturing 2½ years. Desire California situation. Box 570R, BROADCASTING.

TV studio-transmitter engineer, 5 years experience, RCA graduate, 1st phone, 25, single, desires New York, New England position. Eugene Windsor, 113 Frederica Dr., Clearwater, Fla.

Production-Programming, Others

Producer-director-announcer, now in major market; ten years radio-tv-theatre, all phases, seeks better climate for family. Money secondary. Box 398R, BROADCASTING.

Director-producer. Currently jr. director midwest vhf. MS in radio and tv. Pleasant, hardworking, creative. Family man. Box 452R, BROADCASTING.

Have schooling and experience in cinematography, television, radio announcing, music, dramatics, journalism. Presently doing industrial motion picture. Desire relocate south. Age 27. Married. Box 521R, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative, versatile. Box 527R, BROADCASTING.

Top rated news director-caster wants to organize and run modern television news plant in competitive market. My know-how plus your money equals top rating. Box 542R, BROADCASTING.

Experienced, creative, producer-director. Family. All phases production. Excellent references. Box 557R, BROADCASTING.

FOR SALE

Radio broadcasting school east coast. State licensed, fully equipped, modern studios, leased in ideal location. Gross \$15,000 month, nets 20%. Needs experienced radio man to operate. Illness forces sales. \$32,500. Box 572R, BROADCASTING.

Equipment

Used 150' Windcharger Tower type 150. \$550.00 fob. 200' U.S. Tower type S-20. \$950.00 fob. Box 517R, BROADCASTING.

Complete DuMont series 15000 uhf 5 kw television transmitter. Excellent condition. Priced very low for quick sale. Send for complete description. Box 541R, BROADCASTING.

Stereo equipment for sale. A Rondine deluxe 3-speed turntable—G.E. tone arm. G.E. "Golden Classic" cartridge. High quality G.E. transistor dual pre-amps and matching transformer for 600 ohm input. This complete unit only \$150. WDEJ-Radio, P.O. Box 150, Roanoke, Va.

Mole-Richardson 103 boom on brace triangular rolling stand. Best offer. You pay shipping. Call, wire, write, WENH-TV, Durham, N.H.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: \$11,500. WSL-TV, Harrisburg, Ill. Channel (3).

Video monitors. Closed circuit and broadcast. See Foto-Video Laboratories ad today on Page 121.

Disc recorder, Presto 8D-G. Fairchild 539 lathe with head. Presto 92-B amplifier. T. H. Jones, 519 4th. Street, N.W., Rochester, Minnesota.

Miratel tv monitors demonstration units. New warranty 15-17" metal cabinets \$215.00 each. 9-17" veneer cabinets \$185.00 each. Complete line of new units available in 8", 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Microwave transmission line—Andrew 1½" Rigid 51.5 ohm, teflon insulated. Large quantity complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

PRESTIGE RADIO STATION FOR SALE

Powerful, fulltime, Independent in rich, major Southwestern city. Has averaged gross of about \$1,000 per day for several years with semi-classical music. Cash flow now approximately \$15,000 per month. Depreciation and other write-off factors in excess of \$400,000 make this an obvious self-liquidating, blue-chip buy.

Ailing owner will be in New York and/or Washington, D.C. from now to January 1st. I will NOT mail out P & L Statements, Balance Sheets, inventory lists, etc. These will be shown only to qualified principals during personal interview in East.

Minimum of \$300,000 cash down required (balance in secured paper) against \$800,000 purchase price or will sell for \$700,000 all cash. Will not dicker or waste time with go-between. Letters not telling all will be ignored.

Write, in confidence, to **OWNER**

Box 585R, BROADCASTING.

WANTED TO BUY

Stations

Want to retire? Let me buy in and manage with eventual ownership in view. Twenty years experience in radio and tv. Prefer midwest or New England 250 station. Other locations definitely considered. Box 188R, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Wilt Gunzendorfer, station broker, has clients who want to buy stations. Write, wire 8630 W. Olympic, Los Angeles.

Equipment

Wanted. Used in good condition. One General Electric BT3-A or BT3-B 3 kw fm transmitter. Box 500R, BROADCASTING.

Used 250 watt transmitter in good operational condition. Also two used tape recorders of broadcast quality. Box 507R, BROADCASTING.

Wanted in mid-west, used 200 to 500 foot self-supporting or guyed tower capable of supporting multi-bay antenna for fm. Write Radio Station WAJC, Butler University, 1204 North Delaware Street, Indianapolis 2, Indiana.

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

Need 900 feet 3 1/4" Styroflex transmission line. Call or write D.B. Ekberg, WLOL, Minneapolis, Minn.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Film line—16mm negative processor K jr. Write or call United Broadcasting Company, Shoreham Hotel, Washington, D.C.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

A review that places you in position to pass FCC exams. Very inexpensive. Free literature. "Electronics Unlimited", Box 10634, Jackson 9, Miss.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Sales

EXCELLENT FINANCIAL OPPORTUNITY

On 5kw CBS middle Atlantic area. Sales manager with executive ability to do personal selling and coordinate work of 3 salesmen on local, regional and national level. Salary. This is a permanent facility with long range plans. Box 443R, BROADCASTING

SALES ENGINEER WEST COAST

The Company: Major midwest broadcast equipment manufacturer.

The Position: Sales engineer to travel and call on radio stations in California and Oregon, headquartered in Bay Area. Technical background essential.

Opportunities: Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. A permanent position with an excellent future.

Send complete resume to Box 502R, BROADCASTING.

IF

You have a proven radio sales record—

If you want the biggest earnings in your life—

If you want to sell the top station in the number #1 Mid-South market—

If you want to belong to the fastest growing group operation in the Nation—

If you have a hunk of paper, a picture, a story to tell us, and a 4¢ stamp—then send it to:

Box 577R,
BROADCASTING.

Help Wanted—(Cont'd)

Help Wanted—Announcers

UNUSUAL OPPORTUNITY

For extraordinary radio personalities. If you have the talent, intelligence and background required of top radio performers, there is a spot for you on the staff of one of the west coast's leading stations. Send tape, resume, photograph, salary desired, immediately to:

Box 574R, BROADCASTING

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOW-CASE?

ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.

"Let us analyze present tape. NO CHARGE."

*** Call . . . MR. KEITH . . . SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

RADIO

Situations Wanted—Announcers

TOPNOTCH ANNOUNCER AND RADIO PERSONALITY

A fluke situation makes available a pro with adult appeal who is completely versatile be it music, news, sports, commercials or production. Past 11 years NBC staff in Chicago with reputation for quality and integrity. Long list of credits, widely traveled, knowledgeable. Financially responsible—no taint of Payola. Solid permanent connection desired. Starting date need not be immediately. Prepared for in-person interview at my expense. Let's talk first. Chan, phone Diversey 8-0459 in Chicago at 2134 North Hudson.

STRENGTH NEEDED

to follow your morning man? We're husband and wife team with NY performing and arranging background plus two years as DJ's with chain which has gone formula. We feature music chosen by listening, not by charts or persuasion. Available January, will go anywhere responsible talent is wanted. While proving our effectiveness in your market, will accept short-term agreement with management option to renew. Phone or write Peggy and Tom Eldridge, Hollidaysburg, Pa., Owen 5-4882 or 3044.

MISCELLANEOUS

RADIO CONSULTANTS

Successful group ownership offers experience in

Management
Programming
Engineering

And all phases of money making operation of radio stations

Financing available if desired or needed. Fee or percentage basis. All replies confidential.

Box 581R, BROADCASTING

FOR SALE

Equipment

Standard Electronics 40kw hi-band vhf television transmitter type TH-644. Final amplifier consists of two units which may be operated independently with an output power of 20kw or a combined power of 40kw.

RCA type PT-2, 2kw high channel vhf transmitter. RCA type TF12AH antenna.

483' Blaw-Knox type H-40 self-supporting steel tower.

For further information on any of above items, phone or write:

Glenn G. Boundy
STORER BROADCASTING COMPANY

1177 Kane Concourse
Miami Beach, Fla.
Tele: Union 6-0211

WANTED TO BUY

Stations

RADIO STATIONS WANTED

Successful group ownership with excellent financial references interested in acquiring additional radio properties. All replies confidential.

Box 582R, BROADCASTING.

EMPLOYMENT SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic south-east. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement

458 Peachtree Arcade
Atlanta, Ga.

Sam Eckstein JA 5-4841

STATIONS

FLORIDA

By owners, excellent growing market, all new equipment, excellent earning and growth record. Number one in market by all surveys since 1958. Financial references required. No Brokers.

Box 358R, BROADCASTING

Ariz.	Metro	5 KW	115M	Terms
Calif.	Metro	500 W	225M	Terms
Colo.	Medium	1 KW	300M	Terms
Nev.	Medium	1 KW	200M	Terms
N. Mex.	Medium	1 KW	265M	Terms
Okla.	Small	1 KW	60M	Terms
Oreg.	Metro	1 KW	175M	Terms
Wyo.	Small	250 W	60M	Terms

BUSINESS FINANCE SERVICE CORP.

MEDIA BROKERS

817 17th St. Denver, Colo.

DOUGLAS, ARIZONA

1,000 watt Daytime. New BTA-1R RCA transmitter. Absentee owner. \$45,000 cash or \$50,000 with 29% down. Good potential.

Box 563R, BROADCASTING

MONEY MAKING

Small town kilowatt daytimer in southeast resort area. Ideal for owner-operator. Good climate, hunting, fishing, boating. Netting average over \$1000 monthly on \$60,000 annual gross. Paying manager well under absentee ownership operation. \$75,000. 29% down.

Box 552R, BROADCASTING

Iowa	Single	1kw-D	125M	terms
La.	Single	250w	45M	terms
Minn.	Single	500w	85M	terms
Ala.	Single	1kw-D	35M	terms
Calif.	Single	250w-F	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Ariz.	Small	1kw-D	65M	terms
Ala.	Medium	250w-F	160M	terms
N. Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	50M	terms
Gulf	Metro	1kw-D	100M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.

CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

FOR SALE

I CAN HELP YOU FIND A GOOD BUY

Verl Bratton,
Management Consultant
1205 LaPaloma Way,
Colorado Springs.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

THE OFFERING THIS WEEK—

A MERRY
CHRISTMAS
A HAPPY
NEW YEAR

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers—Consultants
8630 W. Olympic Los Angeles, Calif.

Texas regional, single market. Making money. \$79,500 \$19,500 down—South major regional day. \$300,000 25%—Southwest fulltime regional. Nice profits. Some real estate incl. at \$350,000 \$100,000 down. Bal. easy.—Texas fulltime, single. In black. Xmitter site, office bldg. incl. at \$48,000 \$16,500 down.—Southwest secondary, Regional day. Making money. \$143,000 29%—Southwest major, day. In black. \$225,000 29%—Top Midwest single under 20,000 pop. Good profits. \$125,000 29%. Contact **PATT McDONALD, BOX 9266, AUSTIN, TEX. GL. 3-8080** or Jack Koste, 60 E. 42nd, NY 17, NY. MU. 2-4813.

NORMAN & NORMAN

INCORPORATED
Brokers — Consultants — Appraisers

RADIO-TELEVISION STATIONS

Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations

Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.

If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, Calif.
Hollywood 4-7279

Scheduled prehearing conference for Dec. 18 in consolidated proceeding on am applications of Cannon System Ltd. (KIEV) Glendale, Calif., et al. Action Dec. 3.

By Hearing Examiner Charles J. Frederick

Granted motion by Gospel Bcstg. Co. for extension of time from Dec. 1 to Dec. 31 to file findings of fact and conclusions of law and from Dec. 16 to Jan. 15, 1960 to file reply findings in proceeding for consent to assignment of licenses of KPAM and KPFM (FM) Portland, Ore. Action Nov. 30.

Granted petition by Broadcast Bureau for extension of time from Dec. 1 to Jan. 18, 1960 to file proposed findings and conclusions and from Jan. 4 to March 1, 1960 to file reply findings, Dec. 1 to Jan. 18, 1960 to file motions to correct transcript of record and from Jan. 4 to March 1, 1960 to file statements in support of or in opposition to motions to correct transcript of record in proceeding on application of WHAS Inc. (WHAS-TV ch. 11), Louisville, Ky. Action Nov. 30.

By Hearing Examiner Millard F. French

On own motion, and with the consent of all parties, reopened record in Largo, Fla., tv ch. 10 proceeding, for limited purpose of further discussions and arguments as to filing of proposed findings and conclusions, and scheduled hearing for 2:30 p.m., Dec. 4. Action Dec. 4.

By Hearing Examiner Annie Neal Hunting

Continued hearing from Jan. 7 to Feb. 12, 1960, in proceeding on application of Tri-State Bcstg. Co. for new am station in Summerville, Ga. Action Dec. 3.

Continued hearing from Jan. 11 to Feb. 15, in proceeding on applications of James J. Williams and Charles E. Springer for new am stations in Williamsburg and Highland Springs, Va. Action Dec. 3.

Granted petition by United Bcstg. Co. (KVOG) Ogden, Utah, for continuance of dates designated for various procedural steps in proceeding on its am application, et al. Action Dec. 1.

Scheduled prehearing conference for Dec. 18 at 9:30 a.m., in proceeding on application of Ulster County Bcstg. Co., for new am station in Ellenville, N.Y. Action Nov. 30.

By Hearing Examiner H. Gifford Irion

Granted petition by Des Plaines-Arlington Bcstg. Co., for leave to amend its application for new am station on 1550 kc-D, in Des Plaines, Ill., to reduce its proposed power from 10 kw to 5 kw, change from nondirectional to directional operation, and reduce ant. height from 165 to 120 ft.; application is in consolidated proceeding with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Nov. 30.

By Hearing Examiner Forest L. McClenning

Granted petition by Coral Television Corp., South Miami, Fla., to extent that it requests leave to amend Sec. V of its application in Perrine-South Miami tv ch. 6 proceeding. Action Dec. 2.

Granted request by Garrett Bcstg. Corp. for continuance of date for exchange of exhibits to Jan. 18, 1960, and hearing from Jan. 18 to Feb. 23, 1960, in proceeding on its application for new am station in West Memphis, Ark., et al. Action Dec. 3.

By Hearing Examiner Elizabeth C. Smith

Scheduled prehearing conference for Dec. 22 in proceeding on applications of James E. Walley for new am station in Oroville, Calif., et al. Action Dec. 3.

Granted petition by Patteson Brothers for extension of time to Nov. 30 to file

opposition to motion by George T. Herreich for addition of issue in proceeding on their applications for new tv stations to operate on ch. 8 in Jonesboro, Ark. Action Nov. 30.

Granted petition by South Minneapolis Bcstrs. for leave to amend its application for am facilities in Bloomington, Minn., to show new horizontal DA pattern; removed application as amended from hearing docket and returned it to processing line; denied request for oral argument. Action Nov. 30.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of U.S. standard broadcast stations modifying appendix containing assignments of U.S. standard broadcast stations, attached to recommendations of North American Regional Broadcasting Agreement meeting Jan. 30, 1941, as amended.

580 kc

KOBH Hot Springs, S.D.—0.5, ND D. III. (Now in operation with reduced power.)

740 kc

WBCI Williamsburg, Va.—0.5, ND D. II. (Now in operation with new station.)

1010 kc

WGUN Decatur, Ga.— (Change in call letters from WEAS.)

1250 kc

KUKA San Antonio, Tex.—(Change in call letters from KEXX.)

1340 kc

KSIL Silver City, N.M.—0.25 N, 1D ND unI. IV. (Now in operation with increased power.)

1380 kc

Greenville, Mich.—0.5, DA-D D. III. New.

1400 kc

KBZZ La Junta, Colo.—(Change in call letters from KBNZ.)

1440 kc

KDNT Denton, Tex.—0.5, N 5D DA-N unI. II-B (PO: 1440 kc, 0.5 N 1D, DA-N, unI. No change in nighttime operation.)

1490 kc

WCBQ Whitehall, Mich.—0.25 ND unI. IV. (Correction of error in NARBA change list which incorrectly listed call letters of this station as WBCQ.)

KBOW Butte, Mont.—0.25 N-1D ND unI. IV. (PO: 1490 kc 0.25, unI. No change in nighttime operation.)

1580 kc

Aurora, Ill.—0.25 DA-D D. II. New.

1590 kc

WEEZ Chester, Pa.—(Change in call letters from WDRF.)

Carnegie, Pa.—1 DA-D D. New.

License Renewals

Following stations were granted renewal of license: **KBUZ Mesa, Ariz.**; **KBOI Boise, Idaho**; **KTOO Henderson, Nev.**; **KBUZ-FM Mesa, Ariz.**; **KAWT Douglas, Ariz.**, and **KEYY Provo, Utah.** Ann. Dec. 3.

Reports on sale

Volume 23 of Federal Communications Commission's decisions and reports is now on public sale at Superintendent of Documents, Government Printing Office, Washington 25, D. C., for \$3.00 a copy.

This 792-page volume comprises, in bound form, texts of major FCC docket decisions and important policy-making pronouncements heretofore sold by GPO in weekly printed pamphlets covering period July 12, 1957 to December 27, 1957, and includes syllabi index.

Commission does not make public distribution of either weekly pamphlets or bound volumes, both of which can be purchased from Government Printing Office.

THE NEMS-CLARKE

Video Jack Panels are designed to provide co-axial patching facilities for television installations or other applications where 70 ohm lines are used

Jack panel components also available

TYPE 924

Nominal impedance of jacks 70 ohms
 Size 2 1/4" x 19" x 2 3/4"
 Number of jacks 24
 Mounting Relay rack
 Finish Light Umber Gray

TYPE 948

Nominal impedance of jacks 70 ohms
 Size 2 1/4" x 19" x 2 3/4"
 Number of jacks 48
 Mounting Relay rack
 Finish Light Umber Gray

LOOPING PLUG

PATCH CORDS
18" - 24" - 36"

NEMS-CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING MARYLAND • JUNIPER 5-1000

INSTRUCTION

CHOOSE A CAREER IN RADIO-TV

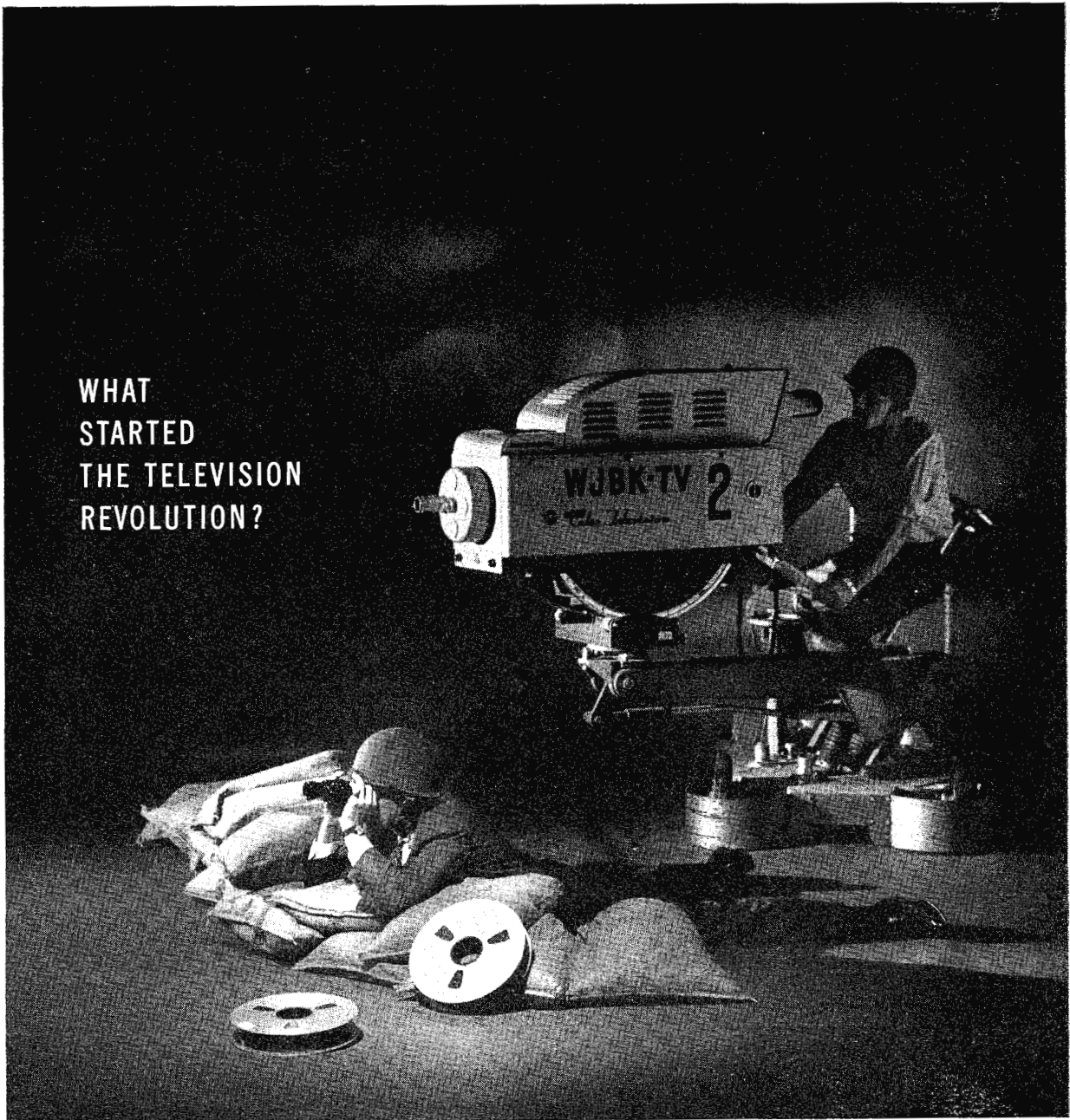
Announcing Producing Program Management

Thorough preparation for influential careers. Certificate courses in speech, diction, drama, writing. Closed circuit TV, film, control board operation. Free placement service. Men and women graduates in demand. 26th year. Write:

NATIONAL ACADEMY OF BROADCASTING

Dept. B, 3338 16th St., N.W., Wash., D.C.

WHAT
STARTED
THE TELEVISION
REVOLUTION?



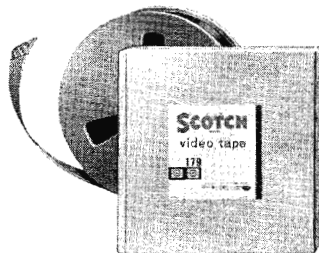
VIDEO TAPE MADE ONLY BY 3M

A lot of shooting in this revolution, but no casualties because "SCOTCH" BRAND Video Tape makes possible flawless "live" commercials and programs. Re-take and processing headaches are in exile. Production costs are under heavy attack.

And it's not over. The best producers agree that the uses and economies of video tape, pioneered by 3M research, are limited only by the imagination of the user.

Fast run-throughs and playbacks, more flexible schedules. The tape can be erased, re-used, spliced and edited.

Perfect video and audio are preserved on "SCOTCH" BRAND Video Tape which gives you "fluff-proof" commercials for half the cost. Maybe less.



MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" and the Plaid Design are Registered Trademarks of the 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

OUR RESPECTS TO . . .

John Peter Cowden

Just over a month ago John Peter Cowden quietly moved into an office on the 19th floor at 485 Madison Ave. in New York, charged by CBS-TV with the job of helping articulate the network's image—an image that had been tarnished along with the rest of the tv industry by 1959's quiz scandal and its aftermath. The formal announcement of his appointment as vice president of information services is likely to be the last public mention of his name for awhile. Jack Cowden is a man who puts himself behind the job, not in front of it.

Specifically, Mr. Cowden's responsibilities in CBS-TV's new "image" job extend over three areas: advertising-sales promotion, research and press information. The mark he makes will be through the activities of these departments rather than through projects emanating directly from his office. He comes to the job primarily through the advertising-sales promotion area (he was until last month vice president for advertising and sales promotion for the CBS Television Stations Div.), but has worked closely with the other two areas in his long career with the network.

Although Mr. Cowden's career in recent years has been in the wings rather than on stage, it was not always so. His professional experience with broadcasting dates to the age of 9 (in 1926) as a studio actor on the West Coast. Jack was "Joe Corntastle" for five years in *Little Orphan Annie* on the old NBC Blue network, and also had roles in such series as *Death Valley Days*, *Memory Lane*, *One Man's Family* and *Pepper Young's Family*. This career before the microphones lasted until 1938, when he joined CBS in New York. With the exception of a year with KSFO San Francisco and two years out for World War II, he's been with CBS since that time.

Started in Promotion • That first association with CBS was as a copywriter in the promotion department of the owned & operated stations division, a job he held until March 1940. Then he went to KSFO as promotion manager, but returned to the network in station relations in 1941. In 1943 he was drafted.

Mr. Cowden served principally in Army public information capacities during the war, participating in the campaigns through New Caledonia, the Philippines and into Japan. His last duty was as Pacific editor of *Stars & Stripes*, headquartered in Tokyo. He

was discharged late in 1945 as a master sergeant.

Following the war Mr. Cowden returned to the CBS o&o division, and in 1949 became general manager of the network promotion department. Then, in 1951, the network separated its radio and television networks and Mr. Cowden became co-director of the tv network's advertising and sales promotion. In 1958, when the tv side split again into network and stations divisions, Mr. Cowden became vice president and sales promotion director on the stations side. He was named to his present post Nov. 10.

Tenacity • One aspect of Jack Cowden's personality threads through both his professional and personal life: the capacity to single out an objective and apply himself to obtaining it, with no diversion for frills or personal allowances. Take these examples:

His career as a child actor was motivated not just for the fun of it but because he needed the money—or more specifically, his family did. Jack's father died in an accident that year, and Jack (then 9; he was born in Santa Barbara, Calif., March 12, 1917) was the oldest of three children. A friend's father was an NBC executive, and through him he tried out for and got his first acting assignment. The career turned out successfully, enough so to put himself and his younger brother and sister through college.

College itself was for Jack Cowden a goal to be achieved, not something to play around with. He went through the U. of California (Berke-



CBS-TV's COWDEN
An old hand for a new job

ley) in 2½ years, graduating in 1938 with a major in economics.

When that was behind him he decided the next move should be to New York. Not having enough money for a ticket proved no handicap: he hopped freights (it took eight days).

Houses that Jack built • Or take the matter of housing his family in New York after the war. Houses were almost impossible to obtain, so Jack joined with four friends to build their own. They bought five acres in Westport, Conn., and after 2½ years had five houses. It wasn't an easy thing to do: the five would drive out from the city in all spare moments, sometimes ringing a house with their cars and working by headlights into the night. (He lived in this house until five years ago, when he sold it "at a tidy profit.")

In 1940 Mr. Cowden married Frances O'Keefe of Swampscott, Mass. They have four children: John Jr., 15 (now in prep school at Andover); Sally, 12; Peggy, 8, and Edward, 3. They also have three sheep, two rabbits, three cats and a dog. The family lives in Westport in an 1819-vintage home he purchased after giving up his hand-made model. They also have a summer place in New Hampshire.

Mr. Cowden has joined no organizations since he was a member of Phi Gamma Delta fraternity in college. He professes no sports interests, but if pressed for a hobby will name cabinet-making. Considering this includes anything from a shelf to a house, "hobby" may seem a mild name for it.

Rugged • Among Westport's commuters Mr. Cowden has a reputation as a rugged type. Until this year he made the run from his home to the station in an open jeep, rain or snow notwithstanding, and without benefit even of a topcoat. A bout with pneumonia last year put a stop to that, however, and the jeep has been retired for an Austin station wagon.

Mr. Cowden does not shrink from the problem any "image maker" faces in times like these; neither does he glamorize it. He is loath to say what personal part he will play in the job; he is quick to point out that the three areas which report to him are staffed with the talent and the tools needed to execute it. He is aware that the job of "articulating" CBS-TV policies is a delicate one, for in doing it the articulator may almost set them.

In his own mind Mr. Cowden has at least one thing going for him—the long association he's had with the CBS family since 1938, and a first-name familiarity with the people, policies and practices at the network. To management, at least another asset is Jack Cowden's own talent and his ability to get a job done.

Minds in conflict: Part II

IN EVERY communications organ which is financed by advertising there is a struggle for authority between the Advertising Mind and the Communications Mind. The nature of the organ is determined by the degree to which one mind or the other prevails.

To use extreme examples, as we did in this space last week, it could be said that a weekly shopping news is an illustration of what happens when the Advertising Mind acquires incontestable control and the *New York Times* an illustration of the consequences when the Communications Mind is boss.

In radio and television the struggle between the Advertising Mind and the Communications Mind is yet to be resolved. That is why some elements of broadcasting tend to take on the character of the shopping news and some the character of the *New York Times*. That is also the reason for conditions which invite the kind of criticism that has battered radio and television during the past couple of months.

What is the difference in the public's attitudes toward organs that are advertising-oriented and toward those that are communications-oriented?

If a shopping news fails, its disappearance may be noted, but not many people except the proprietor will feel a sense of personal loss.

If the *New York Times* today discharged its editorial department and tomorrow published nothing but ads, it would create a state of shock among its readers. If the *Times* elected to continue publishing without editorial content, it would soon be ignored.

These hypotheses are not advanced as an argument against the importance of advertising. If advertising were curtailed, the entire economy would face disaster. But advertising is one thing and communications another. A communications organ may carry advertising, but its success will be measured by the service it provides in addition to its advertising content and by the skill with which it fits its advertising content into its total package.

THE JOB of developing a communications organ and of fitting advertising into it cannot be done with maximum effectiveness if the Advertising Mind is in charge.

The advertiser (and his agency) has one objective, to attract maximum attention to his advertising. He is not interested in the other material appearing in the vehicle he is using—except to the extent that it has a direct effect upon him. There is nothing wrong with the fact that his interests are selfish. If he is to achieve his advertising's goals, he must be totally preoccupied with its preparation and placement.

Multiply the striving for individual attention by the number of advertisers using any communications organ and you have the formula for fragmented control, if the organ allows it to develop.

This formula is at work in a shopping news which has little character of its own and is nothing more than a collection of unrelated attempts to influence readers on behalf of individual products.

It is not at work in the *New York Times* or other true organs of communications. The *Times* has a recognizable identity. It is a package containing many elements, including advertising, but it is assembled with coordinated care by management which has much respect for all its parts but more respect for its whole. By this process it acquires a totality of character which has its own distinction.

The formula of fragmented control or modifications of

it are at work today in too many elements of broadcasting. Indeed in broadcasting the fragmentation is accentuated by still other influences.

People who have come to television or radio from the movies or other fields of entertainment think of broadcasting as an arm of show business. This attitude has been accepted by many advertisers. It is common for sponsors and their agencies to think that they are linking advertising with show business when they own a television or radio show.

To call broadcasting show business is to short-change it as much to call it a shopping news. Broadcasting networks and stations are communications organs. And they are communications organs that encompass far more functions than any others yet invented.

IT IS fully understandable that advertisers should wield a bigger stick in broadcast studios than in the editorial rooms of magazines and newspapers.

Advertising in a sense was created by publishing. It amounted to very little until newspapers and periodicals gave it circulation.

Advertising was already big business when radio and television came along. At the outset, radio and television needed advertising more than advertising needed them. Having no bargaining position whatever, radio and television sold pieces of themselves. With less reason they are still selling pieces.

The record shows that in the main advertisers have done well with the pieces they have owned. They have given the public finer entertainment than it ever knew before. It is their money that built, in a remarkably short time, a broadcast system that is the marvel of the age.

But this has not been charity. Advertisers have realized handsome returns from their investments in broadcasting. It has been good business for them to use radio and television. It will be better business for them as radio and television grow in size and character and influence. This growth will be accelerated at the same rate that the communications-minded among broadcasters seize control from their advertising-minded fellows.

THE publishing concept which keeps advertising and editorial content and placement in proper balance needs to be applied more widely than it is in radio and tv. The application of this concept must begin with top management.

The man at the peak of the organization chart must develop the ability to see his station or his network in its whole role as a communications organ. He must act as both guide and referee to his principal subordinates, the chiefs of the programming and sales departments. In some cases it may be desirable to add a third subordinate of equal stature, a man in charge of non-entertainment programming.

Between the programming and sales departments conflicts are inevitable. If capable executives are in charge, they will resolve most conflicts on their own. When they cannot, top management must be consulted. At that point the publishing concept succeeds or fails, depending on the attitude of the boss.

This internal arrangement, or others like it in principle, must be the first step in the gradual process by which broadcasters will claim both the authority and responsibility for their own communications organs. Unless the process is carried out, control will continue to be so decentralized among so many disparate interests that there is no answer to the question: who's in charge?



**POLICY,
PERFORMANCE
... PLAQUE!**



Represented by Henry I. Christal Co., Inc.
A Subsidiary of National Theatres & Television, Inc.



You're in the Winner's Circle when you ride with Channel 9—

KMBC-TV is "a-1" in KANSAS CITY!

The Consistent Winners on the Kansas City Television Track Are in the KMBC-ABC Stable of Fine Shows!

Put your advertising dollars on the favorite in the more than two billion dollar sales stake race in the Kansas City market!

The ABC-TV network is *Number One* in latest Nielsen 24-Market Report for 7:30-10:30 p.m. seven days a week! Average share of 30.6 is gain of 10% over year ago. Such great shows as "Maverick" . . . "Wyatt Earp" . . . "Cheyenne" . . . "Pat Boone" . . . "Dick Clark" . . . "77 Sunset Strip" . . . and many more, new, fresh and stronger than ever, are Kansas City favorites on KMBC-TV.

GREAT NEW SHOWS ADDED NOW . . .

. . . new hours and hours of pulling power—every night of the week—"The Untouchables" . . . "Bourbon Street Beat" . . . "The Detectives" . . . "Hawaiian Eye" . . . "The Rebel" . . . and more . . . more . . . more!

PLUS STATION-PRODUCED PROGRAMS THAT KANSAS CITY CHOOSES FIRST!

Channel 9's own locally matchless news-weather-sports coverage . . . "Impact" and "Shock" Theaters! . . . "The Big Show" (feature movie) every night. "Playboy's Penthouse" Fridays. Daytime winners, too! "Bowlin' with Molen" . . . "Whizzo's Wonderland" . . . and "Romper Room" . . . McCall Award-Winner Bea Johnson's "Happy Home"—plus fine syndicated films! Plus "Let's Go See", KMBC travel show with long time dominance of audience for hour and a half on Sunday mornings.

PLUS TALL TOWER — MAXIMUM POWER

Channel 9's high tower, top power reaches 34,142 more homes with Class A coverage than any other Kansas City TV station.



Plus "Videotape Headquarters"

KMBC-TV has finest Videotape recorders, two brand new AMPEX VR-1000B units! Use them to present commercials or shows—your top personalities, your best spots, around the clock and around the calendar. Check your commercials beforehand! Let KMBC-TV's "living image" Videotape recorders serve you.



TAKE THE "WINSIDE" TRACK TO PROFIT on KMBC-KFRM Radio, too!

Soundest buy in the rich trade area—America's 17th market! Buy KMBC of Kansas City, get KFRM for the State of Kansas *free*—radio team that's 'way out ahead (latest Nielsen shows a near one-fourth share of total audience!). Twin transmitters of 10,000 watts power, blanket prosperous area of four million people. Top personalities, top programming and top coverage provide top impact for your sales message.

In Kansas City the Swing is to

KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station

and in Radio the Swing is to

KMBC of Kansas City—KFRM for the State of Kansas

with 10,000 Watts Power from Twin Transmitters



DON DAVIS, President
JOHN SCHILLING, Executive Vice Pres.
GEORGE HIGGINS, Vice Pres. & Sales
ED DENNIS, Vice President
MORI GREINER, Television Manager
DICK SMITH, Radio Manager



PETERS GRIFFIN WOODWARD, INC.
Exclusive National Representatives

