Agencies aren't wild about prices on public affairs program

NBC-TV's monthly billings pass CBS-TV's, but latter says it'll bounce back

FCC-FAA interagency squabble flares anew over tv towers jurisdiction

---

WLEE rates the big welcome from advertisers who measure results carefully, because these twelve points have made WLEE the greatest selling medium in Richmond and Central Virginia. So... give us an inch and we'll put your product out in front by a mile!

And... if you use the ratings as a rule, PULSE RATES WLEE #1 IN RICHMOND

*PULSE, January thru October (latest available), 1960
AS ADVERTISED ON KVTV

MORE GOODS ARE SOLD ON KVTV FOR A VERY SIMPLE REASON . . .
MORE SIOUX CITY PEOPLE WATCH KVTV THAN ANY OTHER STATION

Statistics can be manipulated to say most anything you want them to say. And certainly, we have a whole rate card full of pertinent, and favorable statistics. But in the final analysis only one thing is important—did we move the goods? And this is where KVTV excels—in moving goods in the Sioux City market. Sioux City is a potent market—over ¾ million customers with over one-billion dollars to spend. It's KVTV consistently for audience and, more important, audience action. For complete information see your Katz man. He's our man, too.
ONE SHOT TAKES ALL THREE

LANSING • JACKSON • BATTLE CREEK

The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales — gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc

WILX is associated with WILS - Lansing WPON - Pontiac

*BQRDS Consumer Market Data
**Television Age 100 Top Markets 11/30/59
College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station’s many public service activities.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco
Nafi Disenchanted?

Is Nafi Corp., which acquired three vhf tv stations during past two years, becoming disenchanted with broadcast operations? Reports were prevalent last week that it is pricing properties possibly in advance of considering possible liquidation of broadcast interests. Stations are KPTV (TV) Portland, Ore. (ABC) which it acquired in July 1959 for $3.75 million; KCOP (TV) Los Angeles, purchased last year in stock exchange based on 1957 profit of $4 million and KTVT (TV) (formerly KFIZ-TV) Fort Worth, purchased last year for $4 million. Additionally, it owns KXYZ Houston.

Nafi's principal interest now is Chris-Craft but it also is engaged in oil production and originally was in automobile accessory field, in which it is still is engaged, but on modified basis. Kenyon Brown, well-known broadcaster and now identified with ownership of new Los Angeles Angels, American League team, recently resigned as president of Nafi's broadcast operations (BROADCASTING, Dec. 12, 1960).

Outside Piloting

C. Terence Clyne, McCann-Erickson's radio-tv chief, was in Hollywood last week negotiating new co-production deal with Desilu-Culver. If initial negotiation sets deal it will signal production of pilot for hour-long series to be based on activities of U. S. counter-intelligence during World War II and Korean War. Series would be sold to advertiser in fall. Already in hand are 13 scripts.

Significance of Mr. Clyne's trip west: co-production (co-financing and risk sharing) would be between film producer and McCann-Erickson's M-E Productions which Mr. Clyne also heads. This deal, if set, is having explosive potential. For first time in years—and certainly since tv has reached dominance in mass communications—major agency and producer would team in partnership without prior advertiser-money or other commitment on tv property. Mr. Clyne for some time has felt advertisers are getting short shrift from networks, has hinted in past M-E might want to produce on its own.

Minow in the Swim

Problems of becoming national figure compounded quickly last week for Newton N. Minow, young Chicago law partner of Adlai Stevenson who is to be new FCC chairman. By Tuesday afternoon he was forced to isolate himself from world, especially well-wishers and newsmen, so he could arrange orderly disposition of seven lawsuits he is handling, plus other legal work. At home, continuous phone calls exhausted Mrs. Minow. One passer: future of his secretary for six years, Roxane Eberlein, who holds Ph.D. degree, speaks French and German. It's a tug-of-war with Gov. Stevenson. Does she go with Mr. Minow to FCC or with Gov. Stevenson to United Nations?

Inside stuff

How come federal Prison Director James V. Bennett showed so much savvy in his campaign against Al Capone segments of The Untouchables (ABC-TV) as to use threat of opposition to license renewals against 10 stations whose licenses actually are pending renewal (see page 62)? He won't talk, but record shows three former FCC staff lawyers now with Justice Dept.: Richard A. Soloman, former FCC assistant general counsel; Daniel R. Ohibaum and Henry Geller, both formerly in FCC general counsel's office.

Form Fitting

Subject of special Friday (Jan. 13) meeting at FCC was controversial revision of program renewal forms—subject of several other meetings in recent past (CLOSED CIRCUIT, Dec. 12, 1960). "We jockeyed it around awhile, but we had no agreements," one spokesman said while another thought final draft was all but approved. Several changes were made in staff document as presented to commissioners and it is due to come up again soon with changes.

As now drafted, there is no "typical" week of programming to be reported as now required. It was felt by some that staff instructions were "vague" and left too much liberty to document drafters without specific FCC instruction. Crux of new form will require narrative programming report in license application for renewal.

King Seat?

So great is popularity of FCC Commissioner Charles H. King, whose re- cess appointment winds up whenever Newton N. Minow's nomination is confirmed, that Democratic observers in Washington are urging his appointment to Republican vacancy on one of other agencies—possibly Federal Trade Commission. Mr. King has made hit, not only with his FCC colleagues but with practitioners and communications people since he accepted interim appointment last July.

Bicks' successor

Who will succeed Robert A. Bicks as antitrust chief of Department of Justice? Among names mentioned are Harold Leventhal, Washington attorney and counsel for Democratic National Committee; Herb Maletz, chief counsel of Rep. Emanuel Celler's (D-N. Y.) House Judiciary Committee, an antitrust expert, and Victor Kramer, Washington attorney, formerly chief deputy in Antitrust Division. Mr. Kramer, however, reportedly is "unavailable" while Mr. Maletz is represented as not actively seeking post but would accept.

Aluminum Co. Budget Boost

Look for Aluminum Co. of America, Pittsburgh, to up its network tv budget next fall. Advertiser, and its agency, Fuller & Smith & Ross, New York, are preparing new program format that will include alternating sponsorship of hour-long program (replacing present weekly half-hour Aleco Presents on ABC-TV, Tuesday) and in addition 8-10 specials during season.

Booraem Echo

Current talk of Madison Ave. confirms that speech made by Hendrik Booraem Jr., Ogilvy, Benson & Mother's broadcast vp, before Radio & Television Executives Society (BROADCASTING, Dec. 5, 1960) didn't fall on deaf ears. Booraem proposal—that advertisers, agencies, stations, networks, NAB and film producers get together on program standards and supervision—is due for consideration at meeting of NAB Television Code Board Feb. 2-3 in Los Angeles (Chairman E. K. Hartenbower of KCAMO-TV Kansas City was on RTES platform with Mr. Booraem last month).

No Fish Story

Advertising Federation of America last year was considering idea of surveying advertising's popular image, but project got shelved as AFA with Advertising Assn. of West mounted year-long "let's keep rolling ahead" campaign (see page 38). Now AFA has quietly conducted its own research to "profile" typical ad man. Profile report will be feature of speech before AFA Washington conference Feb. 1 by AFA Chairman James S. Fish, General Mills advertising vp.
KBTV 1960 National Hall of Fame Award

Riviera Cigarettes
Paul Mall Cigarettes
Anchor Cigars
5-Day Deodorant
Bissell Carpet Sweeper Co.
Ban Roll-On Deodorant
Salt Himalia
Ipana
Vitality
Viceroy Cigarettes
Kool Cigarettes
Life Cigarettes
Campbell's Franco-American Sauces
Carter Oil Co.
Rise
Arvid
Colorforms
Continental Oil Co.—Conoco
Karo Syrup
D'Puria Children's Wear
Friskie's Dog Food
Galt's Burgers
Heart of Oats
Horizon Foods—Italian Caramelle
Kool Shake-Kool Aid
General Foods—Minute Sliced Potatoes
Cocoa Puffs
Smilet
Gulf Oil Co.
Poll Parrot Shoes
Kleenex
Airwick
Dove Soap
Praise
Lift
Liquid Ivory
Oxidal
Secret Deodorant
Spic & Span
Tide
Zest
Duncan Hines Pancake Mix
Quaker Oats Cereals
Ralston Purina
Helena Rubenstein
Sawyers, Inc.
Snack Safety Razor Co.
Selchow-Richter Games
Desert Dry Deodorant
Skelly Oil Co.
Frischmann's Margarine
Blue Bonnet Margarine
Tender Leaf Tea
Supp-Hose
Union Pacific Railroad
Italian Swiss Colony Wines
Anahist
Fizzles
Listerine
Cracker Jack Co.
Max Factor
Flagg Brothers Shoes
Thornton Shoes
Tang
Then Hamm Brewing Co.
Hertz Corp.
Armand Jergens Co.
Keystone Camera Co.
Libby-Owens Ford
Duke Cigarettes
Local Loan
Jiffy Popcorn
Butterfield Coffee
Mr. Clean
Sta-Pine, Inc.
Vick Chemical
Washington State Apple Commission
Western Airlines
Pan American Coffee Bureau
Kent Cigarettes
Newport Cigarettes
Lucky Lager Brewing Co.
Master Wood
Malt-O-Meal
Max Toy Co.
Maybelline Co.
Maytag Co.
Alka Seltzer
One A-Day Vitamins
Checkers
Minute Maid High C
Minute Maid Orange Juice
Mishawaka Rubber
Parliament Cigarettes
Marlboro Cigarettes
National Association of Insurance Agents
Ocean Spray Cranberries
Noretco
Pepto-Bismol
Morton House Foods
Paperrate Pens
Peter Paul Candy
Goldene
Fresh
Plan Food Research Corp.
Cheer
Glory Bleach
Crest
Crisco
Crisco Oil
Flash
Gleem
Jiff Peanut Butter
Joy
Roll-Ups
Dentyne Chewing Gum
Crisps
Chef Boy-ar-dee
Butterfield
L-B-Q Cold Tablets
Liquid Bromo Quinine
Kentucky King Cigarettes
Brown Shoe Co.
Carey Salt Co.
Nair
Arrid
Tree Top Apple Juice
Ajax
Palmolive
Colgate Dental Cream
Falk
Wildroot
Morton Pies
Wonder Bread
Profile Bread
Hostess Cake
Special Hostess Cake
Chiw King Sales, Inc.
Corning Ware
Cudahy Packing Co.
Ladies Home Journal
Daisy Manufacturing Co.
Dole Hawaiian Pineapple Regimen
Man Tan
Maryland Club Coffee
El Producto Cigars
Farflast Brewing Co.
Flav-R-Straws
Folger's Coffee
M&M Candy
Uncle Ben's Rice
Pick-A-Pop
French's Instant Potatoes
General Credit Corp.
General Electric Co.
Alpha Bits
Post Sugar Crisps
Gravy Train

Instant Maxwell House Coffee
Regular Maxwell House Coffee
Oaf Fishers
Spanish Rice
Twist
Betty Crocker Cake Mix
GMC Posture Division
General Toy Corp.
Gold Medal Candy
Affiliated Publishers, Inc.
Mayo Cereals
Anderson Soap
Hills Bros. Coffee
Ideal Toy Co.
Butterfield Bread
International Latex
Jubilee
Stride
Glade
Woolite
Kellogg Co.
Breeze
Lucky Whip
Lipton Tea
Lipton Soup
Coco Wheats
Loma-Linda Ruskets
Kent Cigarettes
Old Gold Cigarettes
Papistle
Alpine Cigarettes
Phillips Petroleum Co.
Pepine
Revlon Living Curl
Top Brass
Salem Cigarettes
Camel Cigarettes
St. Regis Paper Co.
Shulton's Men's Line
Haley's M. O.
Bayer Aspirin
The Texas Co.—Texaco
Times
Jolly Time Pop Corn
American Sheep Producers
Council
Vita Yums
Bourjois Evening In Paris
Tig
Prince Matchabelli
Seafort
Luster Creme
Vil
Muscet Cigars
Nicosa Margarine

KBTV CHANNEL 9
DENVER, COLORADO

OHN C. MULLINS, President • Represented by PETERS, GRIFFIN, WOODWARD, Inc. • JOE HEROLD, Station M
WEEK IN BRIEF

Television's public affairs programming structure has been under fire since Fairfax Cone, leading agency executive, called for lower pricing by networks in comparison with entertainment programs. Agency row is interested but thus far there are few signs of serious price trouble. See . . .

FLEXIBLE PRICE PLAN BLASTED . . . 27

The billing worm has turned at last. NBC-TV, for the first time in several years, has passed CBS-TV in its monthly billings, recording over $25 million in October. This was $2.1 million above the CBS-TV gross. See . . .

TV'S BILLINGS BONANZA . . . 37

A new FCC chairman will be named by President Kennedy when he takes office. His name is Newton N. Minow, a member of Adlai Stevenson's law firm in Chicago. His views are delineated in an exclusive BROADCASTING interview. See . . .

MINOW TO HEAD FCC . . . 54

The fight's still raging over a sizzling bureaucratic issue—what governmental agency has the last word on how high tv towers can be and where they may be located. FCC should have final decision, broadcasters say. See . . .

WHO'S TV TOWER BOSS? . . . 68

ABC means business in its news operations, a fact that was made clear last week when James C. Hagerty, news secretary to President Eisenhower, was officially unveiled as network's news-public affairs vice president. See . . .

ABC-HAGERTY NEWS PLANS . . . 40

It'll be tougher in the future for "pay-offs" and strike applications in station applications as a result of new rules adopted by the FCC. These rules conform to amendments added to Communications Act. See . . .

ANOTHER 'PAY-OFF' RULE . . . 62

Sindlinger & Co. will start a new nationwide daily TV rating service emphasizing audience quality rather than number of viewers. Rating data will be available only to stations, networks and agencies; quality data will be of help to advertisers, it's claimed. See . . .

IT'S QUALITY THAT COUNTS . . . 32

They had an active year in fiscal 1960 at the FCC, according to the Commission's annual report to Congress. It shows there are 668,000 radio stations on the books. See . . .

FCC'S BUSY YEAR . . . 66

A leading newscaster and moderator, Edward R. Murrow, has come up with a plan for a national information institute. It would conduct studies in the journalistic field and have private financing behind it. See . . .

HELPING INFORMATION FLOW . . . 48

Gov. LeRoy Collins, new president of NAB, gives an insight into his philosophy at federal bar dinner. He plans to be an advocate and in addition will remind broadcasters of their responsibilities as station licensees. See . . .

COLLINS CITES DUAL ROLE . . . 50

On Capitol Hill, leading senators and congressmen incline to be hedgy when asked what they think of the Landis Report on what should be done about independent agencies. See . . .

LANDIS STAND: WAIT AND SEE . . . 64

Advertising's own effort to improve its public image will get under way Feb. 5, continuing through the year. NAB will take part in arrangements, sending slides and scripts telling broadcasters how to take part in the campaign. See . . .

AD PROMOTION OPENS . . . 38

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BROADCASTING, January 16, 1961
QUALITY TELEVISION* SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN ART IS PORTRAYED BY THIS EIGHTEENTH CENTURY PORCELAIN GROUP, REPRESENTING THE JUDGMENT OF PARIS. MADE IN THE MEISSEN FACTORY, GERMANY, IT IS PART OF THE FABULOUS J. PIERPONT MORGAN COLLECTION WHICH MAY BE SEEN AT THE WADSWORTH ATHENEUM, HARTFORD'S ART MUSEUM.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV3 HARTFORD, CONNECTICUT
*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN
Radio participation time limit drafted

First time limits on participating radio programs were proposed Friday by NAB Radio Code Board, winding up two-day meeting in Washington. Programs with multiple sponsorship aren't covered by time standards of present code language.

Detailed recommendations, including 18-minute limit per hour among other restrictions, will go to NAB Radio Board of Directors at Feb. 8 meeting in Palm Springs, Calif. They will not become effective until adopted by radio directors.

Code group reaffirmed its ban on hard liquor advertising, subject of recent controversy centered on liqueur and cordial advertising. Series of alcoholic beverage definitions was adopted. Conforming to federal alcohol control laws, code permits malt beverage and wine advertising but bans distilled spirits, including liqueurs.

Serious concern was voiced by code board over national advertising copy for some motion pictures. Subscribers were urged to screen copy carefully. Subcommittee was named to study procedure and copy acceptance for motion picture advertising. Members are Cecil Woodward, WEJL Scranton, Pa., chairman; Elmo Ellis, WSB Atlanta and Robert B. Jones Jr., WFBR Baltimore.

Board was told number of subscribers to code had reached 1,119, since it was placed on paid subscriber basis last July 1. Code board, headed by Cliff Gill, KEZV Anaheim, Calif., was set up at that time. Other members besides those mentioned who attended Washington meeting were Richard O. Dunng, KQO Spokane, Wash.; James L. Howe, WIRA Ft. Pierce, Fla.; George J. Volger, KWPC Muscatine, Iowa; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.

Prison head protests 'Untouchables' stations

James V. Bennett, federal director of prisons, Friday asked FCC for permission to appear in opposition to license renewals for nine TV stations which carried second part of Al Capone story on ABC's The Untouchables. He took action as he had threatened to do after all stations disregarded his request they not run program (see page 62).

Mr. Bennett also sent communication to Senate and House Commerce Committees, asking for meeting to discuss Capone program, which he alleged maligned federal prison officers by showing some of them in collusion with gangsters.

In second show last Thursday night, ABC issued disclaimer that show intended to reflect on good name of Federal Bureau of Prisons or its personnel. This was done voice over closing credits.

ABC affiliates which are target of Mr. Bennett's ire: WLOF-TV Orlando, WFAGA-TV Jacksonville, WPST-TV Miami, and WATE-TV West Palm Beach, all Florida, and ABC-owned stations in New York, San Francisco, Chicago, Los Angeles and Detroit.

NBC Radio's new clients

NBC Radio sales in past six weeks totaled $3.2 million, of which all but $952,000 was new business. Advertisers and their agencies included: Lever Bros., Pepsi-Pepsi Div. (Foote, Cone & Belding); General Motors Corp.'s Buick Div. (McCann-Erickson); Mogen David Wine Corp. (Edward H. Weiss); American Motors (Geyer, Morey, Madden & Ballard); Rolley Co., Sea and Ski Lotion (Foote, Cone & Belding); Kellogg (Leo Burnett); International Minerals & Chemical Corp., Accent seasoning (Needham, Louis & Brorby); Wagner Electric Corp. (Arthur R. Mogge); Readers Digest Assn. (Schwab, Beatty & Porter) and Sinclair Refining Co. (Geyer, Morey, Madden & Ballard).

Rating untouched

Question of whether advance "publicity"—created by protest of James V. Bennett, director of federal prisons (this page)—on second and final installment of Al Capone story on The Untouchables on ABC-TV Thursday (Jan. 12), 9:30-10:30 p.m. could boost audience remains standoff.

Arbitron reported Friday that show came in with ratings that were nearly identical with that received for first installment aired week previous. First half hour Arbitron results showed 31.1 rating and 49.2 share of audience; second half, 33.7 rating and 53.6 share of audience. In previous week first part of show received 33.1 rating and 48.5 share; second half, 34.7 rating and 52.3 share of audience.

Members named to Senate Commerce Committee

Same Senators who sat on Commerce Committee in 86th Congress will be on hand when that unit organizes for current session.

As announced by policy committees of respective parties, Commerce Committee members are:

Democrats—Warren G. Magnuson (Wash.) chairman, John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.), George A. Smathers (Fla.), Strom Thurmond (S.C.), Frank J. Lautschke (Ohio), Ralph W. Yarbrough (Tex.), Clair Engle (Calif.), E. L. (Bob) Bartlett (Alaska), Vance Hartke (Ind.), and Gale W. McGee (Wyo.).

Republicans—Andrew F. Schoepepp (Kan.), John Marshall Butler (Md.), Norris Cotton (N.H.), Clifford P. Case (N.J.), Thurstin B. Morton (Ky.), and Hugh Scott (Pa.).

Tv, fm set growth seen

Despite near saturation in some appliance fields, color tv and fm are areas of great potential for marketing growth, annual convention of National Appliance & Radio-Television Dealers Assn. was told in Chicago Friday by NARTDA board chairman Mort Farr. Ross D. Siragusa, chairman-president Admiral Corp., said 1961 should set all time record in fm set sales with total home radio sales to exceed 11 million. Tv bright spots, he said, are growing consumer interest in higher priced combination sets and color, with color sales expected to exceed 1960 by more than 35 percent.

Rotation plan for spots introduced by CBS-TV

Trend in selling of participations by tv networks got new push Friday with announcement by CBS-TV that it would introduce rotation plan offering one-minute commercials in its late-morning programs (10 a.m. to 12 noon EST, Mon. through Fri.), effective Feb. 13. Change was seen as move to shore up unsteady sales record compiled recently in selling these periods on traditional basis of quarter-hour sponsorships. CBS-TV officials suggested they had been forced into change to meet competitive practices of other networks.

New plan offers commercials in late-morning block at gross price of $3,200 per minute in winter, $2,800 during
WEEK'S HEADLINERS

Francis P. (Frank) Barron, general sales manager of WJW-TV Cleveland, appointed general sales manager of new national TV sales organization being formed by Storer Broadcasting Co. New company will handle spot sales for all Storer TV stations (WGBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WJW-TV Cleveland, WITI-TV Milwaukee) and other outlets. Mr. Barron, who will headquarter in New York, will supervise selling operation of 10 men plus promotion, research and other allied personnel. Mr. Barron has been in broadcasting since 1951 when he joined WJW Radio. He switched to WXEL-TV (now WJW-TV) in 1952 and became local sales manager when station was purchased by Storer.

Jerome R. Feniger, vp in charge of radio and TV programming at Cunningham & Walsh, N. Y., since 1956, named vp for TV. New post covers responsibility for all TV programming operations, account service and business affairs (radio programming has become negligible but is still Mr. Feniger's responsibility, too). TV executive formerly was account executive with CBS Radio Spot Sales.

Robert L. Coe, director of station relations for ABC-TV, elected vp in charge of TV station relations; Michael F. Boland, assistant treasurer of ABC, elected vp and assistant treasurer, and Bert Briller, ABC-TV director of sales development, elected vp in charge of TV network sales development. Mr. Coe joined ABC-TV in 1955 as regional manager in station relations department and was promoted to director of station relations in January 1960. Earlier he had been director of station relations for now defunct DuMont Television Network. Mr. Boland has been with ABC since 1951 and has served as cost account supervisor, TV budget officer, assistant controller and accounting supervisor. Mr. Briller joined network in April 1953 as copy chief of sales development department and earlier had been reporter-critic for Variety.

Robert Carley, vp and account supervisor on Wesson and Snowdrift accounts, elected president of Fitzgerald Adv., New Orleans. Mr. Carley formerly was account executive with Donahue & Coe and Cunningham & Walsh and other agencies, before joining Fitzgerald in 1953. Move was part of major realignment of agency executives. In other changes Joseph L. Killeen, co-founder and president, moves to new post as chairman of board. Four new executive positions also announced are Roy M. Schwarz, executive vp, creative; Howard E. McDonald, executive vp, operations; E. W. Rector Wootten and Warren Posey to senior vps. At same time, Joseph H. Epstein, chairman of executive committee and executive vp, has resigned, effective Feb. 28.

For other personnel changes of the week see FATES & FORTUNES

Robert L. Coe
Mr. Briller
Mr. Boland
Mr. Carley
Mr. Killeen

13-week summer period starting around July 1. These prices are subject to usual discounts, which would not affect compensation of affiliates. Gross price includes $1,000 for program cost, rest for time. Plan permits not more than six one-minute commercials per half-hour; this would figure out half-hour gross of $19,000 (winter) or $16,800 (summer), compared to $52,000 gross per half-hour under present format ($26,000 per quarter-hour).

Plan specifies no minimum buy, but officials said single announcement purchases would be discouraged. Advertiser will be allowed to concentrate his commercials in one show but must rotate or "checkerboard" them among various programs involved. These are as follows, in consecutive half-hour: December Bride re-runs, Video Village, I Love Lucy re-runs and Clear Horizon. Under quarter-hour sponsorship plan they have been running from half to nine-tenths sustaining, but officials said shows immediately following them have good sales record and that there is no plan to extend minute-sales format.

Plan was seen as limited variation of ABC-TV's "Daybreak" sales format, which permits advertisers to scatter their messages throughout entire daytime schedule. ABC-TV authorities said most Daybreak selling is done on basis of seven quarter-hours over 13-week period. Average gross price per minute is put at $2,852, but advertiser gets one bonus minute for every four bought, bringing "effective" average gross cost to $2,282.

Carney sketch killed
NBC last week blue-pencilled comedy sketch about incoming President John F. Kennedy and his wife from script of live Art Carney Show coming up tomorrow night (Jan. 17, 10-11 p.m. EST). Network said it does not mind political spoofs and referred to Bob Hope Show (Jan. 11, 9-10 p.m. EST). However, it regarded eight-minute White House takeoff in Carney script as bad taste at this time, three days before Kennedy inauguration. Carney comedy show, produced by Talent Assoc. (Herb Sargent is writer), will be sponsored in color by Kitchens of Sara Lee (through Cunningham & Walsh) and U. S. Time (W. B. Doner & Co.).

WGN-AM-TV to new site
Over weekend Chicago Tribune's WGN-AM-TV and stations' 350 employees moved from downtown to new $2.5 million plus broadcast center at 2501 Bradley Place on Chicago's North Side. Switch was made without interruption of schedules. New T-shaped two-story center is 10 minutes from downtown agency-advertiser offices. Tribune's afternoon Chicago American takes over old quarters at 441 N. Michigan. Ward L. Quaal, vice president and general manager of station, said new quarters enable further expansion of color telecasting, with all color on local live shows and more color film shows.
Talk about news!

UPI stations get more news-world and regional.

Here's the proof.

### NEWS PROGRAMS

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<th>WORLD IN BRIEF SUMMARIES 5 minutes</th>
<th>WORLD NEWS RUNDUPS Five 15-minutes...Two 10-minutes</th>
<th>HOURLY HEADLINES 1 minute</th>
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### WEATHER NEWS

(All times EST and approximate clearances subject to Weather Bureau movement of official information.)

- **Early Morning Weather Update**: 4a
- **Mid-Morning Weather Update**: 6a
- **Late Afternoon Weather Update**: 8a
- **World Weather in Brief**: 11a
- **Second World Weather in Brief**: 11p

### SPORTS RUNDUPS 5 minutes

- **Over by**: 11:00p, 11:00p, 11:00p
- **Over by**: 12:00m, 12:00m, 12:00m
- **Over by**: 1:00m, 1:00m, 1:00m
- **Over by**: 2:00m, 2:00m, 2:00m

### SPORTS AT A GLANCE 1 minute

- **Over by**: 11:15m, 11:15m, 11:15m
- **Over by**: 11:30m, 11:30m, 11:30m
- **Over by**: 11:45m, 11:45m, 11:45m
- **Over by**: 12:00m, 12:00m, 12:00m

### REGIONAL NEWS PERIODS

- **Over by**: 11:15a, 11:15a, 11:15a
- **Over by**: 11:30a, 11:30a, 11:30a
- **Over by**: 11:45a, 11:45a, 11:45a
- **Over by**: 12:00a, 12:00a, 12:00a

20-minute splits for the setting of regional news are called on the half hour, with these exceptions:

1. Because of market demands, the 10:30a central time split on the west wire from Chicago is of 15 minutes duration. The 9:30p central time split east and west is called for 15 minutes because of roundup and sports demands.

2. Two mid-day splits on the wire east from Chicago have been extended to 25 minutes each, Mondays through Fridays, to permit the sending of more regional news, markets and weather. These splits are the ones called at 11:30a and 12:30p eastern time.

Next week, let's talk about salable news features.
Fellas, it's been love at first sight... in each and every one of the 75 markets now showing those hearty, hilarious OUR GANG COMEDIES. Stations are happy. We're happy. All in all, a howling success. But take heart—perhaps your market is one of the rapidly dwindling number still available. Check us now. And if not—check us, anyhow! We still may be able to have a heart-to-heart chat about all those memorable M-G-M CARTOONS. Or those rib-tickling, viewer-snatching PETE SMITH SPECIALTIES. Let's talk....
GET THE FACTS

Straight from the heart!

Maybe all of these outstanding M-G-M Shorts are still available in your market.

To get more info in a hurry, check the shows in which you are interested—then tear out this ad and mail it to M-G-M TV.

M-G-M TV Division of Metro-Goldwyn-Mayer, Inc.
1540 Broadway, New York 36, N. Y.

M-G-M McCARTOON—M-G-M Masterpieces—All unforgettable! A laugh a second.

DOUBANG COMEDIES—Rich in laughter and ripe in memories—Incomparable!

PETE SMITH SPECIALS—The happy choice in short comedy material.

CRIME DOES NOT PAY—Except in TV programming, that is—as these suspenseful chillers have proved.

DATEBOOK

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

*Indicates first or revised listing.

JANUARY

Jan. 16.—Comments due on FCC rulemaking which would relax multiple-ownership restrictions (excepting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16.—Comments due on FCC rulemaking which would revoke the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.


Jan. 17.—Advertising Club of New Jersey, Hotel Essex House, Newark. Mel Allen is principal luncheon speaker.

Jan. 17.—Radio & Television Women of Southern California, monthly meet., 8:30 p.m., Knickerbocker Hotel, Hollywood. Dr. Frances Howich ("I ng Dong School") Miss Frances will moderate panel discussion of "What is the Educational Potential of Television?"


Jan. 18.—Hearing into FCC license revocation proceedings against KWK St. Louis to be held in that city.

Jan. 18.—Hollywood Ad Club In-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-3 p.m.

Jan. 18.—North Carolina AP Broadcasters Assn. Sir Walter Hotel, Raleigh, N. C.


Jan. 21—22.—Ninth annual Retail Advertising Conference, Palmer House, Chicago.


Jan. 25.—Hollywood Ad Club luncheon meet- ing, Hollywood Roosevelt Hotel. Dr. Sidney Rosnow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23—24.—Oklahoma Broadcasters Assn. Billmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.


Jan. 24.—Academy of Television Arts & Sciences, Los Angeles Chapter lunch meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 12 noon.


Jan. 24—Georgia Radio & Television Institute, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Bri-
IN LANSING

THE CENTER OF CENTRAL MICHIGAN'S MULTI-MILLION* MARKET...

WILS 5000 WATTS has been consistently rated No. 1
by every listener survey for the past 4 years.

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| C. E. Hamer — Jan., Feb., March, 1961

* $615,466,000 market composed of industry, education and state government
(5 to July 10, 1960 — E. B.)

...the most for your money in the market.
represented by Venard, Brintal & McConnell

MB 14 (DATEBOOK) BROADCASTING, January 16, 1961

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**News**

- Feb. 5-10—NAB Board of Directors winter meeting, El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb. 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; TV Board Feb. 9; Combined Boards Feb. 10.
- Feb. 7—International Broadcast Awards banquet of Hollywood Ad Club, 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.
- Feb. 8—Michigan Assn. of Broadcasters annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.
- Feb. 11—American Women in Radio & Television Chicago chapter's fourth annual conference, Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Monster Tadten, promotion manager of KWTY (TV) Oklahoma City and president-elect of the national AWR; Frank Hogan, executive editor of McColl's magazine, and Sid Bernstein, editor of Advertising Age.
- Feb. 15—Hollywood Ad Club in-depth clinic on radio sales, Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president. Southern California Broadcasters Assn. will be chairman.
- Feb. 15—New deadline for comments on FCC's proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring about. Replies due Feb. 27.
- Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.
- Feb. 22-23—Sixth annual Conference of Presidents of State Broadcasters Assns. Shoreham Hotel, Washington, D. C.
- Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.
- Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

**March**

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.
- March 13—New deadline for filing comments on FCC proposed rulemaking concerning requirements for frequency monitors. Replies due March 22.
- March 20-23—Third annual short course for newsmen in analysis and reporting of crime

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**Advertising Federation of America 1961 Conventions**

Feb. 1—AFA annual mid-winter conference and convention. Statler-Hilton Hotel, Washington, D.C.
April 8-7—AFA 1st district convention, Sheraton-Biltmore Hotel, Providence, R. I.
April 13-15—AFA 4th district convention, DuPont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention, Savoy Hotel, Des Moines, Iowa.
May 27-31—AFA 5th national convention, Sheraton Park Hotel, Washington, D. C.
Behind the big talent names and audience ratings is many a painful flop. What happened to sales? And even more important, to profits? The answer, all too often, is the commercials. It takes both inspiration and perspiration to make a commercial stand up against a star. We claim no monopoly of either... but we are proud of the figures on our clients' balance sheets. That's the best rating we know.

The commercial is the payoff. N.W. AYER & SON, INC.
"...a viewer had an uncanny feeling not only of personal presence but also of emotional involvement..."

Jack Gould in The New York Times so reported on "Yanki, No"—the first major TIME-LIFE Broadcast documentary television program, seen on ABC-TV.

Mr. Gould went on to say: "Time Inc. showed it could make a major contribution to television."

"Yanki, No" was the first application of Time Inc.'s unique journalistic tradition to television. Its aim was to bring the feeling of personal presence as LIFE has done in the magazine idiom. How well it succeeded may be judged from Mr. Gould's and other critics' comments.

Time Inc. has been broadcasting for many years—as sponsor, as producer and as operator of four stations. This is the first report on plans and progress of TIME-LIFE Broadcast.

BROADCAST NEWS BUREAUS. In addition to the present Washington broadcast news bureau, TIME-LIFE Broadcast has just opened a broadcast news bureau in New York. These bureaus process and edit for broadcast the stories that pour in from Time Inc.'s network of news bureaus—the largest specialized news service in the world.

Not intending to duplicate other news services, Time Inc.'s bureaus and correspondents provide depth reporting that spotlights the personalities and motivations behind the news—fill out conventional coverage and give it more meaning.

At present this service is exclusively for Time Inc.'s own stations.

MARCH OF TIME. 11 million historic feet of "March of Time" film, covering the years 1935 through 1951, is currently being edited for possible commercial use.

The nucleus of TIME-LIFE Broadcast's activity centers in its owned and operated stations. Here new ideas and techniques are tested and refined. The aim is for exciting and stimulating developments both in local and national broadcasting.

TIME-LIFE BROADCAST

KLZ-TV—AM Denver        WOOD-TV—AM Grand Rapids
WFBN-TV—AM-FM Indianapolis WTCN-TV—AM Minneapolis

Scene from "Yanki, No." ABC Network Television, December 7, 1960.
A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—Which television station in the sports-loving Eastern Michigan area has a hammer lock on wrestling shows?

Q—How many men are on a baseball team and how many outs are in each inning?

Q—Can WNEM-TV sell cars?

Q—Two men play five games of chess and each wins five games. How come?

Q—Which television station dominates Michigan's second market from 9 am to 12 midnight on Saturdays and Sundays?

OPEN MIKE

Information wanted

Editor: I would like to hear from radio or TV stations that are using Citizens Band two-way units in their news departments. Any information as to the success or feasibility of CB two-way units in news coverage would be greatly appreciated.—Cal Zethmayr, News Director, WLAV, Laurel, Miss.

Fm's future is now

Editor: . . . A lot of the am boys discuss fm with the same air as alumni discussing the new freshman. They say, "Five years and fm will be its feet; there will be milk and honey for everyone, but for now here's how it's done—children, here's the book." Gentlemen, we threw your book away, and the time is now. Fm is here, and fm will finish what good am started. . . .

We program generally to sane, reasonable adults, treating them as people, and with better sound. Their gratitude...
RECEPTIONIST

Nearsighted, but too vain to wear glasses in public. Shouts “How are you, Agnes?” at old friends named Howard. Expert at extending the Small Hello. Has vetoed more government propositions than any congressman alive. Very receptive to WTOP Radio, the station important to people in the Greater Washington area.

WTOP RADIO

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

WTOP RADIO Washington, D.C.
WTOP-TV Channel 9, Washington, D.C.
WJXT Channel 9, Jacksonville, Florida

L'a 247
it takes PEOPLE
to make THE NEW WCOL
Columbus' #1 STATION!

Sure, we're first in Columbus — and darned proud of it! And, shown here are the people who make us first in total audience. From 8 a.m. to 6 p.m., Mon.-Fri., WCOL rates first in total audience, every quarter-hour. (Pulse, Aug. '60) And, HOOPER tells the same fantastic success story! (Three Month Avg. Report, July-Sept. '60)
shows in our sales, sales of sponsor products and sales of fm sets, even in the grab by you for those fast-going fm bands. We're tired of your "the audience-is-12-years-old" attitude and we are beating you at your game.

Our station is straight fm, 100 kw, 20 hours a day, three years old, in a major market with a tremendous amount of listeners (7 million in our area). We really had to work, and we aren't even halfway finished.—Jim Shipley, President's Assistant & General Sales Manager, WSOM (FM) Salem, Ohio.

Low mileage

EDITOR: I set up a telephone survey following the first full page Shell ad, which ran the night before in the local paper . . . but the ad did not make too much mileage . . .

We completed 218 phone calls afternoon and evening to get a balance of men and women; 32 had not seen or read the local paper; 79 remembered some gasoline advertisement; 64 (less than a third) connected the name with Shell; 2 persons said they had read some of the copy.—George J. Volger, General Manager, KWWC Muscatine, Iowa.

Broadcasting's 'Big Brother'

EDITOR: On Jan. 7, Bob Emery, who telecasts his Big Brother Show (for children) on WBZ-TV, celebrated his 40th Anniversary in broadcasting . . . He has worked for the Yankee, Colonial, Mutual, DuMont and NBC networks . . .

While rummaging through some old photos with Bob, I came across the enclosed wonderful reproduction from

the Boston Evening American of Feb. 6, 1930, with the caption designating it as the world's first transmission of sound and living image. The subject: Bob Emery. The sound waves were transmitted by WEEI Boston and the television by WIXAV.—Joseph A. Ryan, Director of Public Relations, WBZ-TV Boston.
MONDAY MEMO from BOB COLOMBATTO, Davis, Johnson, Andersen & Colombatto, L.A.

Bandini makes the air earthy in Southern California

One of the most rewarding occupations in advertising, I believe, is a review of the past. It helps bring a sense of proportion and objectivity to what is quite often a career of details that fly by in more or less frantic profusion. That we learn from the past is obvious. Hence it is most refreshing for me to review the broad outlines of what has always been for me a fun-filled and unique success. The Bandini story is proof of the immense power of radio—particularly here in Southern California.

I think this story is worth re-telling because it is a continuing success. It's seven years old, and shows no signs of age on the sales charts. It also shows that a relatively modest budget can still do a big job in spot radio.

A Radio First • One bright morning in September 1954, Los Angeles listeners were jarred out of their breakfast daze by a honey-voiced female who purred, "Bandini is the word for Steer Manure!" Reactions were immediate and intense. Some "loyal" listeners phoned and wrote the station, deploring the bad taste and threatening never to listen to the station again. Others vowed never to use Bandini products again.

At this point the client was becoming understandably nervous. Then a curious thing happened: Bandini folks started hearing good things about their "sexy" steer manure. Phone calls and letters applauded the good humor, newspaper columnists and radio personalities started quoting the spot, high school and college kids picked it up, too, and a well-known nightclub comic used it as part of his routine. Deputies were kidded about it and they in turn kidded their customers. While all this was going on, somehow more Bandini steer manure was sold per month than ever in the 27-year history of the company.

Background • The Bandini Fertilizer Co. became a client of the Mayers Co. Inc. (now Davis, Johnson, Andersen & Colombatto Inc.) in 1951. The first few years were profitable by the usual standards of fertilizer advertising and sales. Bandini's advertising approach employed a woman gardening expert who spoke before garden clubs, made appearances at nurseries and gave garden talks over the radio. She had a tv garden show and her picture was featured in four-color newspaper ads.

With wholehearted client approval, the agency launched a new look in fertilizer advertising. The main objective was to acquaint the "casual gardener" with the Bandini name. Spot radio was chosen to carry the load. Reason? Simple: an oft told radio story. Our minutes were as big as anyone else's. Further, we could stack our schedule and get heavy frequency at best times. Finally, we achieved greater creative latitude in radio by appealing to listener imagination.

Walking the Line • "Bandini is the word for Steer Manure" quickly became a catch phrase at cocktail parties and garden centers. Encouraged by the first sweet smell of success, we plunged ahead for several months with a series of "hitchikes," 30-second and 1-minute spots that played whimsically upon entertainment personalities and other comical (we thought) situations.

To put over the idea that Bandini Dichondra Food made dichondra spread faster, we used a 30-second spot that opened with the startling sound of a taut guitar string twanging, followed by a low wolfish whistle and an unbelieving man's exclamation: "Look at that spread!" A highly indignant woman's "I beg your pardon" followed, and we learned quickly how the listeners' imagination can be piqued: Men... "ho-ho!" Women... "Ugh!" but (secretly) "Titter, titter!"

"You'd never guess... I once had Ants in my Plants." This corny punning line was used with "starting success" (to quote the proud client) to introduce a new line of "Insecticide Added" fertilizer. In 30-second and 1-minute radio spots three proper Bostonian ladies confessed embarrassedly that they, too, had been bothered with ants in their plants until they had discovered Bandini Gro-Rite with Insecticide—Added. Result: Another success and another inch to our hat bands!

New Product... Radio Only • In the spring of 1958 we really gave spot radio the acid test. And it was almost our undoing. We introduced a new product, Plush, in a bright purple bag, with a 30-second jingle. It was the day of the sack dress and chemise fad. The Plush jingle announced a "a brand new sack—not a chemise—a brand new sack for your lawns, if you please." We found a girl to caress the vocal and interspersed the entire jingle with sounds of French auto horns. The client gave us two weeks to keep it on the air. But once again, just as the deadline appeared, the first sales returns came in. Saved by a sales graph.

With Plush we learned that sound alikes can be beneficial to a promotion. The salesmen and dealers began joking with each other about the possibility of changing the product name to Plush. We couldn't have pre-planned and purchased this very beneficial word-of-mouth aid. I'm convinced it wouldn't have occurred except by the use of sound—without sight—radio.

For two years, now, Plush has been promoted almost exclusively on radio. Today it is the number one selling dichondra food in this 10-county market—the largest single lawn and garden market in the nation. Reason: it's an excellent product and uses an excellent medium of communication.

Results • That Bandini's radio efforts have been remarkably successful is a matter of record. In the continuing home audit of the Los Angeles Times Bandini has led the lists in steer manure and all types of commercial or dry fertilizers, since the fall of 1954. Another measure of the value of radio to this industry in this market is that today all major manufacturers—Bandini's competitors—use spot radio to a good degree in their consumer advertising.
What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

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

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

Ask PGW for all the facts!

*According to BOTH SRDS and Sales Management, Fall, 1960.
VIDEO TAPE
is the shape of
QUALITY
TV commercials.

The tremendous impact of the tape revolution on the creation, production and economics of TV is being felt increasingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials...
6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE brings new quality and savings to your TV commercials!

The picture "lives" on "SCOTCH" BRAND Video Tape... says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.

Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.

Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.

Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.

Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.

Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!

"SCOTCH" brand Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.

Send for: "The Show Is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. Paul 6, Minnesota.

Spend your time more profitably in North Carolina where WSJS television gives you city grade coverage of more large cities than any other station.

**WSJS** television

Winston-Salem / Greensboro

CHANNEL 12

PETERS, GRIFFIN, WOODWARD—REPS.
FLEXIBLE TV PRICE PLAN BLASTED

- Cone proposal stirs up mixed reaction along agency row
- Critics class many information programs as bargain buys
- Should value as advertising for network be considered?

The basic price structure of television's mounting volume of public affairs programs appeared last week to have weathered the threat of a potentially disastrous attack on its already shaky foundations.

In the process, however, the possibility of eventual variations on current pricing and selling procedures was foreseen by some TV buyers.

The threat loomed in the form of a suggestion by Fairfax M. Cone, executive committee chairman of Foote, Cone & Belding and one of advertising's most respected practitioners, that the public affairs type of programming should be priced lower than entertainment programming because its audiences are smaller.

Although it was not the first time Mr. Cone and occasionally other agency executives had taken such a tack, and even though he said his hope was to encourage wider sponsorship of information programming in prime viewing hours, the appearance of his statement was accompanied by speculation that it might touch off widespread demands for price concessions.

Support Slight - A survey of other leading agency executives, however, showed that while the statement stirred up a good deal of talk, it did not attract much unequivocal support and even less agitation for acceptance. There was, however, some significant feeling that networks ought to be more realistic and bring their "asking prices" more nearly into line with their "taking prices" - a move which agency authorities did not seem to think would seriously affect the prices that are actually being paid.

The consensus of those queried by Broadcasting was that - despite the networks' best efforts - the facts of life already have brought information program prices about as low as could reasonably be expected.

These programs, it was pointed out, usually contain a built-in compensation for their comparatively smaller audiences because ordinarily they cost substantially less than entertainment programs to produce and hence are that much less expensive to begin with. On top of that, agency authorities noted that the networks frequently wind up having to cut the price still further in order to make a sale. As one network official quickly agreed: "We're taking a horrible financial beating on these shows already."

As an example of the cost differential between entertainment and information programming, one agency executive estimated that an alternate-week sponsorship of an average half-hour entertainment program in network prime time would cost the advertiser from $3 million to $3.5 million per season, while a comparable public affairs or information program would cost about $1 million less.

The general view that the prices actually being paid can hardly be expected to be reduced further was not entirely unanimous. A few executives went beyond Mr. Cone. Frank Kemp of Comp-ton, for example, thought that information programming is a network responsibility, that the networks should budget such programs as sustainers and consider it "gravy" if they are able to sell them.

Some endorsed Mr. Cone's idea without quibble, and at least one, Emil Mogul, president of Mogul, Williams & Saylor, was quoted as having advocated a plan substantially the same as Mr. Cone's almost two years ago.

Present Cuts Sufficient - At the other extreme were those who not only felt that for all practical purposes information program prices already are being cut enough, but also felt that price is far from everything considered. It was pointed out, for instance, that many advertisers have developed healthy sales curves on advertising in which information programming figures prominently. Others stressed that such programming need not necessarily have small audiences and that, in fact, most such shows have respectable audiences and that many reach 9, 10, or 11 million homes regularly.

Reactions to Mr. Cone's statement did include suggestions - from C. Tercence Clyne of McCann-Erickson and Richard A. R. Pinkham of Ted Bates & Co., for instance - that the networks ought to go along with Mr. Cone's idea to the extent of formalizing the "discounts" that in current practice are granted after failure to find a buyer at the original offering price. The consensus seemed to be that this would not seriously affect the final price but would eliminate haggling.

Mr. Cone's statement also produced some alternative suggestions, including one from Mr. Cone himself which contained elements of kinship with the so-called "publishing" or "magazine" concept of selling.

As an alternative to pricing public affairs programs on a circulation basis he thought the same objective - more advertisers sponsoring such shows - might be attained if networks would offer "packages" of programs which over the course of the contract would include, say, two information programs. The sponsor's commercials would be rotated among the various shows in the package, including the public affairs offerings. Thus, on at least a limited
basis, the advertiser would be forced to become an information program sponsor, whether he specifically wanted to or not.

Variation for Purex - Mr. Cone's agency was reported to be working currently on a limited variation of such a plan for Purex. Although details were not available it was understood that PC&B is negotiating with CBS-TV for sponsorships which would include some CBS Reports programs along with entertainment programming.

On a long-range basis another possible pricing variation was foreseen by William B. Lewis, board chairman of Kenyon & Eckhardt. He said K&E was making "promising progress" in work on a method of measuring "the qualitative complexion of the audience which habitually views a given type of program." At some future time, he thought, "when logical professional application of facts can be made, perhaps different types of television programs—indeed maybe even different shows within a category—can and should be priced out according to the qualitative and quantitative factors applicable."

Mr. Lewis said he had "long favored introduction of a system of measurement and application of qualitative audience factors in establishing the cost of television program and time."

Here are some of the other viewpoints advanced by other leading agency executives:

C. Terence Clyne, chairman of the board and general manager of M-E Productions, New York, said it was his "understanding" that "the sales of all public information shows has been at a 'discount,'" with price developed according to individual negotiation. He suggested that perhaps the "most constructive thing" the networks could do would be to offer public information shows at an "efficient cost price" and propose a lower card rate for such programs in the first place, rather than set a rate and then "negotiate down" to a much lower rate.

Demand Sets Price - George Polk, vp of tv-radio programming and planning, BBDO, New York, said "pricing in network television is a matter of supply and demand. What is salable at current prices determines whether or not the price is reasonable."

Mr. Polk said that along with cost per thousand it also is necessary to consider the type or extent of responsiveness of the audience reached by public information shows as compared with that of audiences reached by other programs.

BBDO handled Influential Americans on CBS-TV for General Electric. Mr. Polk said the agency received phenomenal mail on this one, some 10,000 letters from teachers alone, "yet this program's rating was lower than that gained by the usual GE Theatre program."

BBDO-client B. F. Goodrich, at one time a sponsor of information shows, found that the responsiveness of the audience to these programs came in at a greater level than on the average entertainment program. He emphasized, however, that it depends on what the advertiser wants—"some advertisers by the nature of their products and their advertising objectives shouldn't go into public information shows regardless of the cost." BBDO also has handled U. S. Steel public information specials, and, he notes, the U. S. Steels and GE's go into this occasional-type sponsorship in order to influence and to make a "meaningful impression" on the public.

Frank Kemp, executive vp and media director of Compton Adv., New York, said that for most advertisers public affairs and informational-type tv programs are priced higher than mass-entertainment shows. But the price was not his overriding thought about public service programs; rather, he thought it is the tv networks' responsibility to schedule such telecasts without planning on sponsorship:

Allotment Suggested - "I feel that when a network makes up its annual budget for programs, a certain amount should be set aside for a certain number of public service shows. Then, if the network can obtain sponsorship for such shows, that's so much 'gravy' for them. But they should not count on sponsorship for them."

Rollo Hunter, vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York, held that public affairs programs need to be priced lower than mass-entertainment programs. He said the networks are
developing informational programs that can attract audiences that come close to being "a mass audience," and that some already have achieved this status. He predicted that in the near future, information or such "actuality" telecasts will reach not only the so-called "quality" audience but enough of the public to classify them as "mass" or "near-mass" vehicles. From his own experience, he said he had recommended that a client buy CBS-TV's Eyewitness to History. Although the advertiser did not buy the program, Mr. Hunter said he still believed that program would have been "a very good buy."

Alfred L. Hollender, executive vice president and TV-radio director of Grey Adv., commented that it is "unrealistic" to "talk about lower rates for one type of show as compared with another." He explained that for some advertisers, a public service show can provide the needed circulation and for other advertisers, a western may fill the requirements. Mr. Hollender did mention that networks, in the past, have had the tendency to offer such programs at one rate and then lower it when there were "no takers," so that the ultimate price tag was moderate. But he added that there seems to be "more receptivity" to public service programming now and networks probably will hold the line more firmly in the future.

"Green" Idea • Richard A. R. Pinkham, radio and TV vice president of Ted Bates & Co., New York, put his views this way: "Mr. Cone's idea is great. I'm all for it. Of course I don't think anything will ever be done about it but I'm glad it's been mentioned. Certainly I know that if the public affairs shows are hard to sell, after a month their rates come down. That's the way I've always bought them. But why wait? If this was formalized with lower rate cards I would be able to make my move earlier. I could make a firmer commitment.

"I think the quality audience question is less applicable in TV than with newspapers. Quality audiences are only important to certain kinds of sponsors who want to reach a certain kind of audience... say, an insurance company. But if my concern is a cigarette company—well, almost everyone smokes and I wouldn't worry about the quality of my audience."

Grant Tinker, vp and director of TV programming for Benton & Bowles, New York, said: "I think Mr. Cone's statement is nonsense. What he wants done is already in practice. In almost all cases there is a reduction in rates. The networks have a show that is hard to move and they cut the rate. In some cases they even give it away at no cost. Other times a show is sold for a token rate. The only thing we haven't got is a formal rate card listing the rate reductions. But other than that the networks make the rate changes because that's the only way they can sell a program that doesn't draw a mass audience."

Maxwell Dane, vice president and general manager of Doyle Dane Bernbach, New York: "It's a matter of weighing quantity against quality. Public affairs type shows should not have their rates reduced, for the same reasons The New York Times commands a greater rate than The Daily News. The Times doesn't have the News mass circulation but it offers quality. The same thing with Vogue and Harper's as opposed to mass circulation magazines. This thing shouldn't be weighed by costs per thousand. But of course concessions have been made. A show is hard to sell and right off the rates are cut, but at what point is the line drawn? It is not fair to compare public affairs shows with mass circulation shows on a per thousand basis."

Sees Good Value • Harry G. Ommerle, senior vice president of Sullivan, Stauffer, Colwell & Bayles, New York, thought network public affairs programming is fairly priced and generally a good value. He said that "we have found that networks are willing to make adjustments." He thought that "there will always be a certain number of advertisers who cannot and should not be part of these things," defining these as a company with a product incompatible with the programming or one that cannot afford to spend money without realizing direct sales—the one that does not have the budget of a corporate-image advertiser."

There is "healthy progress" in the movement of new advertisers into public service, the SSC&B executive asserted. He said he was pleased, too, to see broadened sports programming on the networks (Pall Mall, Rise and other SSC&B clients are sports customers). Mr. Ommerle did have one com-
FLEXIBLE TV PRICE PLAN BLASTED continued

plaint. He saw a quality gap between "the average entertainment program" and "CBS Reports or an NBC White Paper," and said he'd like to see all programming upgraded to the latter level. In their new emphasis on public service, however, he feels the networks are doing a good job.

Sees Overall Picture • Jules Bundgus, vp and radio-tv director of Kastor, Hilton, Chesley, Clifford & Atherton, New York, felt that public affairs programs should have lower rates—as they actually do now, he said, after discounts and "linear points." He also felt that this will hurt stations and that some of them won't carry the shows because of lowered rates. He suggested that networks should look at the overall picture of programming and offer advertisers multiple tandem buys or "package deals" consisting of both entertainment and public affairs: for example, ABC-TV could offer the Winston Churchill series, "This Is Your Life." Using those two shows, he explained, would give the client prestige as well as ratings.

Arthur E. Duram, radio-tv director of Fuller & Smith & Ross, New York, said he disagrees completely with Mr. Cone’s idea. He said program cost advantages already offset any rating disadvantage and the client ends up coming out about even. Besides, he added, clients interested in public affairs programming are not so greatly interested in cpm.

Hendrik Booraem Jr., broadcast vice president of Ogilvy, Benson & Mather, New York, saw merit on both sides of the Cone suggestion. Information programming, he said, can be powerful without matching the cost-per-thousand of entertainment. "It seems to me to be unfair," Mr. Booraem declared, "to ask networks to take a loss on public affairs programming simply to achieve a more attractive cost-per-thousand." He illustrated in the experience of a former Ogilvy client, Standard Oil of New Jersey. Jersey Standard’s experience with The Play of the Week in New York and Washington demonstrates, he said, that there are a lot of program values that can’t be measured in dollars. (The sponsor last season used its seven-week plays on WNTA-TV New York and once a week on WTOP-TV Washington for corporate public-relations advertising.)

Cone Views • On the Cone side of the question, Mr. Booraem thought perhaps there may be justification for a different public-affairs price structure. Networks have a stake in it too, he pointed out. It is part of their responsibility under the law and, in addition, public affairs programming is "advertising" for a network, as he sees it.

With many factors working in favor of public-service buying, Mr. Booraem saw a real swing in that direction, powered by advertisers as well as networks. Perhaps the trend would accelerate if networks could offer the shows for less money, he asserted.

George Bolas, vp and director of media, Tatham-Laird, Chicago, thought Mr. Cone’s suggestion "sounded like a fine idea. It’s a very worthwhile thought. If it could be done, it might encourage better programs." But, he wondered, if network revenues are reduced, “who’s going to pay the difference?” He also thought such programs would have to be done more in a framework that would attract the kind of audience an advertiser wants, especially if that audience were smaller.

Jerome R. Feniger, vice president of Cunningham & Walsh, New York, said many fine public affairs shows have been bought cheaply, but that the advertiser has to forgo a lot of pre-promotion and build-up advantages when he buys at a last-minute close-out rate. The initial offering price of information shows often tends to discourage the market, he said.

Price, however, is only one part of a complex and sophisticated selling problem which involves much more than arithmetic, Mr. Feniger asserted. In some cases the producer—he cited Irving Gitten, of NBC, for instance—can enunciate the ideas in a public-service program with more clarity than anyone else. Then again, other producers "couldn’t sell you a dollar bill for 95 cents," Mr. Feniger added.

McCann-Erickson revamped

Incorporation of two of major divisions of McCann-Erickson Inc. was announced last week. McCann-Erickson Inc. and McCann-Marschalk Co., parent organization’s second domestic agency, has been incorporated as McCann-Marschalk Co. Inc. Parent name of the company changes from McCann-Erickson Inc. to Interpublic Inc., which will provide management and financial guidance and services such as personnel and accounting to affiliate companies. The change is designed to give incorporated companies financial responsibility over their own operations.

Competitors buying Shell’s old tv spots

What happened to the many valuable local tv program franchises that Shell Oil Co. gave up throughout the country when the $16 million account went 100% into newspapers?

Half of them immediately were snapped up by competitive oil firms and some of the rest may go there too. So Norman E. (Pete) Cash, president of TVB, reported Tuesday to the Broadcast Advertising Club of Chicago. In fact, in most cases, he said, the turnover time to new oil company sponsorship took scarcely a week.

Mr. Cash said that of the 38 Shell franchises in local tv during 1960, 19 were taken over by Shell competitors. TVB research shows 31 other oil firms have expressed interest in the others, he said. Some of those picking up former Shell vehicles include Standard Oil in the Midwest, Sun Oil in the East and Phillips Petroleum in other sections.

Despite Shell’s switch to newspapers via its new agency, Ogilvy, Benson & Mather, New York (AT DEADLINE, Nov. 21, 1960), the oil company trend is still for more television, Mr. Cash said. He cited the sales gains made by Texaco last year, noting Texaco’s NBC News buys during November. Gulf Oil Corp. has signed a $1 million contract with NBC News too (BROADCASTING, Dec. 12, 5, 1960).

Midwest agency and advertising executives witnessed TVB’s newest Cello presentation in Chicago Friday. (Jan. 13) The showing, "The Progress of Discontent," also was made at the annual banquet of the National Appliance and Radio-Television Dealers Assn. there on Saturday (Jan. 14).

**ARBITRON’S DAILY CHOICES**

Listed below are the highest-ranking television shows for each day of the week Jan. 5-11 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., Jan. 5</td>
<td>Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>33.9</td>
</tr>
<tr>
<td>Fri., Jan. 6</td>
<td>Sunset Strip (9 p.m.)</td>
<td>ABC-TV</td>
<td>28.0</td>
</tr>
<tr>
<td>Sat., Jan. 7</td>
<td>(technical difficulties—no ratings)</td>
<td>CBS-TV</td>
<td>27.3</td>
</tr>
<tr>
<td>Sun., Jan. 8</td>
<td>Candid Camera (10 p.m.)</td>
<td>CBS-TV</td>
<td>20.3</td>
</tr>
<tr>
<td>Mon., Jan. 9</td>
<td>Danny Thomas (8 p.m.)</td>
<td>CBS-TV</td>
<td>22.1</td>
</tr>
<tr>
<td>Tue., Jan. 10</td>
<td>Garry Moore (10 p.m.)</td>
<td>NBC-TV</td>
<td>31.6</td>
</tr>
<tr>
<td>Wed., Jan. 11</td>
<td>Bob Hope (9 p.m.)</td>
<td>NBC-TV</td>
<td></td>
</tr>
</tbody>
</table>
Iowa has 25% of all the Grade A farm land in the U.S., and its farmers average $14,187 per year income from this choice land. Yet farm income is only half of the picture in Iowa where income from industry now equals that from farming.

WHO-TV covers 57 high-income counties in Central Iowa— one of America's most unique television markets. It embraces more top-income farm counties than any other television market in the U.S., and gives you Des Moines— Iowa's largest metropolitan center— as a bonus. In all, this is a big, important $2 billion market.

Reach more of Central Iowa's prosperous rural and urban families, alike, with WHO-TV. It's an area worth reaching with the best you can buy. Ask your PGW Colonel for availabilities soon!


WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport
IT'S QUALITY THAT COUNTS

New Sindlinger tv rating services will measure both quality and quantity of network audiences

A new, nationwide daily television rating service which will place emphasis on the quality of the tv audience rather than its size is being launched by Sindlinger & Co., Norwood, Pa., it was announced last week by Albert E. Sindlinger, president.

Mr. Sindlinger told a news conference in New York last Tuesday (Jan. 11) that while the service will produce figures that are comparable to those of the various rating services, the ratings are "only a step to reach the ultimate aim of reporting the quality of the tv audience delivered by each specific television program and what people within specific television audiences buy or plan to buy."

There are two major aspects to the Sindlinger Television Service. One is the "rating" and the other is the "quality" aspect. The Sindlinger plan is to sell both aspects of the service to a group of advertisers, particularly those in the same industry to whom the "quality" dimension may be significant, and make the "rating" aspect only available to others in the tv business (to agencies, networks and stations).

A spokesman said that the rating reports could be priced at from 10-20% of the cost of other leading rating services, because Sindlinger hopes to recoup a large part of its investment from fees paid by companies signing for the "quality" data.

Sindlinger is premiering its new service, which studies evening network tv programs, with three companies investing about $1,000 a week for eight weeks in January and February to ascertain automobile ownership and buying plans, by makes. Mr. Sindlinger said initial clients are du Pont, Ford Motor Co. and an automobile client who does not want to be identified. They will be supplied with "quality" data (income, occupation and education) on viewers of their own and competitor's programs, as well as rating data.

The Sindlinger sample is about 1,600 for each day's research and a new sample of different households is drawn for each and every day of the week. The interviews are conducted by telephone. Persons are interviewed the day after a schedule of tv programs is carried.

Four Reports - On its basic rating reports, Sindlinger will provide clients with four reports daily within one week of interviewing and they will cover such information as daily report of tv sets in use, sample size for each statistic, daily audience size report by sex and age, broken down geographically, and national television ratings, which will consolidate the data from the other three reports on one sheet of paper for each day.

The automobile project will encompass both the rating reports and additional information on automobile ownership and plans to buy automobiles. It will also provide data on who is the program selector; characteristics of the audience; occupation of household head; his annual income and his educational attainment and other qualitative information.

Mr. Sindlinger said his company is prepared to spend $1 million to establish the new tv service. He hopes that in subsequent months, clients in other industries such as soap, toothpaste or perhaps gasoline will participate in "quality" studies. Simultaneously, it is his belief that agencies, stations, networks and other interested companies will become subscribers to the basic rating service. Mr. Sindlinger expressed the view that the rating service would gain support because "it is different from other rating services because of the speed of delivery and detail of the daily reports."

Today, it's 'sell, sell,'

Godfrey tells RTES

Arthur Godfrey, CBS' radio personality who is responsible for establishing "personal salesmanship" on an important level in broadcasting through this last week about his peculiar brand of selling at a Radio & Television Executives Society timebuying and selling seminar in New York.

It's necessary today, he said, to "nudge people up to the counter with cash in hand, or even with a credit card. . . . You not only have to offer something better, you have to be convincing that what you are offering is better. "The real smart advertising men aren't calling it marketing right now," he quipped, but "plain, old-fashioned sell, sell, sell."

In placing today's audience in perspective, Mr. Godfrey pointed to radio listening in cars ("these people are pigeons for a real sales pitch") and to the need for salesmanship to move the housewife to reach for "Zich's cereal" —"she's got a lot of listening time, which is why more radios than ever are being bought." In the audio-visual world, he noted, a selling job must be "adequately done." Discussing his own career, he said he has used his ability to entertain as a foot in the door for selling; and that he's erroneously judged as having spoofed his sponsor's products (sometimes, he admitted, he has "kidded" the "guys who wrote" the commercial, but never the product).

Grey gets consumer ads for Ideal's Model Craft

Ideal Toy Co., N.Y., has appointed Grey Adv., N.Y., to handle national consumer advertising for its ITC Model Craft Division. The account formerly was with Atlantic/Bernstein Adv., N.Y., which will continue to handle the division's sales promotion and trade advertising.

The division last Monday (Jan. 9) launched what it called "the heaviest national post-Christmas spot tv campaign in its history," using six to eight week schedules to introduce its new line

Fun versus learning

What is a "quality" audience, and where are you apt to find it in bigger numbers—watching entertainment programming or watching information programming? The advertiser's answer will vary according to what he's selling and what the programs are, but last week Sindlinger & Co., Norwood, Pa., which is introducing a rating service to examine audience "quality" as well as size (see above), undertook to answer the question in terms of two specific CBS-TV shows, from the standpoint of specific type of advertiser.

Father Knows Best, an entertainment show, was found by Sindlinger to reach an average 13,147,000 households per telecast, while Eyewitness to History, an information series, reached an average of 5,281,000 households. Among "father" viewers, 897,000 said they planned to buy a new car during the next six months, as against 484,000 "eyewitness" watchers who said the same thing. To ascertain the "quality" element of the audiences, Sindlinger asked if the prospective car buyers planned to purchase high-priced cars. On this query, 33,000 "eye-witness" and 17,000 "father" viewers said they expected to buy expensive models. On a percentage basis, therefore, the information show in this case reached 40 cent as many homes and 54 percent as many prospective car buyers—but almost twice as many prospective high-price car buyers—as the entertainment program.
FIRST FOR 37 CONSECUTIVE MONTHS IN ATLANTA! Every ARB survey of the 3-station metropolitan area taken since October, 1957, has shown WSB-TV in first place. For the month of November, 1960, ARB found WSB-TV was viewed by the most people 71.8% of the time. The station's average share of sets in use was 45.8% against 30.2% and 23.9% for the other two stations. In few major markets of over 1,000,000 population do advertisers find such preference for one station. This rating dominance teamed with WSB-TV's broader coverage pattern is producing good sales results for advertisers. Certainly your advertising belongs on WSB-TV!

**CO-OP TV AD POOL**

Wexton plans tv push for 500 N.Y. retailers

Co-operative advertising can harness for small stores "the tremendous power of local television to demonstrate the product for the local retailer or group of retailers."

This is a thesis that Wexton Advertising, New York, and a client hardware-houseware distributor, Masback Inc., are preparing to prove. Larry Schwartz, president of Wexton, made the allusion to tv last week as he and Masback unveiled this year's advertising plans for 500 hardware and houseware retailers banded together by Masback under the "Friendly American Stores" promotional banner. All are small independents in the greater New York market area. Together they have about $250,000 to spend.

They learned at the meeting that a 20-week nightly saturation schedule in the spring and fall (10 weeks each) on WPIX (TV) New York will be the central feature of a many-faceted plan drawn up for them by Wexton and the distributor. For the heavy schedule, Wexton is filming a record number of 25 commercials featuring an animated family in running commercial "situation" plots.

Mr. Schwartz chided agencies for making co-op "the social parish of advertising" and outlined a campaign to make the Friendly American Stores competitive with chain giants. The Masback campaign is unusual in that it was initiated by a distributor, rather than nationally by a manufacturer or locally by a big store. Involved in this local situation, Mr. Schwartz reminded his listeners, are 15.6 million prospective customers in 4.1 million tv families (more than 19% of them have more than one set) and $35.1 billion in sales.

Wexton collects the standard agency commission on media placements fees for other services (displays, direct mail, sales training, publicity, etc.).

**Business briefly...**

*Procter & Gamble Co.* Cincinnati, will sponsor NBC-TV's hour-long special, The Square World of Jack Paar on Jan. 31 (Tue. 10-11 p.m. EST). The program features various films taken in Europe and the Orient with live ad lib commentary by Mr. Paar, who will also open the program with a monologue. Agency: Benton & Bowles, N.Y.

*Minnesota Mining & Manufacturing Co.* St. Paul, Minn., has purchased sponsorship in CBS-TV's Feb. 4-5 coverage of the Palm Springs Second Annual Golf Classic (Sat. 4:30-6 p.m. and Sun. 4:5-5 p.m. EST). A total of 128 teams, each made up of one professional and three amateurs, will compete in the $50,000-added tournament which will be described by sportscasters Jim McKay and Jim McArthur. Agency: Erwin, Wasey, Ruthrauff & Ryan Inc., N.Y.

*Block Drug Co.* Jersey City, N.J., purchased participation in the NBC-TV western series, The Tall Man (Sat. 8:30-9 p.m. EST). The order is for weekly thirds, starting Jan. 14 and ending Sept. 2. Agency on the Block Drug account: Sullivan, Stauffer, Colwell & Bayles, N.Y.

*Oldsmobile Div., General Motors Corp.* will sponsor ABC radio's coverage Jan. 22 of the 20th annual Bing Crosby Golf Tournament at Pebble Beach, Calif. (Sun. 3:10-3:30 p.m., 5:15-5:30 p.m., and 6:30-6:50 p.m. EST). Produced by the ABC Sports Dept., the broadcast features Frank Weaver and Orval Anderson as commentators for the $50,000 pro-amateur charity event. Oldsmobile also will sponsor ABC-TV's full-hour telecast of the golf tournament (5:30-6:30 p.m. EST).

*Ex-Lax Inc.* (Warwick & Legler), Pharmac Inc. (N. W. Ayer & Son), Philip Morris Inc. (Leo Burnett) and Vitamin Corp. of America Div. of V.C.A. Labs (Dunnan & Jeffrey Inc.) have signed orders for ABC Radio's Weekday News programs. Other new and renewal orders for ABC Radio news shows include: The Mennen Co. (Warwick & Legler) and Hastings Mfg. Co. (Bozell & Jacobs), new signers on Paul Harvey News; Bankers Life & Casualty Co. (Phillips & Cherbo), renewed its Paul Harvey sponsorship. The following advertisers renewed on Cliff Engle News: Lyon Van & Storage Co. (Smalley & Smith); Signal Oil Co. (Barton A. Stebbins Adv.), and Whitall Labs (Ted Bates).

**An 'artistic approach' to television commercials**

AC Spark Plug and its advertising agency, D. P. Brother & Co., are attempting to prove that "art for art's sake" can have practical application in a new series of tv commercials. Their new format utilizes techniques developed by the famous Dutch painter, Piet Mondrian.

AC's new commercials use horizontal and vertical lines to form patterns and rectangles—or "mondrians." While these artistic principles have been used before in advertising, AC's application differs as the "mondrians" are animated, in two ways, instead of being static.

This dual animation consists of cartoons or live photography within rectangular panels, and the panels themselves become larger or smaller to emphasize audio portions of the commercial. The spots, produced by Grantry-Lawrence Animation, Hollywood, feature Francis X. Bushman (see pictures), the Sportsmen, Gale Gordon, Hal (Gildersleeve) Peary and others.

They are currently appearing on ABC-TV's Naked City and Cheyenne shows.

While an off-screen voice says "Dust (l), dirt (c), water (r) . . . can harm the engine of your car," silent film star Francis X. Bushman reacts as panels symbolizing these elements are enlarged to emphasize them.

34 (BROADCASTING)
Responsive, amusing, a perceptive partner with the pleasing rapport of a “metropolitan” personality … like each member of our media family — Television, Radio, Outdoor and International Advertising.
Here are just 3 out of more than 300 similar pages* listing items that move by truck—many of them only by truck!

*National Motor Freight Classification No. A-5

AMERICAN TRUCKING INDUSTRY

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

THE WHEELS THAT GO EVERYWHERE
TV’S BILLINGS BONANZA

NBC-TV claims all-time record in October figures, but CBS-TV still remains the overall front runner

For the first time in several years NBC-TV passed CBS-TV in monthly gross time billings; The NBC-TV total in October was more than $25 million, about $2.1 million above CBS-TV gross time billings.

The sudden NBC-TV billing sprint encouraged spokesmen of that network to talk of a decided improvement and increase in daytime show popularity and sponsorship. The network claimed, for example, that most of the rise could be attributed to the daytime periods with October’s total the beginning of a daytime 38 percent rise over last year on a Mon.-Fri. basis. NBC-TV trotted-out figures to show it progressing comparatively at a higher billing rate than competitor CBS-TV and said the disparity in October reflected a poor fourth quarter for CBS-TV but a good one for NBC-Tv.

CBS-TV disclaimed any such NBC-TV dominance in the billings picture, with a spokesman hinting that by November “we (CBS-TV) will bounce back and by the end of the 12-month period will still be the biggest advertising medium.” (For the 10-month period, CBS-TV was far ahead by $25 million.) Thoroughly acknowledging the big NBC-TV figure (said to be the largest monthly billing figure on record by any network) in the Television Bureau of Advertising report, CBS-TV spokesmen asserted that the World Series sponsorship among other things helped fatten daytime billings at NBC-TV. Also pointed out by CBS-TV: This was a month where political pre-emptions occurred, and there may have been a pick up at NBC-TV because of them while CBS-TV showed a loss.

NBC-TV, in addition to bringing out research figures based on national Niel sens to show its rising daytime “popularity” over both CBS-TV and ABC-TV, distributed decks of playing cards to advertisers and their agencies—the ace in the hole again was NBC-TV’s day-time record—with this message: “It’s in the cards this new year ‘to win with NBC daytime.’

Year-end Reports • CBS-TV, meanwhile, released its year-end report, showing an average 20 percent daytime lead in 1960 over “the second ranking network” and a 13 percent nighttime lead over its closest rival. The network also claimed its gross was 15.2 percent greater than the “second network” during the first nine months of the year. NBC-TV, in its year-end report to be released today (Jan. 16) trumpeted daytime ratings at 4 percent ahead of “the second network” and a 30 percent increase in daytime sales that year as compared to 1959.

Other highlights of the year-end reports:

CBS-TV—cited balanced programming, leadership in “overall” audience appeal and sponsor acceptance; new show series, entertainment specials, expanded news-public affairs programming and coverage of the Olympics.

NBC-TV—emphasized its profits as highest in its history, a news-public affairs beef-up and audience recognition during political convention coverage; a better record of sponsored hours in 1960 compared to the year before and attraction of more national advertising coin (247 advertisers, including 24 of the nation’s 25 largest; both figures were said to be industry highs).

TV COSTS MORE—BUT

Grey study says main reason is expanded tv coverage

An analysis of the higher costs of maintaining advertising schedules on network television, in newspapers and in magazines in 1960 as compared with 1957 is contained in the January issue of Grey Matter, publication of Grey Adv., New York.

The study shows that $100,000 spent in 1957 would require $124,000 in network television, $111,000 in newspapers and $111,000 in magazines in 1960 if the same schedule were to be maintained. The study cautions that intermedia comparisons should not be made because contributing factors are not the same for the three media, during the four-year period.

The steeper rise in television was attributed largely to one of three factors cited by Grey Adv. as contributing to increased costs—namely, expanded coverage. The rise of tv homes by 15% was said to be responsible for $16,200 of the added $24,000. The two other factors noted by Grey as influencing costs were inflation and increased competitive pressures. For tv, inflation was said to account for $3,600 of the added cost and competition, $4,200.

Not So With Print • For both newspapers and magazines, according to Grey’s research, their added costs between 1957 and 1960 could be attributed largely to the competition and inflation factors. (Competition was described thusly: more goods and services

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**NETWORK TELEVISION GROSS TIME BILLINGS**

Source: TVB/LNA-BAR

<table>
<thead>
<tr>
<th>October</th>
<th>January-October</th>
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<tbody>
<tr>
<td></td>
<td>1959</td>
</tr>
<tr>
<td>CBS</td>
<td>$23,610,441</td>
</tr>
<tr>
<td>NBC</td>
<td>$22,883,291</td>
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<tr>
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**MONTH BY MONTH 1960**

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<th>ABC</th>
<th>CBS</th>
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<td>January</td>
<td>$13,260,010</td>
<td>$23,477,358</td>
<td>$20,980,897</td>
<td>$57,718,265</td>
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<td>February</td>
<td>12,677,110</td>
<td>22,977,171</td>
<td>19,923,712</td>
<td>55,577,993</td>
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<tr>
<td>March</td>
<td>13,487,400</td>
<td>24,043,799</td>
<td>31,072,164</td>
<td>68,503,423</td>
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<td>April</td>
<td>12,701,240</td>
<td>22,580,032</td>
<td>20,842,038</td>
<td>55,933,310</td>
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<td>May</td>
<td>12,975,050</td>
<td>25,209,917</td>
<td>19,414,264</td>
<td>56,599,231</td>
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<td>June</td>
<td>11,948,700</td>
<td>22,089,322</td>
<td>18,999,323</td>
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<td>July</td>
<td>12,529,660</td>
<td>23,442,997</td>
<td>19,805,457</td>
<td>55,778,114</td>
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<td>August</td>
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<td>21,448,482</td>
<td>18,052,503</td>
<td>50,867,085</td>
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<td>September</td>
<td>11,875,080</td>
<td>21,103,437</td>
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<td>51,415,170</td>
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<td>October</td>
<td>15,200,940</td>
<td>22,973,089</td>
<td>25,090,051</td>
<td>63,264,080</td>
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*September 1960 figures revised as of Jan. 5, 1961*
are being created and hence the advertising dollar has to fight its way through a density of competition; therefore media rates react to this demand for advertising.

Conclusions reached by Grey regarding its study include the following: it costs about 20% more in real dollars for an advertiser to obtain the same schedule than it did four years ago in the three media discussed; the trend will continue in 1961; advertising agencies must exercise their skill, experience and efficiency in making the advertiser’s dollar most productive (more imaginative, memorable and believable advertising messages and more skillful integration of the advertising message into all elements of the marketing process).

(A copy of “Grey Matter” is available from Grey Adv. in New York, Beverly Hills, San Francisco or Montreal.)

AD WEEK-YEAR PROMOTION OPENS

NAB takes initiative in urging broadcast support

Task workers for the Advertising Federation of America and Advertising Assn. of the West are scrambling to finish Phase One of the Advertising Week-Year promotion job. Television and radio stations later this week will receive letters outlining their part in the campaign that kicks off the week of Feb. 5 and lasts the rest of the year.

TV networks have split a $20,000 production fee among themselves and George W. Head, advertising manager of the National Cash Register Co., Dayton, Ohio, and committee chairman for the big volunteer drive, is out passing the hat among advertisers for $50,000 needed to clean up initial costs for film prints, mailing and other media production, including radio. Counting donated and paid expenses, Ad Year carries a $250,000 production price tag for the 11 months.

NAB will help mail letters this week from Mr. Head and the Ad Week-Year committee to stations. The chairman encloses slides and scripts and tells broadcasters “more so than any other, this is your bread and butter campaign, and we are hopefully counting on your cooperation.”

Keeping Rolling Kits • Stations are asked to use enclosed “Let’s Keep Rolling Ahead” announcements (provided in lengths from 10-seconds to a minute) and work with local advertising clubs to arrange special features portraying the economic value of advertising. Forms are provided for broadcasters to order films and transcriptions being readied by McCann-Erickson Inc., New York, task force agency on the project, for distribution shortly after Ad Week kicks off “Let’s Keep Rolling Ahead’ year. All copy explains the theme symbolized by the campaign’s racing arrow motif, relating advertising to mass demand and mass production. The entire campaign was drawn up by the Head committee (Russell Z. Eller, advertising manager of Sunkist Growers, Los Angeles, and Douglas L. Smith, ad manager of S. C. Johnson & Son, Racine, Wis., are respective vice chairmen for AAW and AFA of a committee exceeding 50 ad-media executives) and Emerson Foote, president of McCann-Erickson Inc., who is national plans chairman of Ad Week-Year.

TV stations, which last year had to pay $12 each to defray the expense of Ad Week kits, now will be offered free several filmed minute, 30-, 20- and 10-second spots. Fresh copy will be ready around April and once again before the year is out, under present plans, according to AFA executive Hugh Collett, who is campaign director. A McCann-Erickson production crew is filming in Florida today (Jan. 16), shooting home and supermarket footage for two basic storyboards that tell the assembly line-store-home consumer story of advertising economies.

Free Transcriptions • Radio stations, formerly billed $2 for the ad week kit, now may order free transcriptions by Garry Moore with Durward Kirby, Jack Paar, Bob Hope, Jan Murray, Milton Berle, Art Linkletter, Hugh Downs and others.

Agency coordinator for the entire job is M-E account executive Lew Marcy. Creative chief is Alton Ketchum, vice president of the agency. M-E tv credits: producer Hal Mathews, copy by Don La Vine and art by Frank Broadhurst and Jim McIntyre. Group Productions Inc. of Detroit is filming the spots with music by composer Ralph Burns and narration by Bill Shipley and Sy Harris. Mrs. Lillian L. Jason of M-E did radio copy.

If the campaign succeeds, the AFA, AAW and media may find themselves with a never-ending job. Explaining the philosophy of a year-round educational campaign, M-E’s man on the “account,” Mr. Marcy, says, “We’d never tell a client to advertise only one week a year.”

Agency appointments...

• S. C. Johnson & Son and J. Lyons & Co. Ltd., appoint Benton & Bowles’ British subsidiary, Lambe & Robinson-Benton & Bowles Ltd., as their advertising agency for new assignments in addition to products it already handles. Other new accounts are Busted Chicken Co. Ltd., The Reed Construction
 Nielsen Station Index "parts" add up to the accepted national "whole"

Network tv programs are measured—separately and independently—by two Nielsen services:

In national total, by Nielsen Television Index (NTI)
Station by station, by Nielsen Station Index (NSI)

The sum of the NSI "parts" equals the NTI "whole."

Proof of the compatibility of NSI with NTI is yours for the asking.
Want a demonstration? In a few minutes you’ll see why...

**NSI** is the only validated source of station audience facts
providing reliable information for broadcast advertising decisions

---

**Nielsen Station Index**

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • Hollycourt 5-4400

NSI and NTI are Registered Service Marks of A. C. Nielsen Company

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FOR ALL THE FACTS
CALL... WIRE... OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., Franklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., Murray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, Davenport 1-7700

BROADCASTING, January 16, 1961

39
Group, and C. W. F. France & Son Ltd. (Danish furniture.)

* General Spray Service Inc., Katonah, N. Y., appoints Allston, Smith & Somple, Greenwich, Conn., as its advertising agency for national consumer advertising. The client, who plans to use television this year, is a lawn, garden, tree and shrub spray service organization.

**Also in advertising...**

Marketing aid * New glossary of commonly used terms in the field of marketing has been published by the American Marketing Assn., 27 E. Monroe St., Chicago 3, to help codify and clarify the language of marketing executives in the agency and advertiser fields. Leading authorities aided in compilation of the 23-page booklet, headed by Ralph S. Alexander, professor of marketing, Columbia U., N. Y. Price: $2.

**New concern** * Harold S. Meden, promotion manager of Radio Advertising Bureau, N. Y., has resigned his post to form Franznick-Meden Inc., in partnership with Philip E. Franznick, president of Franznick Graphics, advertising and promotion design studio. The new firm will specialize in sales promotion services and advertising design for advertisers, agencies and media. Company's offices are at 145 East 49th St., N. Y.

**Hands across the sea** * The McCarty Co., Los Angeles agency, has announced its affiliation with the Daiko Agency, headquarted in Osaka, Japan. Daiko has 18 branches throughout Japan. McCarty's foreign affiliates already include companies in London, Oslo, Stockholm, Copenhagen, Zurich, Milan and Paris.

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**Agency personnel policies irk Mogul**

An advertising agency president last week charged other agencies with "personnel piracy, ineffectual training programs and pot-luck hiring policies" to fill a void created by too few qualified college graduates entering the advertising business.

He is Emil Mogul, president of Mogul, Williams & Saylor, New York, who spoke at a dinner meeting of the Advertising Club of Greater Miami.

Mr. Mogul declared that the problem of recruiting top college talent for ad careers has been compounded by the "stop and go efforts to build an image of advertising as a profession," which he said, have created "confusion" among students. Assaulting the "image-makers" for leading advertising "down a blind alley," he called for an end to "our basically self-conscious appeal as a profession. We should stop apologizing for being craftsmen, artists, and businessmen... . We in advertising are all of that and more. Advertising, to coin a phrase, is a Business Art. It's the best of two possible worlds. And there's nothing quite like it in the world."

Noting the current shortage of agency applicants, Mr. Mogul said four new jobs "go begging" for every qualified college graduate. His advice to students interested in an advertising career: Spend the first two years after graduation at a retail store in a relatively small city—the first, as a salesman behind the counter and the second in the advertising department.

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**THE MEDIA**

**How ABC, Hagerty plan news breakout**

**OFFICIAL APPOINTMENT BRINGS OUTLINE OF NEWS UPGRADE PLANS**

ABC officially unveiled James C. Hagerty last week as the big gun of its campaign to raise ABC news and public affairs programming into contention with that of NBC and CBS.

In the process network officials also gave a tipoff to the kind of news operation they want to develop.

Leonard Goldenson, president of the parent American Broadcasting-Paramount Theatres, said the 51-year-old Mr. Hagerty would be "backed to the hilt" with "whatever it requires" to make ABC "competitive" in news and public affairs.

President Eisenhower's news secretary, long known to have been tapped to succeed John Daly as ABC vice president in charge of news, special events and public affairs (Broadcasting, Nov. 21, 1960), appeared alongside Mr. Goldenson at a news conference in New York last Monday (Jan. 9) to make the appointment official.

Although Mr. Hagerty emphasized he has had no chance to think through many of the decisions ahead and therefore may later revise some of his answers, observers were able to piece together from his replies and Mr. Goldenson's a tentative picture of their current goal:

**News Emphasis** * It will build slowly into a worldwide operation, with first expansion to come in the Washington bureau. Some of the new talent may be hired from rival networks. It will be basically a reporting organization, with secondary emphasis on commentary and analysis. It will not present editorials.

The building program may include a full-time ABC-TV "camera division" in the news department for shooting newsfilm, although Mr. Hagerty said he was not yet fully decided on this point. The operation will be geared for coverage of news wherever it breaks in the world but will pay "special attention" to Latin America, where ABC already has pioneered in formation of a commercial TV network. Presumably through that network, ABC News also will feed news about the U. S. to Latin American viewers.

Domestically, the organization will supplement its regular news staff by drawing frequently, for special purposes, upon newspaper and local-station news experts around the country who, according to Mr. Hagerty, form a "great potential" as yet "untapped" by radio and television.

There also seemed a good chance ABC would make some innovations in the more or less standard procedures used by NBC and CBS. For one thing, Mr. Hagerty and Mr. Goldenson were agreed that, contrary to the other networks' position, news documentaries do not necessarily have to be produced exclusively by the network news department, so long as the department retains the right to reject anything it doesn't approve. There also were indications ABC News would try other innovations; that, at least, was read into Mr. Goldenson's emphasis on "contrasting things" as a key element in ABC-TV's advance "to the front" in both entertainment and sports.

**Extensive** * Mr. Hagerty, a former New York Times reporter who made an immediate hit with broadcasters by opening President Eisenhower's news conferences to radio and television, and Mr. Goldenson covered a wide range
Polishing the client's apple is no way to improve his advertising. Polishing a good idea is. And polishing. And polishing. And polishing. Until good becomes better. And better becomes best.

YOUNG & RUBICAM, Advertising
of plans and possibilities in response to reporters’ questions. Highlights:

- Mr. Hagerty will start Jan. 23, the Monday after President Eisenhower leaves office, but he doesn't expect to go in “like a bull in a china shop” and, in fact, may need two to three years to build the kind of staff and develop the kind of schedule he's shooting for.

- Thomas Velotta, vice president for special projects in the ABC news department, will be Mr. Hagerty's No. 1 assistant under a title yet to be determined, but other key personnel have not yet been designated.

- Unlike his predecessor, Mr. Hagerty does not plan to do on-air work, feeling that would stifle competition on his staff. He does not know yet who will be the permanent occupant of the early evening newscast vacated by John Daly following his resignation last November, nor who may take over the post of news and public affairs director which Francis N. (Fritz) Littlejohn gave up a week ago (Broadcasting, Jan. 9).

- He sees his job as one of building the best news staff possible, both in the U. S. and overseas, and he'll start that program in Washington, “the world news capital.” The expansion there will add full-time newsmen; he has not yet decided whether the expanded foreign staff will consist of full-time staff members or stringers.

- He knows “some good men I'd like to have,” but he wouldn't say whether they are now on rival network staffs or whether he would or would not raid other networks. Wherever they are, he's looking for “reporters” rather than commentators or analysts, and whether they're male or female, or have a good voice or look good on camera is less important than ability and integrity in news gathering.

- He hopes to help ABC affiliates in their local and regional news coverage and to use experts from stations and newspapers around the country in network news roundups on occasions. He said this might be done in political campaign wrapups, for instance, when such experts are available and can reflect local conditions better than staff men sent in for area reports.

- If commentators or analysts are used on the air their reports will be clearly labeled. Mr. Hagerty thought offhand that editorializing is a good idea for stations, because of their intimate awareness of local conditions, but wouldn't be good on a national network level. As a “shotgun opinion,” he thought commentary and analysis, so labeled, were preferable to network editorials.

- He thought documentaries should be produced by the “best possible people,” inside or outside the network. This view contrasted sharply with that of Mr. Daly, whose resignation was
"More than $3,000 a week in billing—both announcement and program—dependent on one Ampex tape machine. That's a typical week here at Channel 5," says Fred Fletcher. "We've been in business with Videotape* for slightly over two years and our one machine shows 3,272 hours of use and service... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do... Sure, we see every reason for getting a second machine—and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They are TV tape recording, no doubt about it." • • • To get an informative file of reports from your associate TV broadcasters showing how an Ampex VTR fits in as a basic, pay-its-own-way component of any complete TV facility, write to Ampex today. Department BF.
ABC makes news about its planned news and public affairs operations which will be run by James C. Hagerty (r), White House news secretary. ABC executives present at news conference last week, at which network plans to expand into competitive position with CBS and NBC, are (l to r): Oliver Treyz, ABC-TV president; Michael J. Foster, ABC press information vp; Leonard Goldenson, AB-PT and ABC president, and Mr. Hagerty. The Hagerty-Goldenson news conference was held in New York on Monday, prior to a meeting of ABC-TV affiliates at Miami Beach, where Mr. Hagerty also accompanied Mr. Goldenson. The presidential news secretary takes over his new job Jan. 23, three days after his boss turns over the reins to John Kennedy.

trigged when ABC departed from traditional network policy and contracted for informational programs not produced under the direction of the news department. Mr. Hagerty joined Mr. Goldenson in the opinion that no network can corner the market on talent and that it should not rule out good programs because they are produced by outsiders, so long as the news department retains the right to reject any that do not meet its standards.

* Affirming the view that radio-tv should have equal access to news events on a par with print journalism, he thought that in his new job he would be working to get the broadcast media into "a lot of places" where they're now forbidden, including Congress and some branches of the judiciary.

Mr. Hagerty did most of the talking during the one-hour news conference, and most of that was in response to reporters' questions. Mr. Goldenson spoke up primarily to support Mr. Hagerty's assertions that ABC is out to build a news and public affairs operation second to none. The AB-PT chief stressed that the news department under Mr. Hagerty will be supported not only with money but in every other way necessary to build a service that "has vitality and is competitive."

To NBC Newsmen Joe Michaels, who asked whether there might be a repetition of the kind of coverage that resulted in published criticisms that ABC-TV had cut away from its election coverage excessively in the interests of commercialism, Mr. Hagerty replied that he hoped not, and added: "I hope to give your outfit fits."

Mr. Goldenson said Mr. Hagerty would report directly to him, clearing news questions relating to television with Oliver Treyz and those relating to ABC Radio with Robert Pauley. Mr. Treyz is president of ABC-TV; Mr. Pauley is vice president in charge of the radio network.

Named his own * Mr. Hagerty declined to give details of his ABC contract, but said he set the salary himself and thinks it is "very handsome" but not as high as some others he had heard about. He said he chose this job over other possibilities because the strides in communications in the next few years will be immense, probably including satellites for worldwide television in the next five years, and because news is a field he was trained in.

"So far as I'm concerned," he said, "this is going to be my job for the rest of my life."

He said published reports putting his salary at $100,00 a year were "not very accurate." He would say only that it's more than the $21,000 he has been getting as presidential news secretary. Subsequent estimates speculated it would be in the $50,000 to $70,000 range.

Mr. Hagerty accompanied Mr. Goldenson and other ABC officials to meetings of ABC-owned and operated radio and television station managers and of the board of governors of the ABC-TV Affiliates Advisory Assn. at the Bal- moral Hotel in Miami Beach last week (Broadcasting, Jan. 9). But he made clear at the news conference that he was taking a four-day leave of absence from the White House to do so.

He also said that he had had no dis- cussions with President Eisenhower about participating in an ABC-TV documentary and that he'd have no such discussion as long as he's working for the White House.

Letters * The official termination of while, in the release of an exchange of this association was signalled, mean-
a daring experiment pays off for

CREATIVE

RADIO PROMOTION

futursonic productions new

VERSATILES offer radio stations opportunity
to select popular vocal group styling
that fits programming

Now for the first time in the history of radio, musical promotion jingles have been produced that can be adapted to fit the programming needs of any popular music station. Five (5) different vocal styles made famous by the Nation's most outstanding vocal groups are included in this extraordinary package. This is another important first for Futursonic Productions of Dallas.

DAYS OF THE WEEK To further add to the flexibility of this exciting material, four units of the VERSATILES Package offer jingles created around the days of the week. Each day, Sunday through Saturday—Morning, Afternoon and Night—is gaily identified with the station's call letters and other activities.

KWIK IDEES In response to many requests for short promos and I.D.'s, twenty one (21) KWIK—IDEES constitute a 5th unit of the VERSATILES Package. More than mere edits of longer jingles, these bright jingles are specifically designed as musical bridges and for use in heavily commercialized drive time.

MASTER TRACKED IN HOLLYWOOD The entire VERSATILE Package was master tracked in Hollywood at Radio Recorders Sound Studio to insure maximum fidelity. Re-recording takes place at the specially equipped Futursonic Studios in Dallas. The VERSATILES were piloted by KLIF in Dallas, CHUM in Toronto, and WKMH, Detroit. The VERSATILES are truly "the pulsating result of experienced effort and ingenious gall; an unforgettable experience in sound and utility." Created, produced, and distributed by Futursonic Productions, Inc., 3103 Routh St., Dallas, Texas.

FUTURSONIC PRODUCTIONS INCORPORATED
letters between Mr. Hagerty and the President, announcing his resignation as of Jan. 20, Inauguration Day.

In his letter Mr. Eisenhower told his news secretary that "you have been invaluable to me. You have striven tirelessly to present to the public, through the various news media, an accurate and objective report of the activities of the President and of the White House. You have handled major news stories with understanding and intelligence. Your great knowledge of the technical aspects of the distribution of news has enabled the people of the country to get the broadest and most comprehensive coverage of events that has ever been possible, and you have, I know, won the plaudits of the press corps in so doing."

Mr. Hagerty, born in Plattsburgh, N. Y., in 1909, joined the New York Times as a political reporter in 1934, upon graduation from Columbia U. He was the Times legislative correspondent in Albany from 1938 to 1943, when he became news secretary to Gov. Thomas E. Dewey. He was on Gen. Eisenhower's staff during the 1952 presidential campaign and was named news secretary when President Eisenhower took office in 1953.

Sammons buys 16th catv system for $600,000

The sale of the Fayetteville, Ark., catv system to C. A. Sammons, Dallas life insurance entrepreneur and owner of 15 other catv systems, for $600,000 was announced last week.

Mr. Sammons bought the Arkansas cable company, with 3,800 subscribers, from Transvideo Corp. in which U. S. Sen. J. William Fulbright (D-Ark.) and KHOG Fayetteville were major stockholders.

Considered one of the largest singly-owned catv systems in the country, with 40,000 subscribers, Mr. Sammons' enterprise is known as Southwestern Transvideo Inc. It includes six cable systems he bought for $1.15 million last November—Pittsfield, Orange, Athol, in Massachusetts; Warren, Pa., Claremont, N. H. and Bellows Falls, Vt.—and Potsville, Schuylkill Haven, Minersville, Clearfield, Bradford, Elidred, all in Pennsylvania, Harrisonburg, Va.; Olean, N. Y., and Coos Bay, Ore.

A second cable company sale announced last week was the purchase of the Rogers, Ark., catv system by Fred Stevenson for $125,000. Mr. Stevenson, who is an executive of KHOG Fayetteville, will remain as general manager of the Fayetteville cable company.

Brokered in both transactions was Daniels & Assoc., Denver. Bill Daniels also announced last week, the establishment of Systems Management Co. to engage in all facets of catv management.

Storer registers stock sale at SEC

Storer Broadcasting Co., Miami Beach, Fla., has filed with the Securities & Exchange Commission to register 263,000 outstanding shares for public offering. George B. Storer, president and board chairman, proposes to sell 160,000 of these shares. Vice President J. Harold Ryan and his wife (Mr. Storer's brother-in-law and sister) are selling 25,000 shares each with the rest to be sold by the Detroit Bank & Trust Co. as trustee under agreements with Mr. Storer. The company will not receive any of the proceeds of the sale of this stock, the prospectus stated.

For ten months ended Oct. 31, 1960, the company had operating revenues of $24,874,884 as compared with $22,723,228 for the comparable period of 1959. Net income for the period was $4,104,879 against $4,156,453 in 1959. Earnings per share of common stock: $1.68 for the 1960 period; $1.68 for the 1959 period. Each year a dividend of $1.45 was paid on common stock; Class B earned 37 1/2 cents for the 1960 period against 18 cents the previous year.

Figures showed that tv revenues have been about four times those of radio for the past five years. However, the statement said, fm broadcasting "has not been and is not at present a profitable operation. No income is derived from the sale of fm time and no statement can be made as to the probability of fm becoming income-producing."

In the statement, Storer expressed the belief that public interest in high-fidelity will lead to greater acceptance of fm and that "competitively" it is wise to hold on to fm properties in case fm becomes "a major factor." In the past Storer has programmed all its fm outlets simultaneously with am stations in the same city. For an experiment in separate fm programming it plans to use WGBS-FM Miami.

Salaries and Holdings — The statement lists renunciation of all officers and directors of the company receiving over $35,000 per year as follows: George B. Storer Sr., board chairman and president, $75,150; Lee B. Wales, executive vice president, planning & finance, $64,021; Stanton P. Ketter, executive vice president, operations, $64,021; George B. Storer Jr., vice president for tv operations, $45,536; William E. Rine, vice president for radio operations, $53,384; John E. McCoy, vice president for law and finance, $38,117. All are on the board of directors.

George B. Storer owns 1,086,340 shares of Class B stock or 72.38%. The Storer family owns 13.5% of outstanding common stock; 99.67% of Class B stock. The company now has outstanding 975,060 shares of common stock and 1,499,690 of Class B. All of the 263,000 shares being sold in the offering are shares into which a like number of Class B shares will be converted.

Storer Broadcasting Co. operates

Doerfer-Storer business deal told

Former FCC Chairman John C. Doerfer has become secretary-treasurer of a Bethesda, Md., manufacturing firm in which Storer Broadcasting Co. has made an investment.

This information was reported in a registration statement filed by Storer with the Securities & Exchange Commission.

Storer officials said the broadcasting company had made the investment because it promised an opportunity for diversification in a growth company. Mr. Doerfer was said to have brought the situation to the attention of the Storer company last August.

Mr. Doerfer resigned from the FCC in March 1960 after a House Legislative Oversight Subcommittee investigation of hospitality he accepted from Mr. Storer.

The registration statement disclosed that since last September Mr. Doerfer has been secretary-treasurer of Nemir Industries Inc., Bethesda, Md., manufacturer of plastic articles. His employment was specified in a contract between Storer Broadcasting and Clarence T. Nemir. The contract was drawn up for the purpose of "inducing Storer to loan" Nemir Industries $190,000 in exchange for an option to Storer to buy 50% of the stock of the company for $400,000, any unpaid balance of the loan or interest to apply to that sum. Mr. Nemir agreed to sell no stock in his company while the agreement is in effect, except for an unspecified amount to Mr. Doerfer under a previous agreement.

Since last October 1, George B. Storer Jr. and Stanley Willis, Storer directors, have been on the Nemir Industries board.

Nemir Industries and its subsidiaries—American Fibre Co. and American Bowl 'N Cup Inc. (included in the agreement), make plastic cups, trays and other articles, mainly for airlines, as well as such articles as heart valves. It also is expanding into the manufacturing of raw plastic materials. A statement included with the agreement set the fair net worth of Clarence T. Nemir's enterprises as $381,700 as of March 31, 1960.
LONGER LIFE EXPECTANCY THAN EVER BEFORE!

First there was the RCA-6166. It gave, and is still giving, outstanding service. But an exploding-growth technology demanded more:

- It demanded more rugged construction
- It demanded longer life expectancy
- It demanded higher voltage and plate dissipation ratings

To meet these demands—to fill these needs—we proudly announce the new RCA-6166-A/7007, a forced-air-cooled beam power tube.

Designed for vhf service in television and as an rf power amplifier in cw applications, this new tube features: Maximum plate dissipation of 12KW • Coaxial-electrode construction • Large, low-inductance rf electrode terminals • And efficient external radiator for forced-air cooling.

The RCA-6166-A/7007 can deliver a synchronizing-level power output of 14KW in broad-banded television service at 216 Mc; a carrier power output of 6KW in plate-modulated telephony service using conventional grid-drive circuits operating at 60 Mc; and a power output of 12KW in class C telegraphy service using grid-drive circuits operating at 216 Mc.

ADVANTAGES
- Easily broad-banded
- Improved life expectancy
- Ceramic-metal construction provides extra safety factor during set-up and tune-up
- Has a higher voltage and plate dissipation rating (with lower drive) than 6166
- Wide terminal contact surface
- Silver plating for superior rf conductivity

For more information, contact your RCA Broadcast Tube Distributor, or write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J.

RCA The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA
TO HELP THE FLOW OF INFORMATION

Murrow tells RTES of proposal for national institute

The creation of a privately-financed National Information Institute that would study the journalistic field—including electronic journalism—solely in the public interest was proposed Thursday (Jan. 12) by CBS newscaster Edward R. Murrow in a major address in New York.

His speech was delivered before a luncheon meeting of the Radio & Television Executives Society attended by more than 500 persons. In his talk, Mr. Murrow assessed modern day mass communications, the tv medium in particular, with his recommendation of an institute taking this shape:

* It would be staffed by men experienced in public affairs, journalism, "probably the law," and in the "appropriate social sciences."
* In a period of seven years, the institute's skills would be devoted to "continuous experimentation" of "independent measurement, study, exploration . . . and public education in the methods used and the results obtained by the principal media of mass communication of information."
* Through this process, the body of people so engaged would be "continuously gaining skill and experience . . . develop expertise in techniques and procedures . . . [and] would gradually acquire authority and standing which would give it a growing influence for good."

Mr. Murrow said that while vast sums were being appropriated by foundations and individual philanthropists to education and other worthy social causes, the study of the information field deserved at least equal importance.

What It Would Do * The institute would serve to do the following, in Mr. Murrow's judgment:

1. Encourage and help improve dissemination of information, discussion and argument by publications ("written and oral") by making the public more aware of what it wants and needs and by experimentation help find this want and need.
2. Create a more favorable climate for public acceptance for "all those now controlling or managing oral or written publishing enterprises," for those wishing to do a better job and for those who wish to enter this field with high ideals and purposes.
3. Analyze and study and publicize threats to the public welfare that take the form of assaults on freedom of the press in hampering and limiting the flow of information.
4. Stiffen the public against "bad news handling, bad editorials or poor arguments" by teaching people to weigh and judge for themselves.

Reason for the institute, Mr. Murrow said, simply was the fact that democracy can thrive only on an informed public. He said his proposal had been in his "files" since 1947 when it was first conceived by Ed Klauber, former executive vice president at CBS, and if "it was urgent when we hammered it out together 13 years ago, it is certainly more urgent today."

Station Performance * Many (but unspecified) stations he roundly criticized for not performing nor programming in content as to promises made when they applied for and were granted their licenses. He indicated stations' performances ought to be weighed and measured against their promises when licenses come up for renewal, but if they have failed in this balancing, they should be penalized.

Madison Avenue came in for some good-natured but pointed barbs from newsmen Murrow. At one point wherein he was critical of researching the incidental and in studying the effect of actions only in purely economic terms, he quipped: "For this state of affairs we all share the blame. But at least 15% of it belongs to the advertising agencies. The rest can be distributed as you like."

Mr. Murrow noted that two years ago in a talk in Chicago he had suggested "we should have a little competition, not only in selling soap, cigarettes and automobiles, but in informing the trouble, apprehensive but receptive public."

He said that this competition between networks had materialized, that he looked to its increase still further but that from Sept. 1, 1960, through the end of last year the tv networks aired an unprecedented number of public service programs in prime time (between 7:30-11 p.m.)—CBS, 35 hours; NBC, 38.5 hours and ABC, nearly 25 hours. He welcomed the fact that well over half of these programs were sponsored.

Great Debates * As to the tv debates of the presidential campaign, Mr. Murrow said they were "a puny contribution,胶囊ized, homogenized, perhaps dangerous in its future implications."

But, he admitted, it managed to "arouse curiosity and interest, and may have affected the outcome." He noted that the candidates determined the ground rules but that the networks to a large degree "abdicated their responsibility and became merely a conduit," and while the instrument was used however superficially, "the republic survived and it is to be hoped that lessons were learned."
Things HAVE changed in the Carolinas:

WSOC-TV is FIRST in CHARLOTTE during prime television time

Latest ARB again emphasizes the continuing shift in Carolina viewing habits. WSOC-TV's clean sweep of Monday-Friday nighttime averages is complemented with significant overall gains for other periods. Ask us or your H-R man for current availabilities. Get more for your money on WSOC-TV, one of the nation's great area stations.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton.
NAB's Collins sees himself in dual role
HE'LL DEFEND, ADVISE BROADCASTERS, LAWYERS TOLD

LeRoy Collins, NAB's new president, will take a two-way role as the industry's leader-broadcasting—In his first public appearance last week, the NAB head told the annual Federal Communications Bar Assn. dinner he will be both an advocate for broadcasting and will remind the industry of its responsibilities. The dinner was held Friday (Jan. 13) in Washington.

"Broadcasting, no less than an individual, has legitimate interests," he said, "and I shall to the best of my abilities articulate and advance those legitimate interests with reason and clarity and vigor. It will be my purpose with NAB to be an advocate, not a referee, for broadcasting."

Turning to his second function, he explained, "Broadcasting, far more than an individual, has responsibilities. It also will be my purpose to articulate those responsibilities and advance their exercise with equal reason, clarity and vigor. We all share a common responsibility for America. The right to a voice carries with it the responsibility to have a conscience—and to use that voice to speak it."

Mr. Collins took a look into the industry's future. "Broadcasting, I am convinced, has more to contribute to the accomplishing of the American dream than any other single private force," he said. "With you, I want broadcasters to grow in their capabilities and in their service—not in reaction to criticism, not just to make more money, but in ever-greater pride in their creative art."

The Good Story • NAB's new head said "tremendous progress" has been made in broadcasting, adding, "For this we can be justifiably proud. Over and over again we should tell our good story."

But, Mr. Collins continued, the job isn't done. "Like America, broadcasting has had—and still has—some features of which it cannot be proud. These things must be, as they have been, regarded by broadcasting not as defeats but as challenges to do better. As with America itself, there never will cease to be room in broadcasting for still more progress and improvement."

"Our task is to make both—America and broadcasting—move forward within the guidelines of our basic freedoms to become even better. I intend to devote all my mind and strength toward that end, and I earnestly ask for your help. I believe this is the kind of leadership you want and expect."

Mr. Collins told FCBA he accepted his new responsibility because he believes "in America and the free-enterprise system which has given America dynamics and stability." He added, "I believe in broadcasting, not just as a business or as a great industry. It is far more than that. Broadcasting, like America, has not yet 'arrived.' It, too, has only begun, and ahead it also faces goals which demand resourcefulness and loyalty and hard effort, better to serve mankind's needs. I feel in the service of broadcasting a sense of mission very similar to that I have felt in public service."

The Real Broadcasting • Reminding that politicians are themselves with creating "images," he said, "They often come to feel that regardless of what a man's inner self may be they can dress him out in a way that no one will know the real man under the costume. If America is to do more than survive, the way is not to try to sell ourselves as something we are not, but to devote our chief energies toward making ourselves something better than we are. And the same is true of broadcasting."

"Broadcasters must not be driven "into economic and legal corners" from which they are precluded from making contributions to the national well-being and public interest," he said, adding, "A broadcaster's desire to serve the public interest can be only as meaningful as his ability to serve."

He said America's goals must be broadcasting's goals. "If broadcasting is to endure as a free institution in a free society, the best interests of broadcasting must coincide with the public interest."

Affiliates praise ABC-TV for gains

ABC-TV Network made "tremendous strides" in sports, special events and public service during the 1960-61 season, the ABC-TV Affiliates Board of Governors and managers of ABC-owned stations were told during sessions held all last week at Miami Beach, Fla. Praise for the strengthened service was voiced by Howard Maschmeier, chairman of the board of governors and general manager of WNHC-TV New Haven, Conn.

Leonard H. Goldenson, AB-Pt president, introduced James C. Hagerty, who becomes ABC news-special events-public affairs director June 23, to the meeting (see story page 40). Thomas W. Moore, ABC vice president in charge of tv programming and talent, thanked affiliates for their cooperation in helping raise the calibre of the network's sports coverage.

Members of the board of governors taking part in the meeting included Donald D. Davis, KMBC-TV Kansas City, vice chairman; John F. Dille Jr., WSJIV (TV) Elkhart-South Bend, Ind., secretary; John T. Gelder Jr., WCHS-TV Charleston, W. Va., treasurer; Joseph H. Hladky Jr., KCRG-TV Cedar Rapids, lowa, D. A. Noel, WHBQ-TV Memphis, and Willard E. Walbridge, KTRK-TV Houston.

Stubblefield opens new station brokerage firm

William T. Stubblefield has opened a station brokerage business specializing the top 100 U. S. markets. Offices of the firm, William T. Stubblefield Co., will be in Leesburg Va. (Box 891, phone Spring 7-1210).

Since Oct. 31, 1958 when he re-signed as a partner in the brokerage firm of Hamilton, Stubblefield, Twinning & Associates, Mr. Stubblefield has operated a management consulting business. He is owner of WAGE Leesburg, Va. With his former partner, W. R. Twinning, he founded Gibraltar Capital Corp., an investment firm operating in the media field. By specializing in the top 100 markets, he said, he will be able to have closer contact with both buyers and sellers of stations.

CBS stations division reports 7% gain in '60

A 7% increase in net sales in the past year compared with 1959 and an extension of activities into several new areas were among the highlights cited last week in a CBS Television Stations Div. year-end report.

The CBS Inc. division, which includes the non-network functions of the CBS television operation, described its past 12 months as a period of growth and pioneering. CBS Films, for example, claimed foreign sales increased to 10 countries in a year that ended with more than 40 nations telecasting about 60 tv series each week. The division last year opened studios in Buenos Aires, Argentina and Lima, Peru.

The CBS owned tv stations (WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis) expanded their coverage of community service programs and were rewarded with a 13% increase of non-network sales over the previous year.

CBS Television Spot Sales, also within the CBS station division, showed a 12% sales increase last year as compared to 1959. This increase was higher than the rate of gain showed by the industry as a whole.
156 HALF-HOURS OF NTA'S RECORD-SMASHING, MODERN WESTERN!

There ought to be a new expression for "track record" in the case of an enormously successful western like THE MAN FROM COCHISE. Maybe it's trail record. In any case, this outstanding, action-loaded series of 156 episodes has been blazing trails—or records—with "top ten" syndicated ratings, against all competition, in every market, with every type of audience, for four solid years! (See box, lower right.)

Strip it across the board, daytime or evenings, and this proven series, produced by Desilu and featuring John Bromfield, will draw for you... just as it has for top advertisers in hundreds of markets of every size. To name a few: Budweiser, Sunoco, Ajax, Bromo Quinine, Bufferin, Ipana, Super Analyst, Vicks, Kent, Viceroy, Ivory Soap, Camel, Duz, Palmolive Shave, Wilroot, Standard Oil, Maxwell House Coffee, Alka-Seltzer, Schick, Playtex, Minute Maid, Dash, Vaseline Hair Oil, and hundreds of regional and local sponsors.

So reach for the rating ceiling with this proven successful property today. It may even be first-run in your market. Contact your nearest NTA sales office, or those listed below:

NEW YORK: 10 Columbus Circle, JUdson 2-7300
LOS ANGELES: 8530 Wilshire Boulevard, Beverly Hills, OLYmpic 7-701
CHICAGO: 612 N. Michigan Avenue, Michigan 2-5561

AMONG THE TOP TEN SYNDICATED PROGRAMS IN THE NATION*...
...against all competition, any time slot, any market, as shown by ARB multi-month rating averages

VERSUS NETWORK

<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Show</th>
<th>Station</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>Cleveland</td>
<td>10:30-11 p.m., Friday, Nov. '59-Mar. '60</td>
<td>U.S. MARSHAL</td>
<td>WJW</td>
<td>24.1</td>
<td>46.0%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. B Person To Person</td>
<td>19.9</td>
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<td></td>
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<td>Sta. C Cavalcade Of Sports</td>
<td>12.4</td>
<td>23.7%</td>
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<tr>
<td>Omaha</td>
<td>9:30-10 p.m., Wednesday, Feb.-Nov. '58</td>
<td>SHERIFF OF COCHISE</td>
<td>KMRY</td>
<td>26.6</td>
<td>45.4%</td>
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<td></td>
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<td>Sta. B U.S. Steel</td>
<td>17.2</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. C Wednesday Night Fights</td>
<td>15.6</td>
<td>27.0%</td>
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EARLY EVENING

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<th>Show</th>
<th>Station</th>
<th>Rating</th>
<th>Share</th>
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<tr>
<td>Syracuse</td>
<td>7-7:30 p.m., Friday, Nov. '59-Mar. '60</td>
<td>SHERIFF OF COCHISE</td>
<td>WSYR</td>
<td>30.9</td>
<td>78.3%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. B Four Just Men</td>
<td>9.6</td>
<td>23.7%</td>
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<tr>
<td>Oklahoma City</td>
<td>6:30-7 p.m., Friday, Oct. '57-Feb. '58</td>
<td>SHERIFF OF COCHISE</td>
<td>WKY</td>
<td>29.0</td>
<td>57.6%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. B Rin Tin Tin</td>
<td>11.9</td>
<td>25.3%</td>
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<td></td>
<td></td>
<td></td>
<td>Sta. C Annie Oakley</td>
<td>9.6</td>
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LATE EVENING

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<th>Station</th>
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<tbody>
<tr>
<td>Cincinnati</td>
<td>10:30-11 p.m., Thursday, Mar.-June '60</td>
<td>SHERIFF OF COCHISE</td>
<td>WWCO</td>
<td>18.5</td>
<td>41.6%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. B Lockup</td>
<td>12.9</td>
<td>29.0%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. C Revlon</td>
<td>13.2</td>
<td>28.7%</td>
</tr>
<tr>
<td>Boston</td>
<td>10:30-11 p.m., Saturday, Nov. '59-Mar. '60</td>
<td>U.S. MARSHAL</td>
<td>WNAV</td>
<td>16.4</td>
<td>34.2%</td>
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<td></td>
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<td></td>
<td>Sta. B Four Just Men</td>
<td>13.5</td>
<td>31.3%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sta. C It Could Be You</td>
<td>13.1</td>
<td>30.6%</td>
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*January 1958-July 1960, Average U. S. Pulse Ranking for Syndicated Films
NAB viewpoint allowed in labor boycott case

NAB has been granted the right to state the broadcasting industry's position in a test case involving secondary boycott protection provided by 1959 amendments to federal labor laws.

The case is based on a finding by an examiner of the National Labor Relations Board that International Brotherhood of Electrical Workers was guilty of illegal secondary boycott activities against WOGA Chattanooga, Tenn. (Broadcasting, Oct. 10, 1960).

Union pickets, the examiner found, had picketed Fields & Sally Motor Co., Chattanooga, while WOGA was conducting remote broadcasts from the showroom. Violations were said to have occurred early in 1960, including "do not patronize" signs. "The object of such conduct was to force or require the listed persons (secondary employer) to cease doing business with WOGA, the primary employer," according to the ruling by Examiner Louis Libbin.

NAB Speaks Up: James H. Hubert, NAB broadcast personnel-economics manager, told NLRB in a letter seeking the right to intervene before the board that such secondary boycotts constitute "a stranglehold ... on radio and TV stations" which seriously impair their ability to fulfill their obligation to provide the best possible broadcast service in the public interest, convenience and necessity.

Mr. Hubert added that under Section 8(b)(4) of the labor act Congress "has seen fit to distinguish a broadcaster's services from the products of a manufacturer in delineating what a labor organization having a primary labor dispute may do through secondary pressure and, in doing so, has banned all secondary boycotts directed against service industries such as broadcasting."

WKRC-AM-TV grants DiSalle equal time

WKRC-AM-TV Cincinnati, Taft stations, last week granted Gov. Mike DiSalle of Ohio equal time for reply to an editorial broadcast on the stations. The editorial was sharply critical of Gov. DiSalle for his commutation of a death penalty to life imprisonment. It held the governor had substituted his personal views for the judicial processes.

Late last year the stations had criticized Gov. DiSalle for his action in calling an emergency legislative session to consider unemployment benefits. A DiSalle proposal to extend benefits was defeated. Gov. DiSalle charged violation of the Communications Act when the stations refused him time to answer the editorial, saying he was referring the matter to the FCC. No action has been taken by the FCC.

Changing hands

ANNOUNCED The following sales of station interests were reported last week, subject to FCC approval:

- KMLB-AM-FM Monroe, La.: Sold by WSTV Inc. to Leon S. Walton for total consideration in the neighborhood of $150,000. Mr. Walton owns KOPY Alice and KJET Beaumont, both Texas, and WNOO Chattanooga, Tenn. He is president of National Radio Representatives Inc., Atlanta, Ga. Mr. Walton stated he anticipates making no changes in the overall format of the station.
- WSTV-AM-FM-TV Steubenville, Ohio is the home station of the Friendly Group, which includes radio and TV stations in Missouri, Tennessee, Georgia, and Pennsylvania. KMLB is 5 kw day, 1 kw night on 1440 kc affiliated with NBC and ABC. KLMF-AM operates on 104.1 mc with 17 kw.
- KSQA Redding, Calif.: Sold by William B. Moench, Los Angeles auto dealer, to group headed by Jean L. Carpenter, general manager of KHOF Los Angeles, for $59,500. Mr. Carpenter will move to Redding as president and manager of KSQA. Ralph E. Welch, Orange County sand and gravel producer, is secretary-treasurer of buying group, and Jack R. Short, KHOF chief engineer, is vice president and will serve also as chief engineer of KSQA. Station operates with 250 w on 1400 kc with good music format which will be continued. Broker was Wilt Gunsendorf & Assoc.
- KCRR Crane, Tex.: Sold by Mrs. Jacqueline Young to Albert L. Crain of Sapulpa, Okla., for $22,000. KCIN is a 1 kw daytimer on 1380 kc. Broker was Hamilton-Landis & Assoc.
- APPROVED The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 86).
- WEBC Duluth, Minn.: Sold by George H. Clinton to WMT-TV Inc. for $400,000 plus 5-year consultancy contract with Mr. Clinton paying him $10,000 yearly. WMT-TV Inc. is licensee of WMT-TV Cedar Rapids, Iowa, and is 60% owned by American Broadcasting Stations Inc. (WMT Cedar Rapids and KWMT Fort Dodge, both Iowa); 31% by William B. Quar- ton and others.
- KONP Port Angeles, Wash.: 100% ownership of Port Angeles Evening News, parent company of KONP, acquired by C. N. Webster, now 47% owner, through purchase of 53% from

Outstanding Values in Broadcast Properties

A 250 watt station in a good, small metropolitan market. Has a good earning record. This property is a real sleeper for an operator with experience.

Full-time operation that needs aggressive ownership. Market is in the top 50’s and has real potential. $75,000 down and balance over 7 years.

This is a full-time facility in a small industrial and residential center. Has a good gross with minimum operating costs. Needs an owner-operator. 29% down.

BLACKBURN & Company, Inc.

Radio • TV • Newspaper Brokers

Negotiations • Financing • Appraisals

WASHINGTON, D.C. MIDEAST ATLANTA WEST COAST


Clifford B. Marshall Stanley Whitaker Robert M. Baird Webster Building 25-1276

Certi M. Selph Carl, Bank Bldg. 9461 Wilshire Blvd. Beverly Hills, Calif. Cheviot 4-2770

SOUTHERN MID-ATLANTIC MIDWEST $150,000 $275,000 $85,000
Mae E. Duckering and Dorothy W. Wenner for $236,394.

- KWBA Baytown, Tex.: Sold by Bob H. and N. J. Walker and Winfred H. Hamilton to Cloyd O. Kendrick, David R. Worley and Hugh DeWitt Landis for $190,000. Messrs. Kendrick and Landis own KENN Farmington and KYVA Gallup, N. M.; Mr. Landis also has interest in KFBR-TV Farmington; Mr. Worley controls KLEA Lovington, N. M. and KSEL Lubbock, Tex.
- KLAD Klamath Falls, Ore.: Sold by Myer Feldman and Joseph Lerner to Ogden Knapp for $175,000 and agreement not to compete in Klamath Falls area for five years.

**N. Y. ‘Time’ office opens**

The Broadcasting Division of Time Inc. has opened a broadcast news bureau in New York, it announced last week. The bureau will process and edit material from Time and Life reporters throughout the world for use on Time's four radio and tv stations.

Richard McCutchen, a veteran network and local newscaster and producer, will be in charge of the new bureau's activities (see WEEK'S HEADLINERS), which will supplement the work of Time’s Washington, D.C. broadcast news bureau, in operation for the past two years.

**Five ‘exurban’ ams join MBS**

Mutual announced last week that five independent radio stations located in so-called “exurban” areas have joined as affiliates in the past three weeks.

They are: WBNR Newburgh, N.Y., owned by WBNR Inc., of which Sy Dresner is general manager; KAVL Lancaster, Calif., Antelope Broadcasting Co., Whitford B. Carter, president; KMSL Ukiah, Calif., Jack L. Powell; KCVL Colville, Wash., Colville Broadcasting Co., Merle G. Peterson, general manager; WDRC Dade City, Fla., Pasco Broadcasting Co., B. L. Boring, president. The stations are in “exurbs” of New York, Los Angeles, San Francisco, Spokane and Tampa, respectively, MBS said.

**WINS sale extended**

Contract for the $10 million purchase of WINS New York from J. Elroy McCaw by Storer Broadcasting Co. was extended last week for another six months. The new deadline date for what is the largest single radio station sale transaction (BROADCASTING, August 1, 1960) is July 10. The $1.3 million contract by Ira Herbert and associates to buy Storer’s WWVY AM - FM Wheeling, W. Va. (BROADCASTING, Sept. 26) also was extended to July 10 in a concomittant action.

**Principals complete WBIR-AM-TV transfer**

Transfer of WBIR-AM-TV Knoxville, Tenn., from Taft Broadcasting Co. to WMRC Inc. took place Jan. 4 in Knoxville. The $314,000 transaction was approved by the FCC last November. Shown at the WBIR closing is (seated) R. A. Jolley, WMRC Inc. president, and (standing, l to r) Hubert Taft Jr., president of the selling company; Kelly Sisk, treasurer of WMRC Inc. and president of the Greenville newspaper, and Wilson Wearn, executive vice president of WMRC Inc.
A 'new frontier' leader for FCC

KENNEDY PICKS 34-YEAR OLD STEVENSON PARTNER TO HEAD AGENCY

President-elect John F. Kennedy selected the man he wants to run the FCC and in so doing caught the commission, the Congress and broadcasting by surprise.

He tapped Newton Minow, 34-year-old Chicago attorney and law partner of Adlai Stevenson. Mr. Minow's background and philosophy fit into other appointments Mr. Kennedy has made. He is young, aggressive, has a brilliant scholastic background and was an active worker in the Kennedy campaign.

Many names had entered into the speculation over Mr. Kennedy's choice as FCC chairman, but Mr. Minow's was never among them. Many of Mr. Kennedy's close confidants had no advance notice of the Minow appointment. It is understood that Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) was not particularly pleased to get the first word of the appointment from news reports. Sen. Magnuson's committee has jurisdiction over communications matters and will hold a confirmation hearing on Mr. Minow.

After he is sworn in Mr. Minow (pronounced min-oh) will tip the balance of power on the commission to the Democratic side, 4-3, for the first time since 1953. He will replace Republican Frederick W. Ford as chairman and will occupy the seat on the commission now held by Detroit Republican Charles H. King, serving under a recess appointment in the post vacated by John C. Doerfer last spring. The Doerfer-King-Minow seven-year term expires next June 30, but the President-elect has already indicated he will reappoint Mr. Minow.

Although Mr. Ford will move out of the chairman's seat, he is expected to remain on the commission. Mr. Ford succeeded Mr. Doerfer as chairman 10 months ago. His term on the FCC runs until 1964.

Near-Record - Mr. Minow is the second youngest commissioner and chairman in FCC history. Charles R. Denny (now vice president of RCA) was made acting chairman in February 1946 two months before his 34th birthday. He was named chairman the following December, four months before he became 35. Mr. Minow will be 35.

How Newton Minow got the FCC job

HE'S ABLE LAWYER, FRIEND OF KENNEDY CLAN

The appointment of Newton Norman Minow to the chairmanship of the FCC was a surprise to broadcasters and congressmen, but not to the young Chicago law partner of Adlai Stevenson. It was the only job in Washington he wanted.

Not that he wanted it in the sense he needed it. He doesn't.

Nor in the sense he asked for it. He didn't.

It was his choice. He made it some weeks ago when President-elect Kennedy decided he wanted him in his administration. But he didn't know it was final until last Monday morning.

"I guess they picked me because I'm unencumbered. I would be completely free to take a fresh look at the regulation problems," he said last week.

Just turning 35 tomorrow (Jan. 17), Mr. Minow is no stranger to radio-tv, but he admits he's anything but an expert. He became aware of the power and prestige of the broadcast media in the early 1950's as administrative aide to Mr. Stevenson when the latter was governor of Illinois. His impression of the impact of the electronic mass communications was strengthened in 1952 and 1956 when he "was very much involved" in Gov. Stevenson's presidential campaigns. He urged the governor in 1956 to suggest tv debates with President Eisenhower, but the suggestion was never carried out, in expectation that the President would decline.

Kennedy Ties - Mr. Minow during the past decade has become associated with the Kennedy family both politically and socially. His personal traveling companion during the 1956 campaign was Bob Kennedy. He first met Robert Sargent Shriver, the new administration's "talent scout" and brother-in-law of the President-elect, in 1952 when Mr. Shriver was working on Sen.

BROADCASTING, January 16, 1961
tomorrow (Jan. 17).

Just when the new chairman will be confirmed and sworn in is a matter of conjecture. The Senate Commerce Committee, which must act before the full Senate takes the confirmation under consideration, will be faced by a heavy slate of Kennedy appointments.

One source speculated, however, that Mr. Minow probably will be considered ahead of other appointees to the regulatory agencies because he was the first to be chosen. His appointment was announced Jan. 9.

King’s Future  • Commissioner King, on leave as dean of the Detroit College of Law, never appeared before the Senate committee for confirmation. He was appointed and sworn in last July while the Congress was in recess for the nominating conventions. His name was sent to the Senate again last week by President Eisenhower, along with several hundred other recess appointments—an action taken to insure that the appointees would be paid until their successors are qualified.

“I hate to go in a way,” Commissioner King said last week. He had hoped—and expected—to be able to remain on the commission until the term expired June 30. A recipient of praise for his efforts to speed commission processes, Mr. King said last week that he was just beginning to get his feet on the ground at the FCC. “Now, however, I am assuming that I will be off the commission in 30 days.”

He said he would go to Detroit next week to take care of personal business and ascertain his status at the college.

Old to Meet New  • Chairman Ford and Mr. Minow, who have never met, talked by telephone last week, and the new chairman has an appointment with Mr. Ford at the FCC this Thursday.

FCC Chairman Ford will revert to the status of commissioner with a record of accomplishments praised by both Democratic and Republican members of Congress, during his 10-month tenure.

Speculation continued last week that the new President would replace one or more of the present FCC commissioners, but there was no solid information to support it. One report published in the Milwaukee Sentinel last week was that Wisconsin Democratic leaders had proposed Lew Breyer, onetime film salesman and for the past two years vice president of WXIX-TV Milwaukee for an FCC membership.

Later Mr. Breyer told Broadcasting that although he understood that local Democratic interests had submitted his name, “I have not been offered a post on the FCC.”

“But,” he added, “if selected I would be delighted to serve.”

Mr. Breyer has resigned from the station.

FCC Commissioner Robert T. Bartley, early leader in the speculation for the chairmanship, again last week denied reports that he would become undersecretary of the Dept. of Commerce.

“The only job I am running for is reappointment to the commission in 1965 when his present term expires,” he said. He has told personal friends that he wants to stay on the commission.

Kennedy’s Massachusetts campaign. He has known him well since 1954. Mr. Shriver was president of the Chicago Board of Education until Mr. Kennedy’s presidential nomination, when he resigned, and is managing director of Chicago’s huge Merchandise Mart, a Kennedy family property. Gov. Stevenson’s law firm, however, does not represent the Merchandise Mart.

Gov. Stevenson earlier was picked by the new President to be ambassador to the United Nations. Another partner in the firm, W. William Wirtz, has been selected for Undersecretary of Labor. Partner William Blair also is scheduled for a Washington post, as yet unannounced. The firm, though, will continue and will not be dissolved. The Stevenson firm joined with the firm of Paul, Weiss, Rifkind, Wharton & Garrison of New York and Washington in 1957. Mr. Minow is the youngest partner.

As a lawyer, Mr. Minow is general counsel for Encyclopaedia Britannica Films Inc., whose president, ex-broadcaster Maurice Mitchell, is a close personal friend. He is attorney for the Midwest Council on Airborne Television Instruction (although his name has never appeared on any FCC filings), which plans to spread ctev over schools in the Midwest from transmitters in circling planes. Another client is American Heritage, the magazine that is cooperating with Equitable Life Assurance to provide story material for Equitable’s Friday night series on NBC-TV, Our American Heritage.

Mr. Minow knows talent’s side of broadcasting too. He long has been attorney for Kukla, Fran & Ollie’s Burr Tillstrom. Another client is his former college roommate at Northwestern, Sanders Vanocur, former NBC Chicago correspondent who covered the Kennedy campaign and now is assigned to cover the President-elect. Still another is Robert Fleming, chief of ABC’s news bureau in Washington.

FCC Choice  • The road to the FCC for Mr. Minow began shortly after the November election, he said last week.
Mr. Shriver phoned and told him he was wanted with the Kennedy administration in Washington. Various possibilities were discussed but no specific decisions reached since Mr. Minow was not particularly anxious to give up his law practice. "I have a family to support and I have to save some money to put my kids through college one of these days," he explained.

Other phone calls followed, some from Bob Kennedy—none from the President-elect, whom he hasn't talked with since before the election. Bob Kennedy, however, usually consulted Mr. Minow for advice on other prospective appointees, rather than his personal future. Still only general possibilities. Perhaps Justice Dept., or one of the agencies such as FTC or SEC.

"About Christmas time I was sounded out about the FCC," Mr. Minow said last week. "It was a field I'm very much interested in. It's important and challenging."

He continued: "I knew this is what I wanted to do. I'm very interested in radio and television." But he said he explained he would be making "a hell of a sacrifice financially to go down there" (he will be paid $20,500 annually as chairman) and that he would do it only if there was a "constructive" job that could be done. Mr. Minow said that after the call at Christmas time he heard nothing more until last Monday morning and a call from Mr. Kennedy's news secretary, Pierre Salinger, who also is an old friend.

"I guess they have been checking me out," he said. "A few reporters called me Sunday. Apparently they had gotten wind of it. But I told them I knew nothing definite about it. Which I didn't."

Campaign • During the Kennedy campaign, Mr. Minow was one of the organizers and was legal counsel of the National Businessmen's & Professional Committee for Kennedy-Johnson, which was headquartered in Chicago. He also was chairman of the local suburban group in New Trier Township supporting Mr. Kennedy.

Asked if Mr. Kennedy's narrow margin in the popular vote would reflect on the strength or attitude of his role as FCC chairman, Mr. Minow said that "when you win a ball game 10 to 9, it's still a win." He continued: "We're responsible now. And we've got to meet the responsibility."

Mr. Minow and his wife will be in Washington this week and will attend the President's inauguration. He has never been at the FCC nor met any of its members or staff, except Commissioner Rosel H. Hyde. "He's a gentleman," he recalled. "It was while we were at a seminar at Princeton a couple of years ago, I believe."

His Background • Called "newb" by friends, Mr. Minow was born in Milwaukee Jan. 17, 1926. His family was in the dry cleaning business. He attended public schools there and after World War II army service, went to Chicago to enroll in Northwestern U.'s combined liberal arts-law program. He received his B.A. in 1949 from the school of speech and his law degree the following year. He was editor-in-chief of the Law Review and was named outstanding graduate, receiving the Wigmore Award as the senior who had done the most for the law school.

Upon graduation he joined the Chicago law firm of Mayer, Friedlich, Spiess, Tierney, Brown & Platt and early in 1951 he was appointed law clerk to Chief Justice Fred M. Vinson of the U. S. Supreme Court.

While in Washington he was approached by one of his former college professors, Carl McGowan, about the prospect of becoming administrative assistant to Gov. Stevenson in Springfield, Ill. He accepted the offer and subsequently became involved in the presidential race of 1952. He stayed with the governor until the end of his term and then returned to the Mayer firm in Chicago.

In 1955 Gov. Stevenson asked Mr. Minow to join him in the new Chicago law firm that he was organizing and this new association brought him into the 1956 campaign. He has been the youngest partner of the firm since then.

Civic Minded • Mr. Minow's activities include the junior board of the National Conference of Christians & Jews and the board of the alumni association of Northwestern. As an active member of the Chicago Bar Assn., he wrote several of the publications that have been issued regarding the local court system. He has lectured widely on public issues and served on the boards of the American Jewish Committee and the Jewish Community Centers of Chicago. His other club affiliations include the Economic Club, Legal Club, City Club, Council on Foreign Relations, among others. The Chicago Junior Chamber of Commerce named him one of the city's 10 outstanding young men for 1960.

He is a member of the Congregational Solel temple, Highland Park, Ill.

He married the former Josephine Baskin of Chicago on May 29, 1949. They have three children, Susan Nell 8, Martha 6 and Mary 2. At home he is thoroughly exposed to radio and TV, even though he is an insatiable and very rapid reader and delights and mystifies his friends by constantly send-
join the WGN family!

—offering a unique and vastly improved service in the greater Duluth-Superior market. As with WGN Radio and Television, an operation dedicated to Quality, Integrity, Responsibility and Performance.

"We at WGN, Inc., are exceedingly pleased to announce that the Federal Communications Commission has approved the transfer of KDAL Radio and Television to WGN. "With the great resources of WGN in programming, production, promotion and research, stations KDAL Radio and Television will bring to the people of the Duluth-Superior region greatly improved service and a broader scope of programs."

Wendell L. Jerome
vice president and general manager, WGN, Inc.

WGN
441 N. Michigan
Chicago 11, Illinois
ing them clippings on unusual subjects from a wide range of publications from all over the world.

The Minow home has two television sets and several radios. The second TV set in the master bedroom was "an intelligent compromise," Mrs. Minow recalled. She was not very enthusiastic about it before Mr. Minow decided to install it, but now she "can't get along without it" and enjoys it very much. It goes on by remote control switch in the morning so Mr. Minow can catch the news before arising.

He has a radio in the bathroom so he can listen to the news, time and weather while he shaves. "If we had one radio, it would be in the bathroom," Mrs. Minow said. "That's the most important thing."

Mr. Minow "is very interested in all of the public affairs programs," his wife explained, especially the "Sunday afternoon ghetto" and the "good drama shows." He enjoys high level comedy shows too. The family hi-fi isn't very "hi," it's just an ordinary phonograph, but it gets stacked with good music records during the evening to accompany Mr. Minow's reading. He reads all the local papers each day, plus the New York Times, Wall Street Journal, Christian Science Monitor and a half-dozen or more others from around the country. His subscription list of top magazines is a long one.

His chief outdoor sport is golf. "He lives for it. He adores it," Mrs. Minow said, chuckling over the fact it is the new President's hobby too, "one of the best-kept secrets of the campaign."

One for the Minow family album

"... and God bless Mommy and Mr. Chairman."

Eight-year-old Susan Nell Minow usually doesn't ad lib the conclusion of her evening prayer. But she did last Monday night and it really didn't surprise her mother or father, or her little sisters, because unexpected things had been happening all day long.

For instance, just at supper time, Daddy was on television. For the first time ever. Mary, age 2, saw him first and ran over to the big screen and gave Daddy a big, happy kiss. Martha, 6, saw Mary and ran to the set right after her and kissed Daddy too. Nell is getting a little big for that sort of thing, but she decided to join in. She planted a big smack right on the screen. But suddenly the picture had changed. And everyone laughed. She had kissed someone else's daddy.

The telephone had been ringing constantly all day long. It was never like this before. Mother said people called they hadn't heard from in years and years. Ever since their honeymoon even. Mother told one friend, "Usually you have to die to have this happen. It's exciting."

It certainly was. Ever since that morning when Daddy had started out the door to walk to the train station, the phone rang and Mother called out after him: "It's Pierre Salinger, from Boston."

New Senate etv bill

Sen. Warren G. Magnuson (D-Wash), chairman of the Senate Commerce Committee, has reintroduced his bill to provide each state and the District of Columbia with a $1 million allocation for purchase or installation of equipment for educational television.

Under the bill (S 205), co-sponsored by Sen. Andrew F. Schoeppel (R-Kan.), no federal funds could be used for personnel or programming service. An identical bill passed the Senate in the last session, but was not acted on in the House.

There, an etv bill, authorized by Rep. Kenneth Roberts (D-Ala.), was reported favorably by the Commerce Committee but was shelved by the Rules Committee. That measure, as amended, would have provided each state with $750,000 on a matching-funds basis to purchase equipment for etv purposes. It also would have limited to $150,000 the amount that could be spent on any one project.

Late last week, Rep. Lee Metcalf (D-Mont.) and Sen. John Sherman Cooper (R-Ky.) added their names as additional co-sponsors of the Magnuson bill.

FCC give ITT space permit

ITT Laboratories, Nutley, N.J., received FCC authority last week to operate an experimental space communications relay station to reflect signals off the moon and passive earth satellites for basic research and space communications theory. The Nutley station was ordered to use 2299.5 mc for the life of the grant, and authorized to use 2120 mc for six months. The former frequency is in the band allocated for space research by the 1959 Geneva radio regulations. The laboratories will use 10 kw input to a 40-ft. steerable antenna for narrow-band transmissions. Reception will be at the same site. The FCC asked ITT to check out channel-sharing possibilities between space and ground-based microwave transmissions and reception during the one-year life of the permit.
...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA

PR-10-1 Monophonic model (5845) available full track or half track—PR-10-2 Stereo/Monophonic model (5945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound • Pushbutton controls of professional relay/relaxoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7 1/2 ips or 3 1/2 ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).

PR-10

Literature including specifications, features, benefits and applications available from Ampex. Write Dept. B-2
FTC: BEWARE FALSE TV COMMERCIAL DEMONSTRATIONS

It's the demonstration in a tv commercial that causes Federal Trade Commission eyebrows to go up. This was emphasized last week in three communications from the FTC: its yearend report, a speech by FTC Chairman Earl W. Kintner, and a speech by tv-radio monitor chief Charles A. Sweeny.

"Wide attention was . . . given the commission's attack on misleading tv commercials in which 'demonstrations' exaggerated the merits of one product over another." This is how the FTC's yearend report alludes to the complaints which were issued during the past year against such top-flight tv advertisers as Libby-Owens-Ford Glass Co., Brown & Williamson Tobacco Corp., Carter Products Inc., Mennen Co., Alcoa, Colgate-Palmolive Co., Standard Brands Inc., etc.

The FTC's attitude toward demonstrations on tv was explained by Chairman Kintner in a speech to the Eastern Industrial Advertisers in Philadelphia January 3:

". . . a commercial may be considered illegally deceptive if purchasers may be induced thereby to purchase a product because they have been led to believe that they have seen a valid test or demonstration of it."

He also referred to the FTC's order which prohibits the use of demonstrations "purporting to prove claims which the demonstration does not prove."

Representations which may influence prospective purchasers must be truthful, Mr. Kintner emphasized.

In discussing the use of demonstrations to point up assets of a product, comparisons may be a useful means to describe those qualities, Mr. Kintner said, but "false comparisons of competing products may result in competitive harm." This will bring corrective action by the FTC, Mr. Kintner asserted.

Mr. Kintner also stressed the FTC's finding that although no determination has been made on the merits of a product, the collateral visual suggestion that it has been recommended by the medical profession was found to be misleading. This referred to "white coat" advertising, now largely extinct in tv.

Artistic License • Answering the argument that the advertiser should be allowed some "license" in presenting his product, Mr. Sweeny stated that the FTC has not denied that right "insofar as the presentation is honest and truthful and avoids deception."

But, he added, "We have all learned to recognize a sales talk when we hear it, but that which we actually see demonstrated on a tv screen somehow becomes a factual and authoritative presentation which we are not adjusted to so discount, and therefore believe literally."

Discussing the work of the FTC's tv-radio monitoring section before the Chicago Advertising Executives Club, Mr. Sweeny explained that the unit not only checks tv and radio continuities but also spot checks daily newspapers and magazine advertising.

He also related a series of cases which resulted from an FTC staff study of an entire industry. Violations covering all media were presented to the FTC for simultaneous action.

"This method of proceeding seeks to avoid the competitive inequity which might otherwise result and also permits a more efficient means of investigating," he said.

Mr. Sweeny also noted that the commission has won court approval to undertake action against advertisers whose product is not essentially in interstate commerce but whose advertising can be considered to be, and also that the FTC has during the past year won the right to require affirmative disclosures.

PROXMIERE ABOUT FACE

He extols high network aims in Senate talk on tv programs

"In the past few months . . . there has been an impressive succession of genuinely outstanding [television] programs. During the national political campaign we had the now-historic great debates in which the two presidential candidates met face to face. . . . What a magnificent contribution this was to genuine democratic participation in our huge nation. This was an indication of what television can do."

These remarks last week (Monday) were voiced, not by a representative of the broadcasting industry, nor by one of its avowed friends. The speaker was Sen. William Proxmire (D-Wis.) who has been a frequent critic of television. In fact, during the Senate debate last August on the payola bill, he tried, unsuccessfully, to attach amendments calling for network regulation by the FCC and authorizing the commission to suspend station license (BROADCASTING, Aug. 29, 1960).

While he still feels there is "too much trivia on the air," Sen. Proxmire now believes there is more profit in trying to encourage the networks to aim high—and in putting the screws on government regulation.

A Better Tack • The legislative proposals he made last August, he conceded, received little support. "It's better," he added, "if the networks can produce worthwhile programs out from under the thumb of government control. I want to encourage them in this."

And his speech did indeed overflow with praise of the news and public events aspects of television network programming. "The coverage of the campaign, and the election, brought more Americans into closer contact with the meaning and excitement of politics than ever before, as the personalities and the policies of the candidates and the parties were revealed in pains-taking detail. Thanks to television, this was the best informed electorate, in my judgment, in our history. . . . Other broadcasts [network news specials on significant domestic and international problems] have continued this high level of television programming."

Government briefs . . .

Opposed to pay tv • Fifty-four residents of Norwich, Conn., have submitted a petition to Congress opposing pay television. The petitioners said they felt pay-tv was "contrary to the American tradition" and would kill free tv. The petition was introduced by Rep. Horace Seely-Brown (R-Conn.), who said he has not taken a stand on either side of the issue.

The Clark-Scott Debates • The number of Pennsylvania television and radio stations carrying the regularly scheduled, bi-weekly debates of the state's two U.S. senators, Republican Hugh Scott and Democrat Joseph S. Clark, has increased more than 50 percent. Ten tv and 33 radio stations now broadcast the debates, compared with seven tv and 20 radio stations last year.

Humphrey raps VOA • Sen. Hubert Humphrey (D-Minn.) has criticized the Voice of America for failure to get "our message through" to the people of Latin America. He blamed the alleged falling on the Voice's limited number of information broadcasts south of the border. He expressed confidence that the Kennedy administration will try to make VOA more effective. Sen. Ralph W. Yarborough (D-Tex.) expressed similar criticism of current VOA programming, calling for "an immediate reappraisal" of U.S. information programs beamed to Latin America. He said USIA activities should be stepped up.

Spice in red propaganda • The United States Information Agency, in a report on Communist-controlled international broadcasts between 1948 and 1959, says the Reds' "heavy" propaganda programming is spiced with scientific and cultural shows, quizzes, polls and language lessons.
What station is best described by the word, “FRIENDLY”?*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC—FIRST... and a runaway leader in the popularity poll for the friendliest radio voice in Washington, D.C. Which proves the effect of our often-aired slogan...“the station that keeps people in mind.”

WWDC Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC’s new “Profile of Preference.”

And in growing Jacksonville, Fla.—it’s WWDC-owned WMBR.
ANOTHER FCC 'PAY-OFF' RULE
Requires submission of all facts in applicants' agreements when one drops contest for same facility

In its continued get tough policy against "pay-offs" and strike applications, the FCC took two steps last week designed to make it harder for an applicant to practice either. Specifically, the commission:

- Adopted new rules requiring that it be given all the facts in agreements designed to remove a conflict between competing applicants.
- Issued rulemaking which, when a lone applicant for a frequency in one city mutually exclusive with one or more applications in another city withdraws, provides that an entirely new applicant can apply for the same facility in the abandoned city for 30 days.

The adopted rules are the latest designed to implement congressional amendments to the Communications Act passed last September (BROADCASTING, Sept. 19, 1960) by Congress and signed by the President. They fall under requirements of Sec. 309 (c) of the amended act and become effective Feb. 20.

Under the rules, when two or more applicants enter into an agreement where one or more drop out of the contest, a joint request must be filed with the commission for approval. To be included are full factual details concerning the agreement and any consideration which has been paid or promised to the parties dismissing their applications.

In cases where a joint petition has not been filed with the commission, an applicant seeking to amend or dismiss his petition must file an affidavit stating whether any consideration has been promised or received where the effect of the dismissal would remove a conflict with another applicant. Likewise, the remaining applicant whose conflict would be removed must file a similar statement setting forth any payment promises he has made, if any.

Where such agreements remove all issues in a hearing, the FCC delegates authority to the chief hearing examiner to terminate the proceeding and make appropriate disposition of the applications involved.

A Bartley Proposal
The rulemaking issued last week was proposed by Commissioner Helen H. Bartley. Comments were asked by a 4-3 vote, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting.

If adopted, it would require the commission to approve the withdrawal of the only applicant in a given city only after other persons have been afforded an opportunity to apply for a station in the same city on the same frequency. Falling under Sec. 307 (b) of the Communications Act, the proposed rule was explained this way: Applicant A is seeking a new station on Xx kc in Minneapolis; Applicant B wants the same facility in St. Paul. Because only one of the applications could be granted in the neighboring Twin Cities, they are set for hearing.

Applicant A then decides to withdraw in Minneapolis, leaving Applicant B with no opportunity to apply. Applicant B could receive a grant, Applicant A would have to publish his intentions to withdraw in St. Paul newspapers and anyone could then apply for the same frequency in that city for a period of 30 days.

The rule would not apply if both applicants are seeking a station in the same city or if multiple cities are involved with two or more applicants for the contested facility in the city where one seeks to withdraw. Sec. 307 (b) states:

"In considering applications for licenses and modifications and renewals thereof, when and insofar as there is demand for the same, the commission shall make distribution of licenses, frequencies, hours of operation and or power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

Comments on the proposed new rule are due Feb. 20.

FCC grants extension on trafficking comments

The FCC last week granted requests by NAB and Storer Broadcasting Co. for an extension of time for filing comments on the FCC's proposal for severe curtailment on sale of station held less than three years.

The deadline for comments was extended from today (Monday) to Jan. 26; replies are due Feb. 6.

Both NAB and Storer said that they agree with the purpose of the proposed new rules—to ban trafficking in licenses—but more time is needed to prepare constructive comments. "Questions have arisen with respect to the precise application of certain aspects . . . " of the rulemaking, NAB said.

In a comment filed last week, John Sanders, president of KBGC Chipley, Fla., said the commission proposal " . . . would stifle the broadcasting industry and eventually destroy its use to the public." He urged the FCC to find other means to halt trafficking in station properties and to " . . . keep American broadcasting free enterprise, please. We are supposed to be a servant of the public. "

"Are we now going to be a servant of the government?"

ABC, tv affiliates ignore Bennett threat

James V. Bennett, director of the Federal Bureau of Prisons, has declared war on The Untouchables.

Stung by what he alleged were "unfounded implications reflecting on the integrity of the officers of the bureau" in the Jan. 5 segment dealing with the transfer of gangster Al Capone from Atlanta federal penitentiary to Alcatraz, Mr. Bennett asked ABC-TV to postpone the second part. Upon the network's refusal, Mr. Bennett sent telegrams to 10 ABC-affiliated tv stations (all whose licenses are up for renewal) asking them not to carry the second part. If they did, he said, the Bureau of Prisons would oppose their license renewals.

The wires went to WFGA-TV Jacksonville, WLOF-TV Orlando, WPST-TV Miami, and WEAT-TV West Palm Beach, all Florida, and to ABC-owned stations WABC-TV New York, KGO-TV San Francisco, WBKB (TV) Chicago, KABC-TV Los Angeles, WXZY-TV Detroit and KQV Pittsburgh.

Mr. Bennett muffed the last one; KQV is owned by ABC but it's a radio station.

All stations announced they would carry the program, despite Mr. Bennett's threats.

What aroused Mr. Bennett, and apparently prison guards everywhere, were scenes which indicated that guards transporting Capone by train from Georgia to San Francisco had their hands out for bribes.

In responding to Mr. Bennett's first telegram, ABC General Counsel Omar F. Elder Jr. said that he didn't believe the tv audience regards the unfavorable portrayal of one or two individual guards as representative of others. Mr. Elder said the network must "respectfully" decline the request. Mr. Bennett had said he wanted the second part postponed until he could confer with the Attorney General and with the FCC.
ROZELL is ONE of These PEOPLE

Consistent public service... presented in the atmosphere of daily family life... gives At Home with Rozell a special place in the hearts of Georgians and Alabamians.

Rozell Fabiani's devoted and enthusiastic public looks upon her as something more than a "TV personality." She has a long list of civic contributions and accomplishments dating from her inaugural program in 1954. Now in its 7th year, At Home with Rozell continues to draw loyal and inspiring praise.

People like Rozell... plus other local programming and public service... make WRBL-TV a leading influence in the Columbus area. Such people and programs sell products... and win awards, too.

COLUMBUS, GEORGIA

WRBL-TV Channel 3

Represented by George P. Hollingbery Company
LANDIS REPORT: HILL TO WAIT & SEE
Congressmen generalize, want to see legislation first

"It all depends on how much power an overseer would have. Would he have the power to regulate? Would he be an appointee of the agency, or an appointee of the President? Would he have the power to intervene?"

These questions were voiced by Rep. Emanuel Celler (D-N.Y.), chairman of the House Rules Committee, asked to comment on the Landis Report's recommendations. Celler said to his advisor on regulatory agencies, "We're going to have corrective action, it's got to come from the President." He added, "Congress doesn't have the time." But at the same time, Sen. Carroll said he doesn't expect the agencies to be "robbed" of their basic jurisdiction.

At the moment, he feels the chief value of the Landis report is that it has "put the spotlight of publicity on these agencies." He noted the report removed the threat of Congressional action. "If new legislation is needed, we ought to provide it. If more money is needed, we ought to give it. And if more men are needed, we ought to help get them."

A more cautious approach was taken by Sen. Warren G. Magnuson, Senate Commerce Committee chairman, who noted the Landis Report constitutes only recommendations. "We'll have to wait and see what legislation implementing the Report comes up," he said.

Sen. Magnuson, who plans to meet positions he took by saying they were designed to raise what he called "the lowest common denominator level" of television as it exists today. He agreed that his proposal—that the FCC should have a say in programming—would be opposed by networks, local stations, advertisers, and agencies. He did not specify how much control he would want to vest in the FCC.

On the question of a government-operated tv service, raised by Mr. Wallace, Mr. Landis said he was not prepared to "push" for such an operation immediately but believed that such a project should be considered. He noted that Great Britain had the BBC for some years and subsequently found it desirable to have competition from private television sources.

"It might be that we can have so many channels available that it might be desirable to have the government at least condense to do something for the fine arts... on television as well as elsewhere."
"IF THE RCA TV TAPE RECORDER COST $5000 MORE, WE WOULD STILL BUY RCA"

-says Stanley E. Hubbard of KSTP-TV

Says Stanley Hubbard, "After a careful study for over a year, our Engineering Staff decided that the RCA Television Tape Recorder was the best on the market. It was obvious to us that RCA advantages make all the difference in picture clarity and realism.

"Since that time, we have purchased three TV Tape Recorders—one color and one monochrome for KSTP, and a monochrome for KOB-TV Albuquerque. Today's increased sales are keeping our facilities humming. Our advertisers are sold on the consistently high quality of our taped commercials."

The value of installing RCA TV Tape Equipment is being proved at more and more stations where nothing less than the best will satisfy. Superb pictures, outstanding convenience in operation and unequalled service during and after the sale are advantages that only RCA with its years of television experience can promise and produce.

Discover for yourself all the values of owning the RCA TV Tape Recorder. Check Stanley Hubbard and other enthusiastic users. . . see your RCA representative. He can give many reasons why this advanced Tape Equipment is the best buy for you.

RCA Broadcast and Television Equipment—Camden, N.J.
next week with Mr. Landis to discuss the latter's recommendations, said the objectives of the report and of his own committee's investigation of the agencies are the same in some respects—the elimination of huge backlogs of cases and the simplification of agency procedures. But he declared that Congress would "take a long hard look before making any drastic change in the regulatory agencies." These agencies, he noted pointedly, "are arms of Congress, and to change that, we'd have to change the law."

Like Sen. Carroll, he also favored the idea of a White House expert on administrative agencies who could assist the President in selecting personnel.

Even more tentative in his view was Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Communications Subcommittee, who declined to go beyond the language in the final report of his recently expired Oversight Subcommittee. That document said that neither the executive nor the legislature should have exclusive jurisdiction over the administrative agencies; that there is plenty of room for cooperation between the two branches. However, Rep. Harris did say that the appointment of an overseer does not "necessarily" mean the independence of the agencies would be compromised.

Rep. Celler reintroduces license renewal bill

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, last week introduced a bill (HR 1748) aimed at making sure broadcasting license renewals are granted only to those permittees who have toed the line. He feels the FCC has been "derelict" in the way it has granted renewals.

Broadcasters, he said last week, have only a temporary license to operate—"not a lifetime guarantee." The FCC should hold hearings to determine whether they in fact have been operating in the public interest, he said.

His bill would authorize the FCC to issue a conditional one-year license where the public interest warrants. At the expiration of the year, the commission could grant a renewal of the original three-year license if it finds "that the licensee has met the terms" of the conditional permit.

In making its determination on a renewal, the commission would be required to consider, among other things, whether the station has engaged in rigged quiz shows. An identical measure was introduced by the New York congressman last year, but it never was reported out by the House Commerce Committee.

Rep. Celler, one of broadcasting's sharpest critics, feels radio-tv operations "are conducted with a view to raking in the greatest amount of shekels—not in promoting the public interest."

He doesn't want FCC censorship of broadcasting, he said. But he does want the FCC to determine whether the broadcaster has been operating for the benefit of the listener "or Madison Avenue." The broadcaster, he said, "should be on his mettle constantly—the burden of proof should be on him as to whether he has been operating in the public interest."

And, alluding to the issue of trafficking in station licenses, he added: "Congress never intended to permit anyone to make inordinate profit on the sale of station licenses. The reason so much money can be made is that radio and tv appeals only to the lowest common denominator."

Kennedy sets first live radio-tv news conference

The first live radio-tv coverage of a presidential news conference is definitely scheduled Jan. 25, 6:30 p.m. EST five days after the inauguration of the new chief executive. All radio and tv networks have indicated they plan to cover the conference.

A live-coverage conference every five or six weeks is planned by President-elect Kennedy, according to Pierre Salinger, his news secretary. The dinner hour will be scheduled for occasional conferences because the potential audience is greatest at that time.

During the Eisenhower administration, news conferences have been held during the morning. President Eisenhower was first to permit radio-tv tape and film coverage.

Mr. Salinger's staff and broadcast newsmen have settled on either of two auditoriums—State or Commerce Dept.—for presidential news sessions. These will accommodate more reporters and provide better broadcast pickup facilities than the old Indian Treaty Room used by President Eisenhower.

A final news conference was scheduled next week by President Eisenhower. In addition he will make a final broadcast report to the people Tuesday, Jan. 17, 8:30-9 p.m., EST on all radio and tv networks.

The Kennedy administration will have an assistant news secretary for radio-tv and one for print media, according to

Fiscal 1960 was a busy year at the FCC

There now are over 2.8 million outstanding radio authorizations (up 400,000), with 1.9 million licensed operators, the FCC pointed out in its 26th annual fiscal report to Congress, released yesterday (Jan. 15). There are more than 668,000 radio stations in 65 different categories, the commission said.

"In general, the report endeavors to point out the tremendous growth of radio services, the expansion of both domestic and international telephone and telegraph facilities and the commission's policies and problems in dealing with them," Chairman Frederick W. Ford stated in a letter to transmittal to Congress. It covers fiscal 1960 (July 1, 1959, to June 30, 1960).

The commission leads off with a discussion of its activities in the programming field, highlighted by public hearings a year ago. "The commission considered how far it should go in dealing with programming . . . [and] past thwarted attempts to regulate certain types of programs," the report stated. Listed accomplishments were rules against payola and deception. Of 500 licenses held up at year's end, about half involved payola or other undisclosed advertising, the commission said.

Activities are listed in political broadcasts, allocations, fm, clear channels, space communication, compliance and complaints, national defense, research, litigation and legislation, among others. At the end of the fiscal year, the commission had 1,300 employees, one-fourth of whom were engaged in field engineering. The 12-month period also saw Frederick W. Ford replace John C. Doerfer as chairman, Robert E. Lee reappointed to a seven-year term and Charles H. King join the FCC under an interim appointment.

Winning Record • The commission, the report pointed out, won all but one of 22 cases appealed to federal courts during the year. It was a party to or participated in 109 federal court actions, of which 39 were pending at the year end. Broadcast applications accounted for 612 of the 794 docket cases pending at the close of fiscal 1960 (June 30). Of these, 429 were am, 116 tv, 54 fm and 13 in other broadcast activities. Also during the year, 106 of 145 initial decisions were on broadcast applications.

Applications of all kinds received by the FCC during fiscal 1960 increased by 102,000 to nearly 700,000. The commission's Washington office handled 1,685,000 pieces of mail—an increase of
185,000 over the previous year. Over 600,000 of the mailings were outgoing, the remainder incoming.

Applications involving changes in station ownership totaled nearly 1,500 for the fiscal year, the commission pointed out. This represented a slight increase. Broadcast applications received totaled 12,613, 611 more than in fiscal 1959.

A rising problem for the commission's field force is the illegal transmission of horse racing results for betting purposes, the annual report stated. Apprehension is becoming increasingly difficult because of the trend toward miniaturizing transmitters and the ease of concealing low-power broadcast stations on a person's body.

Of interest to broadcasters east of the Mississippi, the commission said that over 1,200 four-letter call letters beginning with "W" have been relinquished by the government and now are available for private use. The commission said that as in the past it will continue to negotiate with the government when a request is made by a broadcaster for individual call letters assigned to government use.

Purchase price of the publication has been cut this year from 65¢ to 45¢. Copies of the 159-page document are for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C.

source close to Mr. Salinger. Unofficial information mentioned Elizabeth Carpenter, correspondent for Texas newspapers and Variety, as one of those being considered for a White House news post.

Bill Wilson, New York producer who took part in the Kennedy campaign appearances on tv, has been retained as a consultant to coordinate arrangements with networks for the Kennedy news conferences.

Broadcast bureau against expanding am case issues

The FCC's broadcast bureau last week asked denial of one applicant's petition for enlargement of hearing issues in an am contest case to determine whether the other applicant had filed a strike application to thwart or delay the petitioner's application. Such a charge had been made by Queen City Broadcasting Co. against Val Verde Broadcasting Co. in their contest for an am frequency in Del Rio, Tex. (BROADCASTING, Jan. 2).

The bureau said Queen City's petition to enlarge issues actually was a request for reconsideration of the FCC's refusal to permit, as an issue, the question of whether Val Verde acted in bad faith. The bureau said the charges already have been considered and there's no new evidence.

Queen City itself last week opposed requests by Val Verde and KDLK Del Rio for enlarged issues, to include Queen City's financial qualifications. The opposition held there has been no evidence to warrant it; that the request stemmed from Val Verde's desire to "cross examine" because its own financial qualifications will be under scrutiny. Queen City also objected to KDLK's request for determination of whether Del Rio can support an additional radio station.

A pre-hearing conference is scheduled Jan. 24.

NAB asks automation of operational logs

NAB Friday (Jan. 13) asked the FCC to institute rulemaking to permit stations to use electronic mechanical automatic logging instead of the manual logging now required for recording operational measurements.

Experiments by several stations have shown automatic logging results in superior accuracy, NAB stated. Experiments were conducted by WSJS-Winston-Salem, WTOP-AM-FM-TV Washington, WIP Philadelphia, KFI Los Angeles, and others. NAB engineers followed the progress and success of the automatic logging experiments, conducted over several months, the petition said.

The automatic loggers can record all parameters normally entered manually such as output current, final stage plate current and voltage, obstruction lighting, frequency deviation, operating hours and any interruptions to the carrier, NAB said. "In tests, all readings were recorded with unusually high degree of accuracy and all at the precise times called for by the operating logs or sooner," the association said. The system, NAB maintained, would virtually eliminate improperly maintained operating logs, the most cited violation category in FCC rules.

NAB also asked the commission to relax rules on frequency deviation readings for am stations.

House Rules' Rep. Smith favors Sec. 315 changes

Broadcasters interested in prying Sec. 315 loose from the Communications Act may have overlooked somebody willing to help—Rep. Howard W. Smith (D-Va.), chairman of the powerful House Rules Committee.

He said last week he not only favors the Magnuson Bill (S 204) but thinks it "should go further." The Magnuson Bill would make permanent last year's temporary suspension of Sec. 315 as it affects presidential and vice presidential candidates.

He was not ready to say how far down the ticket he felt the suspension should be carried. But he did say the equal time provision "doesn't make sense—we've got to do something."

Meanwhile, another important House figure, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Communications Subcommittee, said he isn't ready to express his views on the Magnuson Bill. He said he won't comment "until certain things developed." He wouldn't elaborate.

Two views on viewing

The Republican Party should seriously consider asking networks for equal time if President-elect Kennedy uses his proposed five evening televised news conferences as "forums for propaganda," Sen. Thomas H. Kuchel (R-Calif.) has said.

Sen. Kuchel, assistant Senate minority leader, said he is sympathetic to the interest of the American people in seeing the President and getting his thinking via tv, but if he uses a tv conference to take a "position of advocacy on highly controversial issues," it raises question of whether the GOP, as an entity, shouldn't be entitled to give its own viewpoints over the same facilities.

The FCC last week...

• Hearing Examiner Forest L. Mc Clerning, on own motion, postponed hearing scheduled to begin Wednesday (Jan. 18) in St. Louis on FCC license revocation proceedings against KWK St. Louis. New date for hearing was not set pending commission disposition of KWK request for bill of particulars specifying charges against the station (BROADCASTING, Nov. 28, 1960).

• Received petition from Philco Broadcasting Co. asking that its application for ch. 3 Philadelphia and NBC application for renewal of its WRCV-TV on same facility be set for early hearing. Philco, which filed for channel last May two days after NBC applied for renewal (BROADCASTING, May 9, 1960), said commission is required under law to hold comparative hearing. Congressional intent in requiring station renewals every three years is to enable new applicants to compete for existing facilities, Philco argued. Petition charged that FCC is guilty of unnecessary delay in sitting on applications for eight months without acting. Also, Philco said, NBC has no legal right to sell station to RKO General, approval of which is pending, because WRCV-TV has been operating without a license since last August.
WHO'S TV TOWERS BOSS?

Broadcasters, aviation interests clash over FCC, FAA jurisdiction at hearing

Dissension flared anew last week over the jurisdictional issue of which government agency has the final say on where—and how high—tv towers may be.

The troublesome issue came to a head when air interests clashed with broadcast spokesmen at a Federal Aviation Agency "fact-finding" hearing.

The hearing was held to permit interested parties to discuss the FAA’s proposed rules governing tall structures.

Broadcasters had been hopeful the jurisdictional quarrel had been resolved to give the final word to the FCC. This was their understanding of a statement last November by FAA Director Elwood R. (Pete) Quesada that maintained the FAA must accept the FCC’s determination of what constitutes an air hazard, but that the FCC retains the final authority on whether to grant a construction permit (Broadcasting, Nov. 21, 1960).

Last week’s hearing, called by request of broadcasters and other affected parties, dealt with a proposed FAA rule which, if adopted in toto, would cause broadcasters great expense and delay in constructing antennas and might well disturb the FCC’s entire allocation plan, according to broadcast witnesses.

The proposed FAA rule would establish new criteria for determining what constitutes a “hazard” to air safety. It would establish complicated formal proceedings to judge whether a tall structure would affect airspace, and would provide for the establishment of antenna farms by FAA direction. The rule also would provide for informal proceedings (somewhat similar to those held in the past) as preludes to the formal hearings. This provision met little opposition from broadcasters or any other witnesses.

Full House • Charles Carmody, chief of the FAA Airspace Utilization Division, was chairman of the hearing, and was assisted by Charles J. Peters, the division's chief attorney. More than 50 persons packed the FAA conference room. Mr. Carmody said the hearing’s purpose was to get the views of the public to aid the FAA in making an informed decision on the proposed rule.

Although the witness list was not divided officially into proponents and opponents of the rule, members of one faction could be characterized as favoring slight alterations or exemptions to suit their particular interests. These parties included the Assn. of American Railroads, the National Assn. of Real Estate Boards, several power companies, the American Petroleum Institute, several state aeronautical departments and the Special Industrial Radio Service Assn.

A second group desired major changes and deletions. NAB, the Federal Communications Bar Assn., Assn. of Maximum Service Telecasters and Storer Broadcasting Co. were those who took issue with the FAA proposals.

Staunch defenders of the proposal, pretty much as proposed, were Air Transport Assn., National Business Aircraft Assn., Aircraft Owners & Pilots Assn., Airline Pilots Assn. and National Aviation Trades Assn. Several representatives of municipal or state air departments or local airports generally agreed with the rule’s provisions, but suggested local autonomy and zoning statutes be specifically recognized.

Special Interests • The issue of jurisdiction between the FCC and the FAA was contested by the broadcast and air interests. The other parties were mainly concerned with criteria and how it would affect tall smokestacks on generating plants, railway overhead lines, tall Chun Service microwave antennas stretching through remote geographical areas along oil pipeline routes, etc.

Each party prefaced testimony with statements expressing general approval of the necessity of maintaining air safety. There was disagreement about procedural methods.

The first clash indicating the disparity between broadcast and air interests came during testimony by William K. Lawton, executive director of the National Business Aircraft Assn. He maintained the Federal Aviation Act of 1958 “clearly assigns authority” over the location and height of antennas and all controlled airspace to the administrator of the FAA, not to the FCC.

This contention was the battle cry of air interests throughout the 11/2-day hearing. Mr. Lawton, responding to a question by Douglas Anello, NAB chief counsel, cited some dozen sections of the aviation act which, he felt, gave FAA final authority over tall towers.

NAB Position • Charles H. Tower, NAB tv vice president, traced the history of FAA-FCC relations, emphasizing the past coordination and amicable solutions between the two agencies. He said the FCC historically has been the final authority on tower height and placement and that nowhere has Congress intended to revoke or diminish this FCC power.

Since 1946 all airspace problems in-
volving proposed antennas have been heard by a regional airspace panel in an informal proceeding. The local panel's recommendations then were referred to a Washington airspace panel if an adverse recommendation was submitted or if the panel members failed to agree that the tower constituted no aeronautical hazard. Further informal proceedings then ensued. In only two cases did the FCC issue permits for towers against the recommendations of such airspace panels, according to Mr. Tower, and these "only after a full adjudicatory hearing in which all interests had an opportunity to be heard."

Turning to the proposed rule (which would supersede the now-defunct airspace panel procedure), Mr. Tower objected to the language which would classify as a hazard to air navigation any structure falling within certain criteria unless granted an exemption. Mr. Tower and other witnesses felt the term "hazard" should be changed. "Study objects" or "obstructions" were suggested by other witnesses. Mr. Tower called the "hazard" language "a blanket characterization before the fact."

While Mr. Tower favored the informal hearings suggested by the new rule, as did the other broadcast witnesses, he felt improvements could be made over previous hearings. He suggested reasons be required in adverse ruling and that applicants be given the opportunity to question those opposing; that the FAA be required to submit a statement on the height or location it would approve, and another on the proposal's effect on aeronautical interests and the changes necessitated for air interests to accommodate the antenna in question.

He also suggested that decisions from these informal procedures be handed down and passed along by specified deadlines.

All broadcast witnesses joined in condemning the provisions for formal hearings of tall-tower applicants before the FAA. Similarly, the plan for antenna farms was viewed with alarm as a threat to the existing allocations plan.

**Hits Administrative Waste - Robert M. Booth Jr., president-elect of the Federal Communications Bar Assn., in general supported the NAB position.**

He praised the past success of FAA-FCC informal procedures but said of the formal hearings: "Dean Landis' hair would stand on end" at the waste shown by Federal agencies if the FAA and FCC were to hold separate but duplicate hearings on tall towers. He said the decision of the FAA alone would have no legal effect.

Mr. Booth suggested a transcript of the informal hearings be kept; cross examination be allowed and reasons for adverse decisions be given.

Abiah Church, assistant secretary and
staff attorney of Storer Broadcasting Co., expressed fear that if the rule were adopted, the FAA would become “a mere instrument of delay” in antenna cases. He said that the FCC needed to define such antenna locations but that the FAA shouldn’t be allowed to establish them by rule.

Mr. Church said that Storer had found airspace panels’ decisions “often inequitable.” He said that all members represented aeronautical interests and had a limited knowledge of broadcast matters. FCC and NAB representatives were present, he said, but did not vote. He charged panel members had inflexible instructions and were ordered to vote their agencies’ positions despite the facts involved. He also thought panels were prone to evaluate matters properly left to the FCC, such as broadcast economics, coverage areas, allocations, etc.

But, Mr. Church stated, Storer prefers the informal procedure to the administrative or procedural “monstrosity” proposed in the FAA rule.

AMST Takes Stand * Summing up the broadcaster’s position was Eugene F. Mullin Jr., who appeared as attorney for the Assn. of Maximum Service Telecasters. Mr. Mullin said the FCC was the only agency that could tell broadcasters where to place antennas or whether they could build them and that the FAA could do no more than express an opinion for FCC consideration. He said that the FCC could not deny an application on the FAA’s recommendation but would be forced to call a hearing, in which the same witnesses would be heard and the same testimony produced as in the FAA hearing. Such a duplication of effort would waste the time and money of all parties, he said, adding that the FAA is not set up to conduct such complicated formal hearings, while the FCC is.

Mr. Mullin objected to the provision that a broadcaster must inform the FAA before he constructs a tower on grounds many broadcasters may have reasons for not revealing their intentions before they file with the FCC. Most broadcast spokesmen felt that the additional notice to the FAA was unnecessary and an inconvenience since the FCC would inform the agency as soon as a tall tower application had been filed.

Mr. Mullin backed the NAB position encouraging informal hearings and the changes suggested by that organization—He remarked that such informal hearings “exerted a benign pressure to encourage the FAA and the broadcaster to compromise their differences.”

He criticized the criteria set forth for “airspace hazards,” pointing out that the “controlled airspace” which a “hazard” cannot be built in extends “virtually everywhere.” He then introduced exhibits into the record showing the extent of controlled airspace.

As for antenna farms, Mr. Mullin said if they are created it must be by the FCC. He said that such placements would have to conform to the FCC allocation plan and that allocation plans could not be rearranged merely to place antennas.

The Air-Minded Ones * Representatives of air interests spoke briefly, mainly to urge the FAA to adopt the proposed rules, though some suggested minor changes. John Stephen, general counsel of the Air Transport Assn., was the main spokesman for the group, maintaining that the FAA now is empowered with complete jurisdiction over the height and placement of antennas.

Mr. Stephen said that airspace panels are no longer in use and provisions of the new rule are needed to fill the void. He said that with the advances in both aeronautical and broadcast technology, the informal proceedings can no longer be effective and the more formal hearings, which broadcasters oppose, are necessary. As to jurisdiction, if the FAA’s administrator had felt that he didn’t have the right to make this rule, he wouldn’t have done so, Mr. Stephen said.

He said that no case should require hearing before both agencies because the FCC could (and should) give “full faith and credit” to FAA decisions as it would to a court of law. He also said that the reason aeronautical issues took so long at the FCC was that even elementary principles had to be spelled out.

The FCC has its own standards for towers which do not correspond with those of the FAA, Mr. Stephen said. And the FAA cannot defer to an aeronautical agency to settle its questions, he maintained. What the legal effects will be if the rule is passed should not be considered, he said. He felt the agency must carry out its legal mandate to enforce safety no matter what is done later with its decisions by courts or adjudicatory agencies.

Mr. Mullin asked Mr. Stephen whether the FAA could issue an enforceable order. If it cannot, why bother to hold hearings, he asked.

Mr. Stephen replied that just because Gen. Quesada had said he wouldn’t dispute FCC authority did not mean that he could not do so.

**FCC in new tack on catv problem**

SEEKS ARBITRATION POWER IN CATV-STATION DISPUTES

The FCC has decided to play the honest broker between local tv stations and community tv systems competing for audiences.

Legislation has been drafted for submission to Congress which would give the FCC power to intervene in any dispute between a local tv station and a cable company.

This information was disclosed last week by Chairman Frederick W. Ford to a regional meeting in Washington of the National Community Tv Assn.

Mr. Ford said the commission doesn’t feel it should try to bar catv from communities where there is a tv station since the public should have multiple program choices. Nor should the FCC request legislation to license the entire community as he recommended the few conflicts between local tv stations and cable companies, he said.

Catv operators appeared pleased with Mr. Ford’s remarks that would put the quietus on licensing, but were dubious about the proposal for FCC intervention in local tv stations-catv situations. NCTA is on record as opposed to any legislation, a spokesman pointed out. He doubted that legislation could be drawn to limit government intervention to the purpose expressed by Mr. Ford. “This is no reflection on the FCC,” he added, “but it could be the foot in the door that would end with complete regulation for our industry.”

NCTA voted the no-legislation policy at its annual convention last June (Broadcasting, June 27, 1960). This followed a one-vote victory in the U. S. Senate by the cable antenna industry defeating a bill to place catv under the FCC.

Local Tv * Mr. Ford urged that cable companies carry local tv stations on their lines. He also stressed his feeling that cable companies should avoid duplicating the local tv outlet’s programs via an “out of town” tv signal.

In talking about the non-duplication policy, Mr. Ford raised two questions: Should non-duplication apply only to a simultaneous origination or encompass a time limit? Should the non-duplication policy be applied only to the tv stations expressly assigned to the community where the antenna system operates, or should it also embrace catv systems outside the specific community?

The authority requested by the FCC, Mr. Ford explained, would provide for the commission to hear complaints, hold hearings, issue orders and prescribe such rules as may be necessary. “We should be able to do this generally or in individual instances where the continued operation of a local broadcast station appears to require it,” he said. Under the FCC proposal, Mr. Ford explained, catv would not be classified as a common carrier.
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Sylvania C.R.T.'s feature high resolution, sharp, brilliant pictures—let you see the scene just as the camera picks it up. What's more, Sylvania C.R.T.'s resist the toll of time, retain youthful electrical and phosphor characteristics for extended useful service ... offer lower costs per hour of tube operation.

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and the legislation would not apply to apartment-type subscriber systems.

**Quickier Solutions** - Machinery for settling such disputes, Mr. Ford asserted, might result in quickier solutions by the parties concerned.

A recommendation that cable systems carry the local TV station on their lines also was made by Hamilton Shea, president and general manager of WSVA-TV Harrisonburg, Va.

TV stations carry a lot of community programming, Mr. Shea pointed out, and cable companies would benefit by carrying service. Filling a public service need never hurt any business, Mr. Shea noted. This may be catv's "best insurance" when the question of catv regulation comes up, he said.

Other highlights of the meeting:
- Herb Jacobs, president, TV Stations Inc., told catv operators pay might be considered the great future of cable companies. He urged the cable operators to cooperate with tv stations and expressed his opposition to the use of microwave relay systems to bring distant tv signals into small communities served by their own tv stations.
- William Dalton, new NCTA president, discussed his plans for organization and goals for NCTA. Mr. Dalton, first paid president of NCTA, took over early in January. He was president of the American Rayon Institute-Tyrex, New York, and the 1959 president of the American Society of Assn. Executives in Washington. Previously he was with National Assn. of Manufacturers.
- E. Strafford Smith, Washington counsel to NCTA, reviewed legislative and legal issues facing the catv industry.

**Supreme Court slaps NLRB in labor case**

The three-year-old jurisdictional dispute involving CBS-TV remote lighting and two unions is right back where it started—at the National Labor Relations Board—as the result of a Jan. 9 decision by the U. S. Supreme Court.

In a decision written by Justice Hugo Black, the court chastised NLRB because it didn't decide whether International Brotherhood of Electrical Workers or International Alliance of Theatrical Stage Employees should be given the work. The board had issued a cease and desist order against IBEW Nov. 25, 1957, deciding the union had no right to demand the right to do the work inasmuch as this type of work was not mentioned in either the IBEW or IATSE contracts with CBS-TV.

The incident that led to NLRB action was one of a series of difficulties encountered by CBS, which had been splitting remote lighting assignments between IBEW and IATSE. CBS appealed to the labor board after IBEW forced cancellation of a major telecast from the Waldorf-Astoria Hotel, New York, by refusing to operate cameras when the lighting was assigned to IATSE.

IBEW appealed NLRB's decision to the U. S. Court of Appeals, Second Circuit, which refused to enforce the NLRB order. The court held NLRB should have allocated the work after issuing its order. This was upheld by the U. S. Supreme Court.

The case is expected to set precedents that will affect all industry and unions involved in jurisdictional disputes.

**In the Hill hopper...**

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

**HR 70. Rep. Emanuel Celler (D-N.Y.)—would require juke box operators to pay royalty fees for records played. Judiciary Committee. Jan. 3.**

**HR 349. Rep. Dante B. Fascell (D-Fla.)—would create an office of**

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**PROGRAMMING**

**Early delivery of pilots for fall**

**CBS FILMS READIES FIVE FOR N. Y. SHOWING**

CBS Films will have pilots of the five program series it is presenting for the 1961-62 season completed, in New York and ready for screening for prospective advertisers and agencies before March 1, Robert F. Lewin, vice president in charge of production, said last week.

"We'll deliver the earliest complete catalogue," he said, commenting that "this is a distinct advantage. A good show, seen early, stands out and the advertiser who is really interested is apt to make up his mind to buy it now, rather than wait and take the chance that if nothing he sees later on interests him as much someone else will have snapped this one up in the interim. Another strong incentive to an early purchase is that there's a better chance to get a good network time slot early in the year."

Two of the five CBS Films pilots will have been delivered to New York by Feb. 1, Mr. Lewin said. He brought the first back with him from Hollywood Thursday, "The first pilot to be completed and delivered in 1961." As for the other three, one will be in the scoring stage and the last two in the hands of the editors by Feb. 1. The five series include three comedies, two westerns and one action-adventure show, embracing the three kinds of programs that Mr. Lewin believes will dominate the tv screen next season. They are also all half-hour shows, which he feels will continue to be seen in ample quantity, despite the current trend toward hour-long programming. "Let's not write off the half-hour shows," he commented. "In Nielsen's list of the top 40 programs of this year, only six are new shows and they're all half-hours."

Mr. Lewin declined to talk about the new programs individually, noting that "an unknown product is often more interesting, more inviting."

**CNP busy producing six shows for '61-'62 season**

California National Productions last week began production pilots for six new television series for the 1961-62 season, according to Carl Lindemann Jr., CNP vice president of programs.

The six projected series include Three White Hats, exploits of present-day Texas Rangers, written by Al C. Ward and produced by Wilbur Stark at MGM; Police Surgeon, a Los Angeles police doctor, script by Jameson Brewer, produced by Henry Kessler, and War Birds, based on the exploits of the first men to fly planes in military combat, script by Sam Neuman and Elliott Asinof, produced by Mr. Neuman for Filmways TV Productions.

Other CNP pilots are Cottage 54, international intrigue and anti-crime se-
Federal Administrative Practice, which would make continuous studies of governmental agencies and make recommendations for improving their efficiency; list hearing examiners and provide for their assignment to the various agencies; set up a legal career service in the government; establish standards of conduct for all persons acting in agency proceedings; and provide for disciplinary action against those violating standards. Judiciary Committee. Jan. 3.

HR 485. Rep. William M. McCulloch (R-Ohio) — would authorize the court of appeals, in cases where "irreparable damage" would be suffered by a petitioner, to stay an agency order for up to 60 days pending hearing on an application for an interlocutory injunction. Judiciary Committee. Jan. 3.

HR 494. Rep. Chester E. Merrow (R-N.H.) — would create a cabinet-level Dept. of Public Information, which would coordinate all of the government's information programs and collect and analyze information and disseminate information gathered by it or any other federal department. Government Operations Committee. Jan. 3.

HR 1138. Rep. Charles E. Bennett (D-Fla.) — would make it improper for an agency member to participate in "ex parte" communications and requires such communications to be made matter of record; provides for disciplinary action for agency violators and for criminal penalties against anyone attempting to use back-door influence in agency proceedings. Judiciary Committee. Jan. 3.

HR 1118. Rep. J. Arthur Younger (R-Calif.) — would provide for covering the operational costs of the FCC and other regulatory agencies through assessments of fees levied against persons involved in agency proceedings. Commerce Committee. Jan. 3.

HR 1210. Rep. Abraham Meltzer (D-N.Y.) — would make it unlawful for anyone to participate in a commercial transaction which discriminates, through a discount, rebate, allowance or advertising service charge, against the purchaser's competitors. Commerce Committee. Jan. 3.

HR 2228. Rep. Marguerite S. Church (R-Ill.) — would create a Joint Congressional Budget Committee, which would study all matters affecting budgets of federal agencies, assist the appropriations committees of both Houses in their deliberations on budget requests, recommend legislation to improve governmental efficiency, and report on whether the agencies are fulfilling their missions. Rules Committee. Jan. 9.

S 204. Sen. Warren G. Magnuson (D-Wash.) — would make permanent the 1956 temporary suspension of Sec. 315 of the Communications Act, as it applies to presidential and vice presidential candidates. Commerce Committee. Jan. 6.

S 227. Sen. Mike Mansfield (D-Mont.) — would reimburse major political parties up to $1 million and minor parties up to $100,000 for radio-TV time purchased in behalf of their presidential and vice presidential nominees, provided the parties seeking reimbursement hold their nominating conventions on or after Sept. 1 of the election year. Rules Committee. Jan. 9.


ries, written by George Bellack and produced by Sam Gallu; No. 7 Cannery Row, missions of a maritime security operations chief, script by Alvin Boretz, produced by Mr. Gallu; and The Wellington Bones Show, a half-hour color cartoon series, written by Bob Woodburn and produced by Mr. Woodburn and Herb Johnson for Alexander Film Co., Colorado Springs, Colo.

ABC gets radio rights for Patterson-Johansson bout

ABC Radio announced last week that it has obtained from TelePrompTer Corp., New York, the exclusive U.S. and Canadian radio rights for the March 13 Floyd Patterson-Ingmar Johansson heavyweight title fight for a record price of $300,000.

Robert R. Pauley, vice president in charge of ABC Radio, said the value of the radio package, including rights, production and time charges, was "well in excess of $350,000." He reported that the Mennen Co., Morristown, N.J., has signed to sponsor one-half of the bout on ABC Radio.

The championship event, which will be held in Miami Beach, will be carried on closed-circuit tv only in a nationwide hookup that is being arranged by TelePrompTer. The latter firm guaranteed $800,000 to the promoter of the bout, Feature Sports Inc., for the ancillary rights, covering closed circuit tv, radio and motion pictures. TelePrompter officials said the company now is negotiating for the disposition of foreign radio and domestic and foreign motion picture rights.

TelePrompter reported that ancillary rights to the last Patterson-Johansson fight last June grossed more than $3 million. This bout also was carried on ABC Radio and attracted more than 61 million listeners, according to Tren- dex. The radio rights for that bout were bought by ABC Radio for $200,000.

ABC-TV's 'Hong Kong' to get tandem showing

ABC-TV viewers will get a fully-sponsored Oriental double-header when two episodes of the action-adventure series, Hong Kong, are telecast Jan. 25. Showing of two episodes of the same program in different time slots on the same evening is considered a first among tv networks.

"Night Cry," a new Hong Kong episode, will be seen in the series' regular time period, 7:30-8:30 p.m. EST, while later, at 10-11 p.m. EST, a previous series episode (originally seen Dec. 21) will be repeated.

"Naked City," the program usually occupying the 10-11 p.m. period will be pre-empted that date only. The "double programming" was planned, according to ABC-TV, so the audience that missed the earlier telecast show could see it.

Kaiser Industries Corp., participating sponsors with Armour & Co. of Hong Kong in its regular time slot, will pick up five-sixths of the re-run time with a new advertiser, Luden's Inc., buying the remaining sixth.

ABC Radio's "Hong Kong" is set against the background of a Chinese city that teeters on the brink of violence on a permanent basis. It revolves around the activities of the Hong Kong police and the Secret Service, a group of top-secret agents who have headquarters in Hong Kong.

ABC-TV's "Hong Kong" is set against the background of a Chinese city that teeters on the brink of violence on a permanent basis. It revolves around the activities of the Hong Kong police and the Secret Service, a group of top-secret agents who have headquarters in Hong Kong.
OUT TODAY

TELEVISION MAGAZINE

Reporting the Journalism Explosion in Television with fresh perspective, in depth.

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- The Huntley-Brinkley Team

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422 MADISON AVENUE
NEW YORK 17

Program notes...

Distributes new series • Dynamic Films Inc., N. Y., has signed an agreement with Danziger Productions, for distribution in the U. S. and Canada of Danziger's new television series, The Cheaters, and other features.

RPI expands • Radio Press International, N. Y., voiced news service, will open a new bureau in Washington Feb. 1. The new office, located at 20 E St., N.W., Washington 1, D. C., will be headed by Irv Chapman, RPI New York editor.

Columbia expansion • Columbia Transcriptions, the custom records department of Columbia Records has been expanded and reorganized into Columbia Record Productions. CRP will operate in two specialized sales areas: promoting sales and providing service to private labels, and recording material for all agencies of the U. S. government.

Disney sustains loss • Walt Disney Productions sustained a loss of $1,342,034 or 83 cents a share for the fiscal year ended Oct. 1, 1960, President Roy O. Disney said in his annual report to stockholders. The previous year showed a profit of $3,400,228 or $2.15 a share. Gross revenue dropped from $58,432,000 in fiscal 1959 to $46,409,752 in fiscal 1960. Motion picture revenue decreased $7,268,872; tv income was down $4,641,748, due to the fact that the Zorro and Mickey Mouse Club shows were not televised.

Leo's fortunes • Income and expenses of MGM-TV were broken down in a registration statement filed by parent Metro-Goldwyn-Mayer Inc. at the Securities & Exchange Commission last week. Gross tv income from the licensing of pre-1949 features and shorts to tv stations and the sale of filmed series and tv commercials produced by MGM-TV were listed. Gross income from pre-48 features and shorts was $11,663,526 in 1960; $10,904,323 in 1959 and $9,492,618 in 1958. From filmed series and commercials, the company grossed $2,564,212 in 1960; $3,998,509 in 1959 and $3,135,338 in 1958. Costs of production, distribution and administration for all tv operations: 1960—$5,368,206; 1959—$6,851,411; 1958—$5,081,320.

Film sales...

Debbie Drake Show (Banner Films): sold to KTLA (TV) Los Angeles; WRGP-TV Chattanooga; XETV (TV) San Diego-Tijuana; WKRG-TV Mobile; KCRG-TV Cedar Rapids; WIXT (TV) Jacksonville; KZTV (TV) Corpus Christi; KAKE-TV Wichita; KHQA-TV Quincy, Ill.-Hannibal, Mo.; KSLA (TV) Shreveport; KOOL-TV Phoenix; WALB-

COLORCASTING

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

NBC-7
Jan. 16-20, 23-25 (5-6:30 p.m.) Continental Classroom (modern chemistry), sus.
Jan. 16-20, 23-25 (6:30-7 a.m.) Continental Classroom (contemporary math), sus.
Jan. 16-20, 23-25 (10:30-11 a.m) Play Your Hunch, part.
Jan. 16-19, 23-25 (2-2:30 p.m) The Jan Murray Show, part.
Jan. 17 (10-11 p.m) The Art Carney Show, Sara Lee through Cunningham & Walsh and Timex through W. B. Doner.
Jan. 18, 25 (8:30-9 p.m) The Price Is Right, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.
Jan. 18, 25 (9-10 p.m) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
Jan. 19 (9-10:30 p.m) The Ford Show, Ford through J. Walter Thompson.
Jan. 20 (2 p.m.) Presidential Inaugural Parade, Purex through Edward H. Weiss.
Jan. 20 (9-10 p.m) The Bell Telephone Hour, AT&T through N. W. Ayer.
Jan. 21 (10-10:30 a.m) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
Jan. 21 (10:30-11 a.m) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerld-Hall.
Jan. 21 (9:30-5:30 p.m) Bonanza, RCA through J. Walter Thompson.
Jan. 22 (10-10 p.m) The Mystery Show, Chevrolet through Campbell-Ewald.

TV Albany, Ga.; KGUN-TV Tucson; WXIX(TV) Milwaukee; WFAA-TV Dallas; KFEQ-TV St. Joseph, Mo.; KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; WFLA-TV Tampa, and WLB(TV) Jackson, Miss.


Paramount pre-'48 features (MCA-TV): Sold to WMAZ-TV Macon, WBDO-TV Orlando, Fla.; KSLA (TV) Shreveport; WREC-TV Memphis; WREX-TV Rockford, Ill.; WNB-FV Binghamton, N. Y., and KGNC-TV Amarillo, Tex.
Air Express gets your shipment first on, first off

When the AIR EXPRESS label goes on your product, it becomes a top priority shipment... handled with kid gloves all the way. It never waits for package accumulation; it goes out immediately and on the first plane. And it goes where the jets go—always first on, first off on all 35 scheduled U.S. airlines. It's sped from pickup point to plane and delivered at its final destination by one of 13,000 AIR EXPRESS trucks, many radio-dispatched. Just one phone call is all it takes to speed your product—large or small—to any one of 23,000 communities in all 50 states... by swift, dependable jet-age AIR EXPRESS.

CALL AIR EXPRESS DIVISION OF R·E·A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES
HOW AFTRA-SAG CODES WILL WORK

Hollywood admen hear explanation of codes' provisions

The new commercial codes of the American Federation of Television & Radio Artists and Screen Actors Guild will increase television's cost to the advertiser, though probably not enough to seriously curtail the use of this medium. But to interpret and apply the code provisions to clients’ TV commercial schedules will add to the workload and headaches of advertising agencies who will have to figure out their complexities.

That’s what broadcasters, producers and agency executives heard Monday (Jan. 9) at a Hollywood Ad Club luncheon—and from the men who should know the new codes best—those who sat in as agency observers on the lengthy negotiations in New York last fall (Broadcasting, Sept. 26; Dec. 12, 1960). The same men are now putting in long hours in Hollywood working with the unions to put into precise language the agreements reached.

The trio included Stanley Plesent of Young & Rubicam’s legal department; Richard Zimbert, business manager of Leo Burnett Co., and Harry Saz, vice president and radio-TV business manager of Ted Bates & Co. The moderator was Hildred Sanders, broadcast vice president of Honig-Cooper & Harrington, Los Angeles, and vice chairman of the AAAA committee on radio and TV administration.

Mr. Plesent said the negotiations were the toughest ever encountered, because all codes were included and because AFTRA and SAG, “who don’t always see eye to eye,” were on the other side of the table. Yet, he said, “we came out with an agreement and without a strike.”

Quiz Helped * A questionnaire sent by the AAAA committee to some 50 large, medium and small agencies was of invaluable help, Mr. Plesent said. “When the negotiations began the unions had the idea that the only question was how much of an increase over the AFTRA scale [for taped commercials, higher than SAG’s film commercial rates] they would get. When we could show them . . . 90% of all commercials are on film and only 10% on tape, we were able to pull down the AFTRA rates.”

For program commercials, he said, SAG rates go up but AFTRA’s down. “The guarantees are up only a little for SAG but down a lot for AFTRA.” The new contract is a three-year deal, an improvement, since no former AFTRA contract has run more than two years, he said. The new code is retroactive to Nov. 16, 1960, with employers’ option to pay at old rates and adjust to new ones by Feb. 1. But he urged putting the new rates into effect immediately, since “you’d have a hard time getting a refund from an actor if the new rate is lower.”

New rates and conditions become operational Jan. 23 for all codes.

There are essentially two commercial codes, SAG’s for film and AFTRA for live and tape, although rates are identical, Mr. Plesent said. SAG now has the 5% pension and welfare plan which AFTRA had won previously. He noted the complexities of the new rates for

What the new AFTRA-SAG commercial codes mean to broadcasters, producers, agencies was explained at a Hollywood Ad Club luncheon last week by these agency people,

1 to r: Richard Zimbert, Leon Burnett Co.; Stanley Plesent, Young & Rubicam; Hildred Sanders, Honig-Cooper & Harrington, who acted as moderator; Harry Saz, Ted Bates.
spot tv campaigns, with cities weighted according to population (Broadcasting, Dec. 19, 1960), and suggested that agencies which find difficulty in applying terms to specific advertising schedules check with "our side" rather than with the unions, where interpretation might differ. Discussion led to a suggestion from the floor that perhaps AAA ought to establish a Los Angeles office to help members with these and other problems.

Live Code * Mr. Plesent said that the main change in AFTRA's live network program code is in rehearsal time, which he felt should not add more than 5% to talent costs. The transcription code's only change is for a 7% increase in sound effect artists' fees. And in radio, the only change is for higher fees for sportscasters of major events.

Mr. Zimbert described the provisions for working conditions as "a grotesque mess," full of ambiguities that are sure to lead to much argument and confusion. For instance, minimum scale players now can be asked to give only "direct product exclusivity," he said, but it's not clear whether this means the announcer on a filter cigarette commercial is barred from doing commercials for non-filter cigarettes. The tape code calls for double scale payments for anything more than product exclusivity; the film code permits exclusivity beyond competitive products but short of complete commercial exclusivity for scale plus 10%, "so here's one place where the two codes are not the same," he noted.

The matter of when payment is due is another muddle, he said, with different due dates for different services. This is further confused by the two kinds of days, working days and calendar days, which are not at all the same. He warned that penalties for failure to pay on time can be great.

Mr. Saz discussed other code complexities and changes, noting as one example that the 5% employer payments for pension and health and welfare must be made by two checks for 2 1/2% each, one payable to the pension fund, the other to the health and welfare fund.

Deadline for Lasker awards

Radio and tv programs presented during the past year dealing with major diseases and public health problems will be eligible to receive the annual Albert Lasker Awards for outstanding medical news reporting in broadcasting. The Albert & Mary Lasker Foundation has announced that scripts must be submitted by Feb. 6, 1961.

A cash award of $2,000 will be given the winning entry by an advisory board of physicians and journalists. Entry blanks and further information may be obtained from the foundation office, Chrysler Bldg., New York.
VIEWERS LUKEWARM TO LIVE PAY TV

Phone survey shows 3 out of 15 saw Trans-Canada show

The first live pay television in Toronto's suburban Etobicoke area didn't take Trans-Canada Telemeter subscribers by storm, judging by a random telephone survey made by Broadcasting.

TCT won't have definite ideas on the popularity of this show for some weeks, when sufficient numbers of the coin boxes have been collected, Gene Fitzgibbons, general manager of the operation, said.

For the first live television show Jan. 5 TCT imported Bob Newhart from New York for one hour of his comedy sketches. He was assisted in a 10-minute spot by folk-singer Leon Bibb. The program was taped to replay the two following evenings. TCT has approximately 6,000 subscribers.

Broadcasting's Toronto correspondent made a random telephone survey of the area where the pay tv cables are strung. Out of 50 calls 15 people said they had telemeter connection. Of these, 12 said they didn't look at the Newhart show, while three had looked and enjoyed it. Projecting this average of one in five viewers to subscribers, the Newhart show would have netted $1,500 for the three evenings, at $1.25 per set.

This is not too promising for the success of pay tv in an area where six television stations put in good signals, two locally, four within 60 miles. Surveys some time ago by Broadcasting (Sept. 19, 1960 issue) and by Elliott Haynes Ltd., Toronto market survey firm (November 7, 1960 issue), showed subscribers spending about $1 per week. Mr. Fitzgibbons said several times that TCT needed an average of $2 a week for 5,000 subscribers to break even.

Heavy Promotion - The Bob Newhart program was heavily promoted in paid newspaper advertising, on the air by commentators and in news columns.

Radio-television columnists of the three Toronto daily newspapers lauded the live show and TCT officials said the small studio's 70 seats were filled. Those who saw the show on subscriber sets enjoyed it.

Mr. Fitzgibbons and William O. Crampton, manager at the company studio, said calls were received from subscribers who had not yet been connected for connections before the Newhart show.

The next important production to be shown on the circuit will be the Menotti opera, The Consul, which has been put on video tape in New York. This is to be shown late in January or early February, with a charge of $1.25, Mr. Fitzgibbons said. Meanwhile, live hockey from New York and Detroit is running Sundays at $1 a game. The musical Country Scandal is being taped at New York for future presentation.

The present 6,000 subscribers are a test group to learn what viewers want to see and how often they will pay to see closed circuit television programs. Service was started last February, with almost all 6,000 test coin box connections completed by year-end. A few subscribers were still awaiting connection early in January.

Abroad in brief

Tv in Red China - Communist China says it has 29 television stations and television relay points, including 10 stations opened during 1960. Regular telecasts are provided from Peking, Shanghai, Harbin, Mukden, Tientsin, Changchun and Canton. Sixteen other Communist Chinese cities had only experimental telecasts during 1960.

MacLaren claims lead - MacLaren Adv. Ltd., Toronto, Ont., claims to have largest billings in Canada for 1960 with $30.32 million, up from $29.8 million in 1959, and $27.4 million in 1958. Second largest billings are attributed to Cockfield, Brown & Co. Ltd., Toronto, with $28.5 million for 1960.

French firm - A controlling interest in Schneider Television-Radio, a leading French manufacturer of radio and tv equipment, has been bought by an Anglo-French syndicate headed by New York investment bankers Burnham & Co. Formerly privately owned, the tv-radio equipment firm was placed on the Paris Stock Exchange late last year and reportedly has since gained nearly 60% in market value. Schneider's sales in 1960 amounted to more than $14.5 million with a net of better than $500,000.

Two new tv stations debut Jan. 1 in Canada

CJCH-TV Halifax, N.S., began telecasting Jan. 1 on ch. 5 with 100 kw video and 50 kw audio power, as the second station in Halifax. CBHT (TV) Halifax, owned by the Canadian Broadcasting Corp. had been only station at Halifax.

At Toronto, CFTO-TV began telecasting Jan. 1 on ch. 9 with 325 kw video and 162 kw audio power. Operations began at 9:45 p.m. with a 15-minute film of station's opening ceremonies. At 10 p.m. CFTO-TV began an 18-hour telethon to aid of Ontario's retarded children, with taped and live vignettes featuring noted Canadian and U. S. radio, television, stage and screen personalities.

CFTO-TV Toronto, became the seventh station to put a good signal into the Toronto area, others being CHL (TV) Toronto, CHCH-TV Hamilton, Ont., CKVR-TV Barrie, Ont., and from Buffalo, N.Y., WGR-TV, WBEN-TV and WKBW-TV.

IAAB board members meet with Peru group

Increasing international pressures in the field of free speech led Peruvian National Radio Assn. to call a Jan. 13 meeting in Lima, with board members of the Inter-American Assn. of Broadcasters asked to participate.

Jose Ramon Quinones, WAPA San Juan, attended as an IAAB board member and also represented Herbert E. Evans, Peoples Broadcasting Co., NAB's IAAB board member. Mr. Evans has a broken leg and was unable to make the trip.

IAAB's assembly will hold its biennial meeting in Washington, just prior to the NAB convention (May 7-10). The IAAB board's biennial meeting was held last November in Santiago, Chile.
FATES & FORTUNES

BROADCAST ADVERTISING

Thomas P. Doughten, vp and account executive at Lennen & Newell, N. Y., for past 16 years, resigns to become president of T. Doughten & Assoc. Adv., Freeport, L.I., N.Y., which begins operations Jan. 23. New firm is located at 30 Bedell St., Freeport, N. Y. Telephone: Mayfair 3-7775.

K. (Haps) Kemper III, account executive at Young & Rubicam, N. Y., named vp and account supervisor.

Victor Armstrong, senior vp-account management at Kenyon & Eckhardt, N. Y., elected to board of directors.

Lloyd Ver Steegh appointed vp and account supervisor at Western Adv.'s Chicago office. Clifford Boettcher named vp and creative director for agency's Racine, Wis., office. Edward Krein, senior vp in Racine office, named manager.

Mr. Doughten

Mr. Shenefield

Dr. A. Melvin Gold, in sales development and creative research at R. H. Bruskin Assoc., New Brunswick, N. J., named vp.

Biron A. Valier and Edward A. Langan, account supervisors at Gardner Adv., St. Louis, elected vps.

Page B. Otero, formerly head of his own Los Angeles agency for past two years, rejoins The McCarty Co., that city, where he had served 14 years before forming his own company.


Merrill E. Williams Jr. appointed art director at Creamer, Trowbridge & Case, Providence, R. I. He formerly held similar position at Charles Tombras & Assoc., Knoxville, Tenn.

James P. Shenefield, formerly director of product marketing, Campbell Soup Co., Camden, N. J., appointed assistant to president and member of company's staff committee. Mr. Shenefield, who will be president's deputy in coordinating activities between recently-acquired Pepperidge Farm bread and Campbell, joined firm in 1950.

Allen H. Center, previously vp in charge of pr at Leo Burnett Co., Chicago, elected vp in charge of pr at Motorola Inc.

Gordon Buck, formerly general manager of Aubrey, Finlay, Marley & Hodgson, Chicago, to Needham, Louis & Brorby, there, as media supervisor. William Barclay joins NL&B as research supervisor.

Robert Steres, on air media staff of D'Arcy Adv., St. Louis, named media director of agency's new San Diego, Calif., office. Donald I. Brady joins agency's Los Angeles office on Budweiser account.

Charles F. Metzger, formerly senior account executive at BBDO, N. Y., joins Mogul, Williams & Saylor, that city, as account supervisor.

Howard E. Ottley, formerly of Grey Adv., N. Y., joins Geyer, Morey, Maddren & Ballard, that city, as account executive.


Robert K. Gray, formerly secretary of President Eisenhower's Cabinet, to Hill & Knowlton, Washington pr firm, as vp.

W. C. (Bill) Sanders appointed art director at Tracy-Locke Co., Dallas.

Sam Scali, formerly art director at Doyle Dane Bernbach, N. Y., joins Papert, Koenig, Lois, that city, in same capacity. Stuart Miller Jr., who was account executive for Young & Rubicam, joins PKL as account executive on Ronson Appliance Div.

James C. Armstrong, account supervisor at Young & Rubicam, Los Angeles, named vp. R. Allan Gardner, account executive in New York office named account supervisor in contact department.

Kenneth Robinson and John Cuff, chairman and managing director, respectively, of Lambe & Robinson-Ben...
Executive realignments at Young & Rubicam

Edward L. Bond, senior vp and director of contact department at Young & Rubicam, N. Y., promoted to executive vp and general manager of agency. Mr. Bond, who joined Y & R in 1946 as account executive, was named vp and account supervisor in 1953; director of contact department in 1958, and senior vp next year. Reporting to him with top account service responsibilities will be six new senior vps: Earle Angstadt, who was vp and account supervisor in contact department; George Dippy, former vp and account supervisor; Wilson H. Kierstead Jr., vp and director of merchandising department; Alexander Kroll, vp and account supervisor; Randolph McKelvey, senior vp, and William D. Thompson, former vp and account supervisor. Mr. Angstadt, who joined agency's merchandising department in 1951, was named head of San Francisco merchandising department in 1955, returning to N. Y. office in 1957 as supervisor of merchandising. Next year he became vp and manager of merchandising department, and in 1960, was named vp and account supervisor in contact division. Mr. Dippy joined agency's merchandising department in 1953; was named manager in 1946; assistant to the president, 1948, and vp and account supervisor in 1949. Wilson Kierstead started with Y & R 13 years ago, in merchandising division. In 1952 he moved to contact department; next year he was named supervisor and vp, and in 1960 was made head of merchandising. Mr. Kroll joined agency's contact department in 1946, and was named account supervisor and vp in 1952. William Thompson has been with agency since 1952. He became vp and account supervisor in 1955. Randolph McKelvey, who was senior vp before last week's promotions, has been with Y & R since 1944. After ten years as account executive, he was made vp and account supervisor, and in 1959 was transferred to Detroit as head of that office. He returned to N. Y. in October 1960 to become senior vp and director of contact department.

Ben McLaughlin, formerly with WICU-TV Erie, Pa., appointed sales manager at KETV (TV) Omaha, Neb.

J. T. Snowden Jr., general manager of WGTC Greenville, S. C., elected vp of WGTC Broadcasting Co., which owns station.

Orrin Melton, assistant manager of KSOO Sioux Falls, S. D., promoted to manager. He will retain his current post of sales manager in addition to new promotion. He has been with station 14 years, starting there as news director.

Mercer L. King, formerly station manager of WJRD Tuscaloosa, Ala., to WARD Johnstown, Pa., in similar capacity.

Francis J. Peters and Arthur L. Martin named vps and assistant managers of Marion Broadcasting Co. (WMRN-AM-FM Marion, Ohio). Donald H. Shepler named assistant treasurer.

Danny S. Jacobson, formerly sales supervisor of WJZ-TV Baltimore, to KTON-AM-FM Pine Bluff, Ark., as general manager.

MORE LISTENERS PER DOLLAR ON KRLA
THE NEW LEADER IN LOS ANGELES RADIO
DIAL 1110 • 50,000 WATTS
REPRESENTED NATIONALLY BY DONALD COOKE INC.
W. B. Steis, formerly general manager of WJER Dover, Ohio, to WKJF-FM Detroit in similar capacity. Robert G. Clarke, account executive at station, promoted to sales manager.

Bill Crowe, sportscaster of St. Louis Cardinals (football) and St. Louis Hawks (basketball) games on KMOX, that city, becomes manager of KFSA Ft. Smith, Ark., succeeding James Fesperman who leaves broadcasting to go into government service.

Harold E. King, onetime owner of KGHI Little Rock, Ark., named general manager of KFOY-TV Hot Springs, Ark., which is slated to make its air debut in near future.

Marvin W. Houtz appointed local sales manager of KOIL Omaha, Neb. He has been with station for two years.


Jerrold M. Marshall named assistant manager of Boston office of New England Spot Sales Inc. He formerly was with Sterling Television Co., New York.

John Mayasich, formerly account executive at WFRV-TV Green Bay, Wis., to WDUZ, that city, as sales manager.

Art Howard and Earl Eklund appointed assistant sales manager and national sales service manager, respectively, at KTNT-TV Seattle-Tacoma, Wash. Both were account executives at station. Leo Daily joins KTNT-TV as account executive.

Larry Cooper, formerly program director at KMOX St. Louis, to KTVI (TV), that city, in similar capacity.

Louis J. Hummel Jr., in charge of tv sales at Peters, Griffin, Woodward, Detroit, for past six years, moves to Chicago office. He is replaced in Detroit by James R. Sefert, formerly of Crosley Broadcasting Company, Cincinnati, Ohio.

John Barrett, formerly with KLYD-TV Bakersfield, Calif., to KBAT-TV, that city, as assistant general manager and national sales manager.

Howard Rothenberg, account executive for Everett-McKinney, New York rep firm, promoted to eastern sales manager.

Eleanor Henshaw, for five years secretary to president of Southern California Broadcasters Assn., to KWZ Santa Ana, Calif., as assistant to Ernest Spencer, president and general manager.

Madam president


George Hart resigns as director of operations at WTTM Trenton, N. J., to become program director at WBCB Levittown, Pa.

Phil Bryce joins KHJ-TV Los Angeles as account executive. He has been at KABC, that city, in similar capacity.

Monroe Falitz, formerly account executive at WNBC New York, joins WMCA, that city, in same capacity.

Leonard Mirelson, sales manager of WNJR Newark, N. J., promoted to general manager. Mr. Mirelson, who has been with station for six years in various sales capacities, joined outlet in 1954 as account executive.

Louis Berkman, part-owner of Friendly Group stations, elected chairman of Screw & Bolt Corp. of America. He also was named chairman of executive committee.

Leonard DeNooyer, former manager of coverage, CBS-TV research department, joins affiliate relations department as station analyst.

William E. Bass Jr. appointed regional sales manager of WITN (TV) Washington, N. C. He had been account executive.

Douglas Fleming, formerly national sales manager for Oregon Triangle TV Network, appointed national sales man-

THE REMARKABLE
SONY RADIO
WIRELESS MICROPHONE

The convenience and variety of uses for this remarkable instrument are almost beyond the imagination. The Sony CR-4 mike and radio transmitter can be slipped into a coat pocket for completely wireless on-the-street interviewing, studio audience interviewing or on-the-spot broadcasting from awkward places. It gives complete freedom to active singers, dancers, comedians, performers with electric instruments and actors, eliminating the need for cumbersome mike booms and entangling wires.

Microphone, transmitter, receiver and carrying case, $250. For information or literature, write: Superscope, Inc., Dept. 3, Sun Valley, California.

Larry Cugini Jr., account executive at Grant Adv., joins tv sales staff of The Katz Agency, Dallas.

Richard McCutchen, formerly public affairs producer for CBS-TV network, named to head newly-established broadcast news bureau in N.Y. (see story, page 53) for Time Inc. Broadcasting Division. Mr. McCutchen, who is 35, was most recently producer of U.N. In Action, F.Y.I. and The Year Gone By, all CBS-TV programs. He gained his first network experience as newscaster-reporter for NBC-TV's Today show.

Mark Damen joins WQED (TV) Pittsburgh as writer-producer in special projects section. He formerly was with WYES (TV) New Orleans.

Brad Messer, formerly with KILE Galveston, to KNUZ Houston, both Texas, as member of news staff.

Robert J. Northshield, formerly of NBC-TV's The Dave Garaway Today Show, named producer for NBC News.

Edward G. O'Berst returns to CBS Radio Spot Sales as account executive in N.Y. office, after one year spent as director of operations research at Blair-TV. Before this, Mr. O'Berst spent six years with CBS Radio Spot Sales which he joined as research analyst in 1954. He was named director of research in October 1957.

Washington Ad Club honors Richard Eaton

Richard Eaton, president of United Broadcasting Co., was presented the Achievement Award of the Washington Ad Club at the club's Jan. 10 luncheon. L to r: Milton Q. Ford, WOL and WTTG (TV) Washington, club president; Mr. Eaton, Sen. Henry M. Jackson (D-Wash). Tributes were paid Mr. Eaton by Sen. Jennings Randolph (D-W. Va.) and Sen. Jackson. Mr. Eaton operates one tv and eight radio stations.

Stephen Kirschenbaum, formerly sales promotion supervisor at NBC Radio Spot Sales, named manager, sales promotion, WNBC New York.

Robert Jonscher, formerly field man in station relations department of NAB, joins WEEL Fairfax, Va., as general manager. Previously he was part owner of WLAK Lakeland, Flia., and had been with WMAL Washington before that.

John Vera, 12-year member of KPHO-AM-FM-TV Phoenix, appointed local sales manager, succeeding Les Lindvig, who resigned.

W. C. Porson, formerly national sales manager at WFRV-TV Green Bay, to WKTL Sheboygan, both Wisconsin, as station manager.

Mary Garcia, formerly international media director at McCann-Erickson, N.Y., named international media research manager of Metropolitan Broadcasting Corp., that city. She will develop new service for advertisers and agencies in international field. Harold J. Alus, who was director of press information at National Telefilm Assoc., joins Metropolitan as director of trade and business news.

David F. Milligan, formerly general manager of WINR Binghamton, to WPCTZ-AM Plattsburgh, both New York, in similar capacity. He succeeds George L. BarenBregge who will devote his time to supervising all teletasking activities of Rollins Telecasting Co. stations, of which WPCTZ-TV is one. Mr. BarenBregge has been Rollins vp since 1959.

Ed Meyer, formerly news director at WGH Newport News, Va., to WMAL-AM-FM-TV Washington as member of news staff.

Vasilios J. (Bill) Liappas appointed music director of Storer radio stations with headquarters in Miami. He form-
erly was production manager of WGBS, that city.

Pete Boyle, formerly on sales staff of WAVI Dayton, Ohio, to WING, that city, in similar capacity.

Frank J. Hannagan, formerly with General Time Corp., LaSalle, Ill., to WDAU-TV Scranton-Wilkes Barre, Pa., as account executive.

Frederick S. Buschmeyer Jr., formerly program manager of KTVI (TV) St. Louis, to WRC-TV Washington as production manager. Prior to joining KTVI, Mr. Buschmeyer was with KARK-TV Little Rock, Ark., WGR-TV Buffalo and WMAL-TV Washington.

Charles M. Schaufelberger, formerly on local sales staff of WROC-TV Rochester, N. Y., to WHEC-TV, that city, as local sales representative.

Bob Crone and Dick Jablonski join WSAI Cincinnati as account executives.

John E. Erickson, formerly of Peters, Griffin, Woodward Inc., joins Chicago office, Spot Time Sales Inc.

George Wilson appointed promotion-publicity director for WSTV-TV Steubenville, Ohio. He has been with station in various capacities.

William L. Snyder appointed sales manager of WTMJ-TV Milwaukee. He formerly was Detroit manager of Harrington, Righter & Parsons (TV station rep) and before that was account executive with Avery-Knodel, national station rep firm.

Shirley Ann Dunham appointed promotion manager of WTVN (TV) Columbus, Ohio. She formerly was publicity director at WKRC-TV Cincinnati. Both are Taft stations.

Hans J. Mobius, in sales department of WGR-TV Buffalo, promoted to marketing coordinator.

Dave Archard, formerly with WALT Tampa, Fla., to WLCY, that city, as associate production manager.

Bob Scott, formerly with WKIZ Key West, Fla., to WAVY Norfolk-Portsmouth, Va., as staff announcer.

Don Kelly, program director, WDGY Minneapolis-St. Paul, appointed program manager at WPTR Albany, N. Y.

Norman Nesbitt named director of news at KDON Salinas, Calif.

ABC promotes three to vice president

ABC last week announced appointments of three general managers of its owned and operated stations to vps. They are: Ben Hoberman, general manager of KABC (radio) Los Angeles; Elton H. Rule, general manager of KABC-TV; and David M. Sacks, general manager of KGO-TV San Francisco.

Mr. Hoberman has been with KABC since April 1960. Previously he was general manager of WABC New York and before that served in sales department of WXYZ-TV Detroit. Mr. Rule, who became general manager of KABC-TV last August, previously was station’s sales manager for seven years. Mr. Sacks, promoted to general manager last May, had been general sales manager since 1952.

Arthur Whiteside, formerly production manager of Mutual Broadcasting Corp., becomes public affairs director of WLOS-TV Asheville, N. C.

Bruce Charles, air personality and newsman at WHK Cleveland, promoted to news director.

Al R. Bethel, formerly staff announcer at WBAL Baltimore, appointed news director and air personality at WHGB Harrisburg, Pa.

Gene Williams named merchandising director of KLAC Los Angeles.

Mrs. Patricia Wilson, formerly media buyer at Liller, Neal, Battle & Lindsey, Atlanta, to WSOC-TV Charlotte, N. C., as assistant to promotion manager.

Douglas Bell named program director and Jim Martinson becomes commercial manager.

Gordon B. McLendon, head of McLendon stations, elected chief Barker of Dallas Variety Club.

Richard (Ric) Devine, formerly pro-

AMCI VESTIGIAL SIDE BAND FILTERS

Channels 2 thru 13

- Constant Impedance
- No Field Tuning Required
- 5 kw Peak
- Visual Power
- Proven in Service

Write for information and catalog.
FCBA elects Robert M. Booth president

Robert M. Booth Jr., Washington communications lawyer for the last 15 years and a graduate electrical engineer — was elected president of the Federal Communications Bar Assn. Friday at the annual meeting of the organization in Washington. He succeeds Frank U. Fletcher.

A native of Cincinnati, Mr. Booth received an E.E. degree from Purdue U. in 1933 and an LL.B. from Cincinnati’s Salmon P. Chase College of Law in 1941. He attained the rank of commander in the Navy during World War II, serving in the Bureau of Aviation’s electronics division. On his return to civilian life, Mr. Booth was associated with the Washington law firm of Bingham, Collins, Porter & Kistler. He opened his own office in 1956. He has been chairman of the FCBA’s Tall Tower Committee.

Other officers elected at the same time were: Harold E. Mott, first vp; Donald C. Beelar, second vp; James E. Greeley, secretary; Warren E. Baker, assistant secretary; Frederick H. Walton Jr., treasurer. Chosen for the three-year executive committee terms were Reed Miller and J. Roger Wollenberg. Leonard H. Marks was chosen delegate to the ABA.

He formerly produced Person to Person for that network.

Rolland Brooks, art director of The Untouchables at Desilu Productions, Hollywood, promoted to supervising art director of all Desilu productions.

Phil Peterson, formerly station manager of WIST Charlotte, N. C., named vp of Community Club Awards Inc., Westport, Conn. Mr. Peterson, eastern division manager of CCA, will also be in charge of firm’s new sales training program.

John Erman, assistant casting director at 20th Century-Fox-TV, promoted to casting director, following resignation of Robert Walker to join tv production company headed by Bud Yorkin and Norman Lear.

Howard (Hy) Carnow, pressbook editor at United Artists Corp., N. Y., named assistant advertising manager.

Bruce Morton appointed European general manager of News Associates, Washington. He will headquarter in London. Herbert M. Brubaker, regional editor, becomes night editor with Barry Allen joining staff as congressional correspondent.

Russell Karp, director of contract negotiations for Screen Gems, elected secretary of company. Seymour Horowitz and Michael Frankfurt both join SG as lawyer negotiators.

Karl Engemann, formerly associate producer, artists & repertoire, at Capitol Records, named administrative assistant to album director, that division. Paul Wyatt succeeds Mr. Engemann.

Leonard W. Norby, formerly announcer at KDON Salinas, and Jack R. Hayes, formerly announcer/technical supervisor at KLIV San Jose, both California, form Audio Recorders Co., Oakland. New firm will specialize in magnetic tape recording, duplicating, disc recording and special broadcasting productions. Address: 138 Grand Ave., Oakland, Calif.

EQUIPMENT & ENGINEERING

L. S. Thees, general commercial manager at RCA Electron Tube Div., Harrison, N. J., appointed division vp. Mr. Thees has been with RCA in various sales executive capacities since 1930. George Capsis named manager of presentations and exhibits.

H. S. Morris and G. L. Carrington Jr. appointed marketing director and general sales manager, respectively, for Altec Lansing Corp., Anaheim, Calif.

Bruce L. Birchard appointed head of newly established international trade department of Hoffman Electronics Corp., Los Angeles.

Vernon G. Price appointed manager of filter and R-F component engineering at General Electric Co.’s power tube plant at Palo Alto, Calif.

Dr. George Caryotakis appointed manager of high power laboratory of Eitel-McCullough, San Carlos, Calif.

INTERNATIONAL

Bruce Emonson appointed vp of TelePromTer of Canada Ltd. He formerly was manager of firm’s many closed circuit telecasts and has supervised sales and service of firm’s electronic prompting devices.

Harold Winsten appointed general manager of Screen Gems de Mexico, S.A., succeeding John Manson III, who resigned. Mr. Winsten has been representing Columbia Pictures International Corp. in Latin America for past 14 years.

Robert P. Gross of Doherty, Cliford, Steers and Shenfield, New York, to creative director of Meridian Films Ltd., Toronto. He will specialize in video tape production.

William Pratt and John Gorman join network and national selective sales staff of Canadian Broadcasting Corp., Toronto.

Mrs. Kelly Young, CKWX Vancouver, B. C., and Cecelia Merrett, CHAN-TV Vancouver, named directors of Advertising Writers’ Assn. of Vancouver.

DEATHS

Julian Snyder, 62, vp and account executive at Cunningham & Walsh, New York, died Jan. 6 in Norwalk, Conn. He was executive on Texaco account. Formerly he was vp with Erwin Wasey, Ruthrauff & Ryan and was in charge of its London office for several years.

Mr. Booth

motion manager of KRNT-AM-TV Des Moines, Iowa, to WTVJ (TV) Miami as assistant promotion manager.

PROGRAMMING

William E. Gephardt Jr., vp in charge of production at General Film Labs, Hollywood, named president, succeeding G. Carleton Hunt, who continues as vp and director of parent company (Pacific Industries Inc.) and will serve as consultant to labs.

J. L. (Bud) Courrier appointed vp and general manager of W. J. German Inc. of California, agent for sale and distribution of Eastman films for motion pictures and tv.

Anthony Azzato resigns as syndication sales supervisor, National Telefilm Assoc., effective Jan. 31. He will announce future plans at that time.


William Rady, director of manufacturing at Columbia Records Corp., named vp — manufacturing. Donald Curry, who was assistant manager, radio stations services, named manager of that department. Michael Berniker named associate producer for Epic Records.

Isabelle McCaig appointed manager of Montpelier, Vt., bureau of United Press International. She formerly was manager of Toronto bureau of British United Press. C. Robert Woodsum named executive to UPI Boston manager.

Perry Lafferty signs with Ziv-UA to produce The Aquanauts for CBS-TV.

84 (FATES & FORTUNES)
A helping hand from WMCA

WMCA New York and two transportation companies are extending helping hands to needy Negro citizens of Haywood and Fayette Counties in Tennessee. Starting Jan. 5 with the late night show of interviewer Barry Gray and continuing with daily, hourly announcements, the station is appealing to listeners to aid Negroes allegedly under economic "boycott" of fellow citizens because the former registered to vote in last year's elections. Listeners have responded with some 200 tons of food, clothing and other supplies, and the Schmer Theatrical Transfer Co. and United Van Lines have donated a fleet of trailers to transport the material South. The first truck caravan was to leave on Sunday (Jan. 15) after a civic sendoff headed by New York Mayor Robert Wagner.

RAB merchandising aids

Radio Advertising Bureau has distributed to members a series of 30 merchandising ideas developed by national and regional radio advertisers. The series, presented in the form of a kit, describes merchandising activities implemented by a variety of advertisers. The merchandising plans are designed to generate enthusiasm for the radio advertising among wholesalers, retailers, and the advertiser's own sales force.

WIP launches big campaign

The year 1961 belongs to WIP Philadelphia and station officials have devised a giant promotion to prove it. Operating on 610 kc (or ch. 61, as WIP calls it) the station has inaugurated its campaign, tying in with the new year in a lavish, multi-media extravaganza.

Using heavy newspaper, outdoor and public transit advertising to buttress its own spots, WIP has set up a 1961 promotion schedule chock full of contests —and winners, 61 each month to be exact. Cost for the first month already has exceeded $10,000.

The saturation plan apparently is working because WIP in one form or another seems to be everywhere in the Philadelphia area, station officials report. Of course WIP endeared itself to numerous Philadelphians, prior to kicking off its '61 theme, by distributing 150 coveted tickets to the Philadelphia Eagles-Green Bay Packers National Football Championship game played there to winners of a Christmas promotion.

WNEW on Broadway

Instead of awarding 200 listeners with tickets to Broadway's newest hit musical, WNEW New York could feel sorry that the money had not been used to back the show. More than three months ago, the station planned a "WNEW Theatre Party" during the Christmas season for 200 lucky listeners, whose names were drawn Christmas Eve, and three future productions were under consideration: "Camelot," "Wildcat" and "Do Re Mi." Finally, "Do Re Mi" was picked. It opened Dec. 26 to the "hottest" reviews of the season, and WNEW's guests sat in center orchestra seats.
seats at the Dec. 30 performance. WNEW's promotion stimulated a mass- 

e mail response—188,822 cards. The 200 tickets, worth $1,800, were 

c hased from "Do Re Mi" producer David Merrick, who expressed his 

e ppreciation by inserting program stuffers, 

plugging the contest, in the Playbills of his other current Broadway productions.

Free Inaugural programs

WQMR Silver Spring, Md. (Washington, D. C.) announced last week that it will send free of charge (while they last) copies of the official program of President-elect Kennedy's Inauguration to members of the advertising industry. The station, which bills itself the radio voice of government people, will send the program with its compliments to advertising personnel who send a written request on agency letterhead to WQMR's vp and general manager Ed Winton.

Drumbeats...

Birthday house • KDKA Pittsburgh 

recently celebrated its 40th birthday with a two month promotion in which more than 50,000 entrants vied for the grand prize—a completely furnished new home valued at more than $33,000. Listeners were required to identify a sound charade and write a 25 word statement why they would like to live in the birthday house. The eight weekly winners received an appliance starter set and competed against each other for the big prize, won by a local school teacher.

KFWB scholarship • KFWB Los An- 
geles launched its scholarship fund for the Boys Club of Hollywood with a successful night of entertainment at the Hollywood Palladium. Featuring Fa- 
bian, Frankie Avalon, Duane Eddy, Johnny Burnett and Jerry Wallace, with 

program director Jim Hawthorne host- 
ing the activities, station officials were overwhelmed by the response and predicted future events in conjunction with Boys Club scholarship fund.

Lucky birthday • While Friday the 13th was causing uneasy moments to the superstitious clan, KQV Pittsburgh took the occasion to launch a gala on- 
to the-air promotion— to celebrate its fourth birthday.

Book service • KSET El Paso, Tex., is 

offering as a public service to its listeners a Minute Book Review twice daily. Prepared and broadcast (via beep sig- 

nals) by an official of the city's public library, the reviews apparently have caught on with surprising results. The special bookshelf in the library contain- 

ing the books reviewed already has long waiting lists and many letters have 

been received thanking the station for the service.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 5 through Jan. 11. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—Directional antenna, cp—construction permit, ERP—Effective radiated power, VHFs—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, wata—watt-sec. magnet. D—day, N—night, L— local sunset, mod.—modification, trans.—transmitter, ul.—unlimited hours, kw—kilowatt cycles, SCAs—subsidy communications authorization, SSA—special service authorizations, SH—specified hours, ed.—educational.

New tv stations

APPLICATION


New am stations

APPLICATIONS


Charlotte Amalie, Virgin Islands—Island Best. Corp. Granted 1000 kc, 1 kw U. P. O. address c/o Sanford J. Leeds, 190 Scran ton Ave., Lynbrook, Long Island, N.Y. Estimated construction cost $28,287, first year operating cost $34,500, revenue $32,000. Owners are Robert Moss and Robert E. Noble Jr. (each 50%). Mr. Moss was in supervision and production of radio program; Mr. Noble is sales manager of WABC New York. Ann. Jan. 11.

APPLICATIONS

Centre, Ala. • Radio Centre. 1560 kc, 1 kw D. P. O. address c/o Fleeman Boney, Sturdi- vant & Marvin St., Shreveville, Ga. Estimated construction cost $24,714, first year operating cost $18,210, revenue $24,000. Fleeman H. Boney, sole owner, is attorney. Ann. Jan. 5.

APPLICATIONS

Valparaiso Ind.-Porter Count Best Co. 1500 kc, 250 kw D. P. O. address Rural Route 1, Box 154, Chesterfield, Ind. Estimated construction cost $28,175, first year operating cost $25,000, revenue $75,000. Principals include Leonard J. Ellis and Bernice A. Ellis, as equal partners. Mr. Ellis is employe of WWCA Gary, Ind. Mrs. Ellis is partner in new promotion company with husband. Ann. Dec. 2, 1960.

Payneville, Minn. • Payneville Best. Co. 1300 kc, 500 kw D. P. O. address Payneville, Minn. Estimated construction cost $12,500, first year operating cost $21,000, revenue $41,000. R. Earl Lemanirer, sole owner, is newspaper. Ann. Jan. 10.

Holly Hill, S. C. • Palmetto Communica- 
tions Corp. 1440 kc, 1 kw U. P. O. address Box 61, Holly Hill. Estimated construction cost $11,000, first year operating cost $13,260, revenue $31,200. Principals include Fash 

Eargle, 50%, Doris S. Rickenbacker, 40%, William H. Silver, 10%. Mr. Eargle is employe of insurance company. Miss Ricken- 

backer is teacher. Mr. Vandler is employe of WOIC Columbia, S.C. Ann. Jan. 5.

Existing am station

APPLICATION

WQAA Cedartown, Ga. • Cq to increase daytime power from 250 w to 1 kw and install new trans. (1340mc). Ann. Jan. 6.

New fm station

APPLICATION

Darien, Conn. • Independent Broadcasting Co. Granted 943 mc, sole owner, is Box 1. Estimated construction cost $14,399, first year operating cost $20,000, revenue $25,000. Owners are Guilford E. Morrell, Consolidated Diesel technician, Stamford; Walter F. Ranchinsky, WNHIC New Haven engineering (both 50%); Daniel V. Salvatore, Consolidated Diesel test engineer (16%); Grace Peters, American Cyanamid chemist (3%), and Mrs. W. Salvatore, Consolidated Diesel test engineer's wife. Ann. Jan. 11.

APPLICATION

Franklin, Tenn. • Robert E. Sewell and William C. Montgomery, 100.1 mc, 380 kw, Ant. height above average terrain 20.8 ft. P. O. address c/o Mr. Sewell, 239 Jennings St., Franklin, Tenn. Estimated construction cost $68,200, first year operating cost $5,000, revenue $7,000. Principals include Messrs. Sewell and Montgomery as equal partners. Mr. Sewell owns electrical appliances company. Mr. Montgomery is engineer for WSM Nashville. Ann. Jan. 5.

Existing fm station

APPLICATION

KBIG (FM) Los Angeles, Calif. • Mod. of license to change main studio and station location from Los Angeles Radio, Calif. Ann. Jan. 9.

KBAR-FM Alliance, Ohio • Cq to change frequency from 107.1 meg. ch. 289 to 92.5 meg ch. 225. Increase ERP from 1 kw to
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING Jan. 12

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
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<td>5,319</td>
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<td>755</td>
<td>67</td>
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<td>480</td>
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TOTAL APPLICATIONS

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<th>Not on air</th>
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<td>469</td>
<td>645</td>
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<td>451</td>
<td>671</td>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING Jan. 12

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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<tr>
<td>453</td>
<td>78</td>
<td>531</td>
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<tr>
<td>38</td>
<td>14</td>
<td>52</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC Nov. 30

| Licensed (all on air) | CPs on air (new stations) | CPs not on air (new stations) | Total authorized stations | Applications for new stations (not in hearing) | Applications for new stations (in hearing) | Total applications for new stations | Applications for major changes (not in hearing) | Applications for major changes (in hearing) | Total applications for major changes | Licenses deleted | CPs deleted |
|----------------------|---------------------------|-------------------------------|--------------------------|--------------------------------------------|---------------------------------|---------------------------------|---------------------------------------------|---------------------------------|----------------|-------------|
| 3,509                | 29                        | 112                           | 3,650                    | 621                                         | 177                             | 554                             | 270                                         | 824                             | 0              | 0           |
| 748                  | 53                         | 131                           | 881                      | 61                                          | 31                              | 92                              | 7                                           | 56                             | 0              | 2           |
| 478                  | 181                        | 141                           | 612                      | 20                                          | 65                              | 94                              | 19                                          | 51                             | 0              | 2           |
| 18                  | 53                         | 131                           | 881                      | 61                                          | 31                              | 92                              | 7                                           | 56                             | 0              | 2           |

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

Applications for additional license to Ogden licenses to ktenc (tv) and kaza, ada, and kswift, wheeler, all oklahoma; consideration $27,100. Ann. Jan. 11.

KOMP Port Angeles, Wash. Granted acquisition of positive control of port angeles evening news, parent company by c. n. webster (now 47% owner) through purchase of additional 55% interest from mae w. buckering and dorothy w. wennen; consideration $250,594. Ann. Jan. 11.

COMMERCIAL CORPORATION

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APPENDIX

| WJHO Opelika, Ala. - Seeks involuntary transfer of control of Opelika-Auburn Bestg. Co. from yetta g. samford, deceased, to mary d. samford, executor of estate of yetta g. samford. Holders of c. b. shelby, alleen samford, and miles h. ferguson, 22.5% each, and john e. smollen, 10%, remain same. Ann. Jan. 4.
| WUPD-AM-FM Tempe, Ariz. - Seeks transfer of control of tri-state bestg. co. John L. Breeze will transfer 33% to william h. clifford and jack f. grimm, equal partners (presently own 33.5% each), for $10,000 plus promissory note for $12,500. Ann. Jan. 5.
| KTGN Perryville, Ark. - Seeks transfer of control of ozark radio & equipment co. e. leuke. timberly will sell 25% to a. w. & dot adams, for $15,000. Holdings of ernest m. and letelio howard, 50.53%, and walker m. and myr r. fuller, 16.67%, remain same. At same time they seek to change ozark radio & equipment from partnership to corporate form of business. Ann. Jan. 5.
| KPSR-AM-FM Palm Springs, Calif. - Seeks assignment of license from h. d. l. craver to e. d. barnes, owner, for $4,000. Mr. barnes is licensee of kglm (fm) san diego and kgly (fm) los angeles, both california, and is permitted to kgbj (fm) phoenix, and ktap (fm) tucson, both arizona. Ann. Jan. 5.
| KHOE Truckee, Calif. - Seeks assignment of cp from joseph w. rupley and robert sherman a/o as trueteek bestg. to robert sherman, sole owner. Mr. rupley, 50%, has arranged to dispose of his interest through sign-off arrangement with mr. sherman. Ann. Jan. 6.
| WBSH-TV Daytona Beach, Fla. - Seeks transfer of control of telrad inc. john h. ferry jr. (presently owns 50%) will purchase 19% from wellman ferry (presently owns 95%) for $6,500 to give him 51% controlling interest of companies which control telrad inc. Ann. Jan. 4.
| WORT New Smyrna Beach, Fla. - Seeks transfer of control of new Smyrna radio news, Inc. John C. dent and robert e. wadden, equal partners, will transfer 56% interest to edward l. cutler and christopher m. hall, to give each 28% interest, for $500. Mr. cutler is connected with zephyr bestg. corp. Mr. hall is president of savings and loan company. Ann. Jan. 5.

A favorite is back!
—in the Improved BK-11A

VELOCITY MICROPHONE

Only $125.00

All the advantages of the famous 44BX and Junior Velocity Microphones are here combined with the latest developments in ribbon microphone design for full fidelity performance. Wide-range frequency response makes it ideal for music pickup. Bidirectional figure-eight pattern permits placing of performers on both sides of the microphone.

Order your BK-11A now!
Write to BCA, Dept. PC-28,
Building 15, Camden, N. J.
Whatever your broadcast equipment needs, see BCA

RADIO CORPORATION OF AMERICA

Tuxedo

KPOI-AM-FM Honolulu, Hawaii—Seeks transfer of control of KPOI Beest Co. to Thomas F. Hollinger (49%) is selling 25% interest, and Herbert C. Fearshead (51%) is selling 50% interest to Colgreene Beest Co., 51%, for $33,750 a piece. Mr. Hollinger will retain 24%, and Mr. Fearshead will retain 25% of KPOI Beest Co. Co. Colgreene Beest Co. is owned by Orrin Lehman, 70%, and Albert Heit, 30%, and is licensee of WHUC Hudson, N. Y. Ann. Jan. 5.


KMBY Billings, Mont.—Seeks transfer of control of Billings Beest Co. to Weymouth D. Symmes is selling 5% interest to Mrs. Genevieve Nelson for $5,000. All other holdings remain the same. Ann. Jan. 9.

WMVE Milwille, N. J.—Seeks transfer of control of Union Lake Beest Inc., Frances Sharp, executrix of estate of Frank S. Sharp, is selling 5% total interest, for $4,981, to Fred M. Wood, 52.63% (presently owns 35%), Dorothy M. Gilreath, 13.36%, to Donald C. Petersen, 10%, to John Michael A. Buglio, and Harry J. Daly, 10.33% (each presently owns 10%), and Muriel B. Gill, 8.52% (presently owns 5%). Ann. Jan. 9.

KLTR Blackwell, Okla.—Seeks transfer of control of Star Beest Co. Dr. Forrest G. Coates, 26% (total interest to Robert F. Pool III, 96.3% (presently owns 45.6%), for $12,500. Holdings of Karl B. Dwawasky, 16%, Charles W. Hobbs, 16%, and K. D. Sele, 35.3%, remain same. Ann. Jan. 4.

KAVY Weymouth, Mass.—Seeks transfer of control of Douglas Beest Inc. Inc. transfer of 80% of total interest to Robert F. Pool III, 96.3% (presently owns 45.6%), for $12,500. Holdings of Karl B. Dwawasky, 16%, Charles W. Hobbs, 16%, and K. D. Sele, 35.3%, remain same. Ann. Jan. 4.

KAVY Weymouth, Mass.—Seeks transfer of control of Douglas Beest Inc. Inc. transfer of 80% of total interest to Robert F. Pool III, 96.3% (presently owns 45.6%), for $12,500. Holdings of Karl B. Dwawasky, 16%, Charles W. Hobbs, 16%, and K. D. Sele, 35.3%, remain same. Ann. Jan. 4.

NOW 9 of the nation's top markets choose the GATES 10KW FM TRANSMITTER

**Chicago**

**Los Angeles**

**Detroit**

**San Francisco**

**Houston**

**Seattle**

**Buffalo**

**Portland**

**New York**

The newest of the GATES FM Transmitters, the FM-10A, is already field tested. Outstanding features include:

- One long-life 6166 tube as final amplifier
- Response to 15,000 cycles
- Built-in single or dual multiplexing optional
- Completely self-contained
- Built-in power transformer

All FM-10A's are factory tested to your operating frequency.

Mr. Neuner is attorney. Ann. Jan. 5.


WNTT Tewanee, N. J.—Seeks assignment of license from Hubert Turner, Floy Turner and Calvin Smith d/b as Claborge Beest Co. to Hubert Turner and Floy Turner d/b as Claborge Beest Co. Assignment transfers of license from Calvin Smith to Hubert Turner, 66% (presently owns 33.5%) for $16,000. Holdings of Floyd Turner, 33.5% remain same. Ann. Jan. 5.

**Hearing cases**

**FINAL DECISIONS**

- By memorandum opinion and order, commission granted petition for reconsideration by Radio America Inc., accepted pleading in conflict with sec. 1.51 of rules, severed from proceeding in docket 12325 et al. and granted its application for new antenna equipment on 946 kc, 1 kw, D. A., in Baltimore, Md., conditioned to accepting any objectionable interference which may be caused to its operations as result of granting of one or more of applications for Seven Locks Beest Co., Potomac-Cabin John, Md., Tidewater Beest Co., Smithfield, Va., and Tenth Distric Beest Co., McLean, Va., granted petition for reconsideration by Rossmoyne Corp. to dismiss its application for new antenna equipment and transmitter for station WPRA Inc., Wilkinsburg, Pa., Chmn. Ford dismissed with statement on which Comr. Babler joined; Comr. Hydes dissented. Ann. Jan. 4.


- Commission has type-accepted vhf tv translator equipment manufactured by Electronics Mummies and Communications Inc., 245 E. Third Street, Detroit, N. Y. Identified as type no. HRV, equipment is usable on vhf channel (through 13) with 1 w. maximum transmitter power output. Ann. Jan. 11.

- By memorandum opinion and order, commission granted petition by Sierra Beest Co., for new w to kw power increase from 1960 kw to kw, continued operation of 1400 kc, 250 w-n, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to kw, and also to accept such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to kw; terminated proceedings in docket 13411-2; BF-13420, 13410, 13420. Ann. Jan. 11.

- By decision, commission modified Oct. 11, 1960 initial decision and (1) granted application of Independent Beest Co., for new class a fm station to operate on 89.5 mc, 2 kw, 600 ft. height, 160 ft. in Darlen, Conn. and (2) denied application of High Fidelity Music Co. for similar facility with 1 kw, 600 ft. height. Commrs. Gilreath, Jefferson, Conn. also disposed of related pleading and as indicated in statement, Comm. Lee concurred in result, with statement. Ann. Jan. 11.

- By decision, commission granted application of Island Teleradio Service Inc., for new a fm station to operate on 1000 kc, 1 kw, unlicensed to one Amalile, St. Thomas, V. I., and licensed to some other applicant, to move facilities of WPRA (1960 kc) from Mayaguez, P. R. to Guynabo, P. R. and change licensed to 1 kw, 66 kw-n, 10 kw-s. Chmn. Ford not participating. Feb. 11, 1963, granted petition for reconsideration looked toward this action. Ann. Jan. 11.

- By memorandum opinion and order, commission granted petition by Rev. Charles J. Hyde to increase power of station WJPP of one kw to kw, continued operation of 1400 kc, 250 w-n, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to kw. Ann. Jan. 11.

- Commission granted request for waiver of sec. 4.803 of rules by Saltins Valley Beest Corp. (KSEW-FM TV), Salinas, Calif., to permit direct piping from its studio to fm trans. on tv studio-link station KMT-F, for 5 periods ending Dec. 1, 1962, conditioned that addition of second subcarrier has no degrading effect with respect to tv video and sound channels. Ann. Jan. 11.

- Commission granted request for waiver of sec. 4.803 of rules by Traveler Beest Corp. (WTIC AM-FM TV), Hartford, Conn., to continue operation of an fm station in event of television circuit failure, from tv studio and studio receiver on tv studio-link station KCCG-28, for 5 periods ending April 1, 1963, conditioned that addition of second subcarrier has no degrading effect with respect to tv video and sound channels. Ann. Jan. 11.

**OTHER ACTION**

- By order, commission extended from February 1 to April 1 period in which televisions of repeaters were to be constructed before July 1, 1960 and authorized to continue operations until May 1, 1960, to apply for conversion to conform to new low-power vhf translator rules. This is being done because of the unavailability of type accepted vhf translator equipment. Ann. Jan. 11.

**Routine roundup**

**ACTIONS ON MOTIONS**

By Commissioner T. A. M. Craven

- Granted petition by Broadcast Bureau and extended to Jan. 18 time to file exceptions and to Jan. 30 for replies in proceeding application for renewal of competitive license to WJPP-TV Inc., permittee of WJPP-TV, ch. 5, 12301 T. A. M. Craven and J. P. Peacock through sale of stock to Thomas J. Powers, Jr. and George J. L. McRoberts, Jan. 5, 1963.

- Granted petition by Broadcast Bureau and extended to Jan. 5 time to respond to
JANSKY & BAILEY INC.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Federal 3-4800
Member AFCCE

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

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 W. St., N.W., Republic 7-2247
WASHINGTON 6, D. C.
Member AFCCE

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

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

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

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

PETE JOHNSON
Consulting Am-Fm-TV Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va.
Dickens 2-6281

SOLEE & ASSOCIATES
CONSULTING RADIO ENGINEERS
1339 Commercial Bldg.
Los Angeles 12, Calif.
Member AFCCE

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

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

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
8200 Swouville Road
Cleveland 41, Ohio
Tel. Jackson 6-4586
Member AFCCE

JOHN B. HEFFELFINGER
1471 W. 47th St.
KANSAS CITY, MISSOURI

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

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

VIR N. JAMES
SPECIALTY DIRECTOR ANTENNAS
223 S. Jasmine St.
Dexter 3-5562
Denver 22, Colorado

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hawkins Street
Lufkin, Texas
Neptune 4-4242 Neptune 4-9558

M. R. KARIG & ASSOCIATES
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
P.O. Box 248
Saratoga Springs, N. Y.
Saratoga Springs 4300

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
577 Mansay Bldg.
Sterling 3-1111
Washington 4, D. C.
Member AFCCE

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

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

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1280 Executive 3-5851
Member AFCCE

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

JOHN H. MULLANEY
Consulting Radio Engineers
3000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 9, D. C.
District 7-4445
Member AFCCE

JOHN H. BATTISON
AND ASSOCIATES
Consulting Engineers
Specializing in AM power
increases—FM-TV
1917 1 St., N. W.
Washington 6, D. C.
Federal 3-8313

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ing station owners and managers, chief engineers and techni-
cians, applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

Service Directory

PRECISION FREQUENCY MEASUREMENTS
AM FM-TV
COMMERCIAL RADIO MONITORING CO.
103 S. Market St.
Lee's Summit, Mo.
Phone Kansans City, Laclede 4-3777

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

PAUL DEAN FORD
Broadcast Engineering Consultant
4314 South 8th Street
Terre Haute, Indiana
Wabash 2543

M. R. KARIG & ASSOCIATES
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
P.O. Box 248
Saratoga Springs, N. Y.
Saratoga Springs 4300

BROADCASTING, January 16, 1961

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petition by West Bend Bstg. Co. (WGBK) West Bend, Wis., for reconsideration and grant without hearing of its am application; application is consolidated for hearing with docket 4394. Action Jan. 3.


By Chief Hearing Examiner James D. Cunningham

Denied joint petition by Nansemond Broadcasters, Inc., Portsmouth, Va., and D. D. Cameron, for hearing on application of reassigned station to the city of New York. Action Jan. 18.

Grant by Chief Hearing Examiner, Broomfield Non-Broadcasting, Inc., to operate trans. to conform to its application for new license for new station on 930 kw; decrease limit of radio frequency for new station. Action Jan. 18.

By Hearing Examiner Herbert L. Hulman

Change time of Jan. 15 prehearing conference from 1:30 p.m. to Jan. 20, 1:30 p.m., to proceed on application of Arthur A. Deters for prehearing conference in application of WGVY for station on WXYL, Greensboro and Amherst, both Massachusetts. Action Jan. 11.

Treated "letter-amendment" by applicant Paul F. Braden and Radio Station Inc., for petition for reconsideration of application for new station in Mt. Airy, Md., to substitute WXYL for WPWB, for same reason. Action Jan. 18.

By Chief Hearing Examiner Walter G. Guenther


By Hearing Examiner Anne Neal Hunting

Petition by Northwest Bstg. Co., Inc., for extension of time for filing of answer to complaint, in proceeding on application of West Bend Bstg. Co. (WGBK) for new station on 52 kw, an extension of time for new station already granted. Action Jan. 15.

By Commissioner Rosel H. Hyde

Motion by Broadcast Bureau to extend 120 days to file reply in proceeding on application of WIGN (280) for time to file reply in proceeding on application of Bnrg. Co., Inc., for renewal of license for new station in Trenton, N.J. Action Jan. 3.

By Hearing Examiner H. Gifford Irlon

On motion, continued prehearing conference on Jan. 20 to Jan. 30 in proceeding on application of WIGN (280) for time to file reply on proceeding on application of WPAY (280) for station in Monroe, N.C. Action Jan. 4.

By Hearing Examiner James D. Cunningham


By Hearing Examiner David I. Kraushaar

Scheduled prehearing conference for Jan. 23 in proceeding on application of Spencer Bstg. Co., Spencer, W.Va., for time to file reply in proceeding on application of WIGN (280) for station in Monroe, N.C. Action Jan. 3.

By Hearing Examiner Ray J. Kyle

On motion, continued prehearing conference on Jan. 17 in proceeding on application of WIGN (280) for time to file reply in proceeding on application of WPAY (280) for station in Monroe, N.C. Action Jan. 6.

By Hearing Examiner Herbert L. Hulman

Request by Chief Hearing Examiner, Brian W. Hulman, to extend to Jan. 23 time for filing of reply in proceeding on application of WIGN (280) for station in Monroe, N.C. Action Jan. 3.

By Hearing Examiner Forest L. McCellen


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By Hearing Examiner Ray J. Kyle

On motion, continued prehearing conference on Jan. 17 in proceeding on application of WIGN (280) for time to file reply in proceeding on application of WPAY (280) for station in Monroe, N.C. Action Jan. 6.

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Request by Chief Hearing Examiner, Brian W. Hulman, to extend to Jan. 23 time for filing of reply in proceeding on application of WIGN (280) for station in Monroe, N.C. Action Jan. 3.

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On motion, continued Jan. 18 hearing in proceeding on application of new station on 930 kw; decrease limit of radio frequency for new station. Action Jan. 18.

Grant by Chief Hearing Examiner, Broomfield Non-Broadcasting, Inc., to operate trans. to conform to its application for new license for new station on 930 kw; decrease limit of radio frequency for new station. Action Jan. 18.
Cleveland Heights, Ohio to February 28; RAJS (FM) Newport Beach, Calif., to June 9; WQCA (AM) to February 1; RLVDM-FM Bakersfield, Calif., to March 31.

Actions of January 3


- KWES-TV, KOTTI (TV) Medford, Klamath Falls, Ore. Granted license covering installation of type trans., to be used as anc. trans. or to install new trans., location.

- WTVN-St. Johns, Wash. Granted to install new old trans., (main trans. location) as alternate main trans., nighttime hours and as aux. trans. daytime hours of operation.

- WKEU-Bismarck, N.D. - Granted to install new trans., KVZQ Laredo, Tex. Granted to change ant., trans. location; make changes in ant. system; increase height; changes in ground system and specify remote control operation of trans.

Actions of December 30

- WVLD Valdosta, Ga. - Granted extension of Authority through April 1 to operate unlin. time.

Petitions for rulemaking

Association of Federal Communications Consulting Engineers, Washington, D. C. - Request amendment of rules so as to increase operating power permitted by station employing roof-top antennas from 500 to 1000 w.

Kentuckiana TV Inc., Louisville, Ky. - Request amendment of rules so as to allow vhf ch. 15 to Youngstown, Ohio by making following changes: Present, 3-15, & 15.1; Proposed, 3-15.1, 15.1. & 3-31.

WTVN-St. Johns, Wash. - Granted to install new old trans., (main trans. location) as alternate main trans., nighttime hours and as aux. trans. daytime hours of operation.

Petitions for rulemaking - Granted to move the vhf channel (Robert D. Danto, Trustee; Kentuckiana Television Inc.) from location; make changes.

KLYD-FM, KEMP (AM) and WPXO, both in Mar. 14, 1961.


Channel change requests

The FCC received approximately 100 specific requests for channel changes and assignments in comments on the proposal to implement an interim policy of selected drop-ins of vhf channels in major markets (BROADCASTING, Jan. 9).

The following requests for channel assignments were compiled by the Assn. of Maximum Service Telecasters. Many involve drop-ins at reduced mileage separations for wholesale realignment of allocations in several cities. The following list gives the city, suggested channel(s) and requesting parties (in parentheses) in that order:

Akron, Ohio - Unidentified vhf channel (Storer Broadcasting Co.); ch. 19, CBS.
Albany, N.Y. - Request amendment of rules so as to allow vhf ch. 15 to Youngstown, Ohio by making following changes: Present, 3-15, & 15.1; Proposed, 3-15.1, 15.1. & 3-31.

Merrillville, Ind. - Granted to change ant., trans. location; make changes in ant. system; increase height; changes in ground system and specify remote control operation of trans.

Montgomery, Ala. - Ch. 8 (Birmingham Television Corp., Capitol Broadcasting Co., ABC, CBS).

Muncie, Ind. - Unidentified vhf channel (Tri City Radio Corp.);
Norfolk, Va. - Ch. 13 (CBS);
Okla. - Ch. 5 (Cimarron Television Corp.);
Palm Springs, Calif. - One or more unidentified channels (KCMJ Inc.).

Petitions for rulemaking - Granted to move the vhf channel (Robert D. Danto, Trustee; Kentuckiana Television Inc.) from location; make changes.

You're looking at an AM transmitter that has less down-time than any other. It's a Collins transmitter, and its reliability was proven by a survey of 1,024 stations. Remember: Collins transmitters are pre-tested on your frequency. They're another example of Collins broadcast superiority — acclaimed throughout the world.
Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, or who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with a new and growing western CBS affiliate in an eastern area. You would oversee a sales group and handle all regional sales yourself. If you know you can meet the requirements, give full particulars, along with snapshot, in first letter. Box 3890D, BROADCASTING.

General manager for the top station in a midwest city. Unequaled opportunity for experienced manager. Write qualifications Box 1401N, BROAD-CASTING.

Top sales salaries for top idea salesmen. KSBJ is an offering good station for the aggressive. We haven't even touched, to the right men. Salaries scaled up thousand for inexperienced. Send resume etc. to Don MacTavish. General Manager. KSBJ. Jamestown, North Dakota.

Help Wanted—Sales

Top salaries for top idea salesmen. KSBJ is an offering good station for the aggressive. We haven't even touched, to the right men. Salaries scaled up thousand for inexperienced. Send resume etc. to Don MacTavish. General Manager. KSBJ. Jamestown, North Dakota.

Southern Group—see our ad under Help Wanted—Sales.

Help Wanted—Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent fa- vorite. Send photo, tape, resume. Box 3560D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent networker and producer. No djs. No job openings- announcer. Send details first letter to Box 3801D, BROADCASTING.

Texas medium market station needs mature voiced announcer with production experi- ence. Box 4612D, BROADCASTING.

Announcer with 2 years commercial experi- ence...Pennsylvania 250 watts...start at $85 per week. Interview necessary if we like your tape and resume. Send to: BROAD-CASTING.

Northern Ohio station has immediate opening for experienced dj-newsmen. Salary de- pendent on ability. Send photo, tape, back- ground, and references to Box 5319D, BROADCASTING.

Modern radio in Florida's fastest growing area, claims biggest growth of any station in the state, has immediate opening for announcer-engineer, emphasis on announcing. Box 5827D, BROAD- CASTING.

DJ with good mature voice and friendly, enthusiastic approach. Must be able to sell. Good pay and fringe bene- fit. Experience mandat- ory. Send tape, resume and salary re- quirements to Box 5345D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 5019D, BROAD- CASTING.

Newsman with authoritative delivery, re- porter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 5619D, BROADCASTING.

Major market independent good music opera- tion needs your staff with real quality voice. Some experience preferable. Excellent opportunity. Send tape and resume to Box 5871D, BROADCASTING.

Have immediate opening-announcer-central Pennsylvania daytimer. Pop and big band format. Send tape and resume to: Box 6069D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 3 kw. Send details first letter to Box 6069D, BROADCASTING.


Need country and western dj. If he can air work and can sell own program, will offer good percentages plan. East coast. Box 6069D, BROADCASTING.


Help Wanted—Announcers

Wanted immediately, experienced morning announcer, capable of operating own board. Adult programming. Send photo, tape and phone. Box 2389, Alexandria, Louisiana.

Immediate opening for mature, experienced announcer CBS good music station. $80.00 for 40 hour work, two weeks paid vacation. Group hospital plan. Send tape and resume to KBSO, Box 1932, Butte, Montana.

Number one area station needs fast pace swinging deejay. Opportunity to work into a new board. $20.00 per week salary to Dick McDaniel, Program Director, KFQZ St. Joseph, Missouri.

Opportunity married staff announcer. Out- side experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for an- nouncers with first tickets. Strong on an- nouncing, no maintenance, Send resume etc. to Don MacTavish, General Manager. KSBJ, Jamestown, North Dakota.

Hard working announcer/board operator, single, age 20 to 25, competent. Car necessary. Fast-moving, Independent operation, living from small-town location. Air mail photo, detailed references KVMW, Show Low, Arizona.

Experienced announcer wanted. First class ticket. Helpful but must have some sales. Multiple operation with regional coverage in college town. Excellent benefits and advancement possibilities. Send resume and tape to Dur- wood Carr, WALM, Albany, Michigan.

First phone announcer immediate opening for morning board from New York City. WINSF, Bea- con, N. Y.

Immediate opening for combo with knowl- edge of directional operation. Good voice, middle of the road programmer. WGAI- Elizabeth City, North Carolina.

Ohio station looking for top rated dj now in market and start move up. Rush tape and background to Jim Smith, WING, Dayton 2, Ohio.

Immediate opening for good dj. Modern pro- duction department. Send tape, resume, photo WIRK, West Palm Beach, Florida.

Staff announcer — good opportunity with growing multiple operation. Salary good with fringe benefits such as hospitalization, life insurance, etc. Send complete resume with tape to Joe Carson, WKNQ Meridian, Miss.

Michigan independent needs experienced morning man immediately. WOAP, Owosso, Michigan.

Ideal climate, lovely town, top station. WOKK in Stuart, Florida, needs good announcer with first phone. Start $359 month plus free housing. Send tape, photo, references.


Washington consulting engineer offers excel- lent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 5967, BROADCASTING.

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Washington consulting engineer offers excel- lent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 5967, BROADCASTING.
**Help Wanted—(Cont'd)**

**Technical**

**Competition man needed at once at Great Lakes area station.** Make sure your competition department and show your own, on No. 1 station in the area. Only an experienced contest man needed. Chance for advancement for the right man. Box 349D, BROADCASTING.

**Texas kilowatt needs engineer with good announcing voice.** Must be able to handle routine maintenance. Box 486D, BROADCASTING.

**Engineer—first class for 5 kilowatt full time directional in Great Lakes area. Experience necessary and interview desirable.** Send resume in first letter to Box 505D, BROADCASTING.

**Chief engineer or chief engineer-announcer, southeast New York state. Salary open.** Box 573D, BROADCASTING.

**Chief engineer, strong in maintenance, NYS. $125 weekly.** Box 573D, BROADCASTING.

Consulting engineer wants experienced senior or junior to become associate or partner. Washington area, staff knows of this ad. Box 574D, BROADCASTING.

**Experienced engineer-announcer capable of taking over both end of chief engineer.** Box 817D, BROADCASTING.

**Engineer-announcer with technical ability.** WAMD, Aberdeen, Maryland.

**Chief engineer, who can maintain all equipment.** No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

**Suburban Chicago—First phone 180 kw FM. 5 kw AM—multiplex. Immediate—Permanent. WEAW, Evanston, Ill. UN 4-7600.**

**Need man with first phone interested in announcing or sales. Good opportunity for right man.** WGAL-Elizabeth City, North Carolina.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.


**Production—Programming, Others**

**Copywriter-announcer in charge of copy department and do regular air work. Experienced only.** Box 687D, BROADCASTING.

**Newman-announcer experienced reporter to assist news editor and do regular air shift.** Box 486D, BROADCASTING.

Immediate opening in production department on top-rated midwestern station for creative writer-announcer. Commercial writing work and resume immediately to Box 512D, BROADCASTING.

**News director wanted to supervise 3 man news staff, do some air work, No. 1 station in market.** 300,000. Profitable opportunity for experienced, enthusiastic Newman. Send full details on background and salary requirements to Box 515D, BROADCASTING.

**Newman, experienced with creativity for 5 full seasons. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCUN, Covington, Pennsylvania.**

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**Help Wanted—(Cont'd)**

**Production—Programming, Others**

**Immediate opening . . . experienced newsman, strong in editing and presenting local news. Send audition tape, resume and photo to Ernie Forrester, Operations Manager, WWOL, Buffalo, New York.**

**RADIO**

**Situations Wanted—Management**

**General manager/sales manager for small to medium market. Twelve years experience, top management.** Knowledge of edge all phases, heavy sales. Complete responsibility. Top media, personnel and business references. Available early spring. Box 474D, BROADCASTING.

**Successful radio-television background, present commercial manager, engaged, married, sober.** Box 572D, BROADCASTING.

**Manager—working type—excellent background, programming, sales—local-regional. Progressive record, merchandising-promotion-community service. Full background record, hours experience, all phases radio. East preferred.** Box 587D, BROADCASTING.

**Aggressive young executive available as general manager of small or medium market radio station. 11 years experience in sales, announcing, Morris and management. Currently manager of 5 kw, Honolulu. Reliable. Anywhere but far west.** Box 602D, BROADCASTING.

**Experienced pro: Fifteen year manager/sales manager profitable operation, four stations, first fifty markets. Now so employed, but determined to uncover better deal. Don't hesitate about keeping your confidence; you keep mine.** Box 608D, BROADCASTING.

**Pennsylvania broadcasting executive would like to make change. Must have management. Presently employed. Box 828D, BROADCASTING.**

**Sales**

**Salesman-announcer. Experienced, good record, reputation. Available February First. South preferred. Box 582D, BROADCASTING.**

**#1 Star Station KOIL, Omaha sales manager annual sales over $450,000. Excellent general management my specialty. Greater financial opportunity—South or western. Box 509D—315 Templeton Dr., Omaha, Nebraska.**

**Announcers**


**Major market personality seeks relocation. Young, professional, imaginative, $15,000.** Box 551D, BROADCASTING.

**Top rated afternoon disc jockey, no screamer—but can work all operations. Employed in top Pennsylvania on station. Married.** Box 552D, BROADCASTING.

**Top flight announcer with quality voice. Very little work outside, do professional, preferably east coast.** Box 553D, BROADCASTING.

**Disc jockey currently with leading format chain, one of top 15 markets, wants no more than top 40. Looking for morning show capable of taking station believing in individual expression. Can deliver good "swingin'" music—no rock. Happy sound—without whistles, horns, etc. This could be the start of something big.** Box 559D, BROADCASTING.

**Announcer—program director. Versatile News, Adult music, Sports. Quality production. Box 584D, BROADCASTING.**

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**Situations Wanted—(Cont'd)**

**Announcers**

**Is there any station left in a major market that we can experiment a air personality who delivers charming chatter instead of hype? Is there anyone left programming more entertaining, more downgrading a wonderful medium? It seems I've only d.l with proven ratings who entertains with a mature approach. Can you be the last one of us? Box 577D, BROADCASTING.**

**I project this image: "a friendly personality who's sold on his music and sponsors." Eight years radio, tv. College training. Pleasant voice, keen production, idea man with good business background. Top offer for right copy. No top 40. Minimum $200. Box 551D, BROADCASTING.**

**New England or New York: Young dj, light experience. Quick and ready to learn; evening or all-night work. Top 40, new ideas, good news. Box 582D, BROADCASTING.**

**DJ, announcer, fast board—good sell, available immediately. Box 582D, BROADCASTING.**

**Have first phone—will travel. Fifteen years radio some television. Top manager-farm director-strong news, sales and sports. Limited engineering. Prefer country and western. Top references. No floating, prima donna or drunk. Want Job, not one week, with good chance to advance. Will ask for and earn top salary. Retirement package welcome. Write or tape and brochure on request. Box 586D, BROADCASTING.**

**First phone and eight days as deejay, announcer, pd. Sales. Good music and top 40 experience. Prefer top markets. Good voice, good appearance, good tv appearance. Age 27, family. Reliable. Congenial. Box 588D, BROADCASTING.**

**Announcer, disc jockey, experienced, fast board, good ad lib, does not get out of bed. Box 590D, BROADCASTING.**

**Chief announcer at 5000 watt station desires to secure College. Prefer manager-farm station with comparatively low personnel turnover. Tape—resume on request. Box 597D, BROADCASTING.**

**Experienced, mature adult radio and television announcer and disc jockey with first phone, seven years broadcast background in all phases. Forced to leave present position (with regret) due to station's financial situation. Married, vet, college, completely reliable. Available after February 1st. Send resume and check accounts please. Box 609D, BROADCASTING.**

**Employed at #1 station in Dayton, Ohio. Experienced, personality. Box 601D, BROADCASTING.**

**Announcer. Experienced, 27, married, college graduate; major in radio and tv. Announcer—copywriter-program director. Live, local, network. Alabama, Georgia, Mississippi preferred. Box 602D, BROADCASTING.**

**Play-by-play announcer—Basketball, football, and baseball. Married. Ex GI. Part time salesman. Box 807D, BROADCASTING.**

**Experienced, intelligent announcer wants permanent location in southeastern locale. 3rd class ticket. Single. Reliable. Knows music. Box 810D, BROADCASTING.**

**Announcer-1st phone. College, 4 years commercial experience. Mature, convincing delivery. Have car, will travel. JE 1-6320 Kansas City, Mo. Box 611D, BROADCASTING.**


**Professional; standard and formula radio. Nine years solid record in college. Music and news experience. Best of background, $105 weekly minimum. Box 613D, BROADCASTING.**

**Experienced country music dj, professional entertainer and guitarist. 16 years background in radio and television, experience shows. Available immediately. Location unimportant. Box 614D, BROADCASTING.**
Situation Wanted—(Cont'd)

Announcers

Swingin' dj, college grad: experienced; 24; single; prefer top-40; good management potential; smaller market appearances. Box 815D, BROADCASTING.

Young dj-announcer, graduate of professional announcing school, some experience, run tight board, ad-lib, no screamer, single, ready to move. Box 616D, BROADCASTING.

Announcer, 1st phone, wants back into radio, $60 no maintenance, no car. Box 827D, BROADCASTING.

Qualified staffer, news, special events man - , Radio-tv major, BS degree. Experience- chief announcer, program director, music librarian, production director. Also beeper phone interview experience. Married, will move. Call Dexter 9-4886 or write 1850 Elizabeth Avenue, North Chicago, Illinois.

Situation Wanted—(Cont'd)

Announcers


Announcer, experienced, 18, Navy discharge. All types of music, including western. Also news and operate board. Single, will locate anywhere. Call or write Hugh Matthias, 722 Harrison Ave, San Antonio, Texas.

DJ-newsman first phone. 2 years experience. Prefer modern operation. WH 6-7429 Dallas, Texas, 111 No. Waverly Dr.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—$2.00 minimum (Payment in advance)

☐ Help Wanted—25¢ per word—$2.00 minimum

☐ Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1” ☐ 2” ☐ 3” ☐ 4” ☐ other

☐ All other classifications 30¢ per word—$4.00 minimum

[No charge for blind box number]

Indicate whether Radio or TV

☐ Radio ☐ TV

HELP WANTED

☐ management ☐ sales ☐ announcers ☐ technical ☐ production-programming

SITUATIONS WANTED

☐ management ☐ sales ☐ announcers ☐ technical ☐ production-programming

COPY

(If larger space is needed, please attach separate copy)

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

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Bill
Situations Wanted—(Cont'd)

Production—Programming, Others

I'll talk $10,000 minimum for reliability, loy-alty, and proven references. 15 years experience all phases radio; also tv sales. Present property sold. Box 505D, BROADCASTING.

Newsmen, now with Chicago weekly. Seven years news experience, three in radio. Seeks change to progressive radio television station. Box 826D, BROADCASTING.

Guarantee: Will not cost a cent. Will out-produce salary with results. Program director with 10 years' experience. Sports, promotion, budget. Box 632D, BROADCASTING.

Young newspaper man—working, married—seeks immediate return to radio-television. Ability background to develop local level. Ex-pgm-news director; voice, board experience. Box 713 D, S. 18th St., Omaha, Nebraska.

Copywriter seeks small station. Type, run board, announce, etc. Indefatigable. Alice Wireman, Gavplv, Kentucky.

TELEVISION

Help Wanted—Management

Experienced tv manager to manage two stations same general area. Heavy responsibility, corresponding salary. Replies confiden- tial. Box 593D, BROADCASTING.

Sales

VHF CBS affiliate wants aggressive young salesman with desire to get ahead with growing company. Excellent starting pay. Send resume and photograph to WABG-TV, Greenwood, Mississippi.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Washington consulting engineer offers excellent opportunity to capable junior con- sulting engineer to become a senior. Staff knows of vacancy. Box 572D, BROADCASTING.

Chief engineer for XMXT-TV-AM, Austin, Minnesota. Located in man with proven ability in supervision who is now ready to assume full responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Maintenance man for southern vhf station. Charged with keeping equipment in shape. Salary and equipment required. Send full resume to Robert M. Leach, WSFA-TV, Spartanburg, S. C.

Television engineer. Immediate opening for experienced engineer with first contact. Contact H. Fracchia, 1909 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Immediate opening for tv only. Traffic direc- tor, experience required. Contact Program Director, WNEM-TV, Pleasant 5-6149, Saginaw, Michigan.

Expanding radio-television news department now accepting applications from newsmen. We need at least one man in man with proven ability to use heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Di- rector, WAYE-TV, Norfolk, Virginia.

College instructor, emphasis on television production courses. Masters degree and live production for C.A. TV. Rush resume to Pro- fessional Television and Radio Depart- ment, Ithaca College, Ithaca, N. Y.

Leading midwest vhf anticipates forthcoming need for experienced tv director and for those who seek professional reference. Ex- clude those who do not meet requirements. Submit complete resume, picture, tape and salary requirements. Send to Station Man- ager, WNEW-TV, 7000 Becker Rd., Saginaw, Michigan.

SALE

TELEVISION

Situations Wanted—Management

Young, successful general manager for all phases of medium to major television station. Good references from all previous employ- ers. Tell me where to send full story. Box 463D, BROADCASTING.

Commercial manager, radio, administrative, programming, and engineering experience, degree, veteran. Box 752D, BROADCASTING.

Top baseball announcer, metropolitan market, now eminently qualified for top stations. Require personal interview. Prefer major league or top minor league baseball, plus major college for fall and bowl hall. Also do industry's most unique tv sports production. Have VFX ready to send. Be specific on request. Box 575D, BROADCASTING.

Mature announcer, 9 years experience, now in medium market, wishes to re-locate. A proven record of soft or hard sell on camera commercials. Ad lib ability and considerable news experience. Box 582D, BROADCASTING.

Technical

Presently employed as electronics field en- gineer. Previous experience includes broadcast, missile guidance, televi- sion cable transmitter, micro-wave system, and multiplex system. First phone. Box 652D, BROADCASTING.


Recent top college graduate desires demanding position with radio and or television outlet. Not expensive now. Box 655D, BROADCASTING.

Writer-producer-director, production assis- tant—eight years experience and net experience in live, film and videotape in San Francisco. Seeking New York or Hollywood opportunity with production group or network. Award-winning talents, creative, hard work- er. Write now. Send resume and pertinent pa- ralogs on this versatile talent. Box 596D, BROADCASTING.

TV news photographer. Experience on the spot camera and editor of motion pic- ture news for television, with commercial production and laboratory experience. Resume and film footage on request. Box 632D, BROADCASTING.

FOR SALE

Equipment

Does your station use Class C lines? Have 25 equalizer amplifier for sale at $65.00 each. Provides low and high frequency boost and overall gain adjustment in transistorized unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

One 1500 watt FM antenna for sale immedi- ately. Box 509D, BROADCASTING.

Western Electric 25-B console. Complete with power supply, line return, intercom, power amplifier, Trenton equalizer, modulator, etc. Send Frank McGivern, KSO- Radio, Des Moines.

Western Television Supply, 24th and Main, Des Moines, Iowa.

FOR SALE

Equipment—(Cont'd)

RCA BTP 3-B 3w fm transmitter complete with tubes, set of spare tubes, 3 crystals and complete instructions. Technology for good operating condition. Price: $3500.00 cash, F.O.B. Des Moines. Send Frank McGivern, KSO- Radio, Des Moines.

Two Magnecord tape decks models PT1-A and PT6-AH and inter-connected custom built tape switcher. Good condition. Send Frank S. 18th St., Waterloo, Iowa.

Box 507D, BROADCASTING.


FM-frequency and modulation monitor Doo- little type PD-11. Contact Radio Station WDXK-Cleveland, Ohio.


RCA TP-6 AH 6 bay channel 13 antenna, standard size. UIP transverter included. Includes broadcast, missile guidance, televi- sion cable transmitter, micro-wave system, and multiplex system. First phone. Box 652D, BROADCASTING.

RCA TP-6 AH portable project, 4 x 6' x 3' x 1/4' projection television receivers, WQED, 4337 Fifth Avenue, Pittsburgh, Penna.

Two Magnecord type PT-6 AH tape trans- port. One completely reconditioned with new record and playback heads. Complete set of new drives, the other in good operating condition. Best offer over $900 takes both. Call W. P. Roberts, Gene Baldridge, Chief Engineer, WSIP, Paintsville, Kentucky.

1 General Electric BCIA dual channel con- sole. A real nice piece of equipment. Only $700.00. Contact Radio Station WTRN, Tyrone, Penna. Direct 5260E. This creeker just removed from service.

Test equipment. Excellent condition—used once. Simpson sweep marker generator #748, Precise laboratory oscilloscope RS-600A & VTM #606, $300. Box 12, Flint, Michigan.

Cerecorder 622K tape recorder, used 35 hrs. —no ties. Bought to use in college, used 5 hrs. First two $250 takes both. William Blum, 552 Harrison, Jacksonville, Fla.

Three complete RCA TP55B Iconoscope pro- jectors. Seven complete RCA, TX20 Icono- scope camera cans. Will sell all or part. Best offer. CBS Television Network, Purchasing Department. Television City, Holly- wood, California.

Anything in broadcasting sold or bought. Electro-Find, 406 Columbus Ave., N.Y.C.

Thermometer, remote, electrical: enables announcer to read the correct outside tem- perature from mike position. 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 811, San Diego 6, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iurbide St. Laredo, Texas.

TV video monitors. Metal cabinets, rack, pop-up remote. KIM- bach, starting at $199.95, 50 different models, $8 thru $144. Miratel, Inc., 51 S. S.E. & Ridge, New Brighton, St. Paul 14, Minnesota.

Parabolic antennas—6 foot, spun aluminum. Andrews No. 2006, complete with pipe mounting, Deicer and cover, used at discount prices. Write for descriptive literature. Sierra Wire Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.
FOR SALE

Equipment—(Cont’d)

Field intensity meter RCA type 308-B. Complete with loop and vibrator supply. Best offer. Reply to Technical Director, Storz Broadcasting Company, Omaha, Nebraska.

Complete remote television unit consisting of: Three DuMont I.O. field chains #259, #260, #261 with all accessory equipment. RCA television system, TRB-1B transmitter and TRB-1B receiver with all accessory equipment and cables for immediate operation. 2 DuMont field sync generators. 2 DuMont LV supplies and dist. amps. 2 DuMont pre-selector moni. 1 Ford remote bus. 40 used I.O. tubes. All equipment rebuilt December. Lowest offer on all or part.

Call or write C. H. Johnson, 36 weeks. Pathfinder, Box 5603 Inwood Road, Dallas 33, Texas.

Opaque projection equipment to be used with RCA multiplexer. Write: Dave Givanev, WTAP-TV, Parkersburg, West Virginia.

WANTED TO BUY

Equipment

Wanted: one recording amplifier from GPL kind, a mixer, and an Altec limiter. Box 685D, BROADCASTING.

Opaque projection equipment to be used with RCA multiplexer. Write: Dave Givanev, WTAP-TV, Parkersburg, West Virginia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3129 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 5603 Inwood Road, Dallas 33, Texas.

Since 1948, the original course for FCC 1st phone license, 9 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 16, June 21. For information, references and reservations write William B. Ogden, Radio Operational Engineering Schools, 1525 West Olive Avenue, Burbank, California.

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


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


Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, III.

MISCELLANEOUS

Attention—Program Directors. Immediate sales for your station through our program. Low cost—high profit. Box 558D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 562, Huntsville, Alabama.

MISCELLANEOUS

Comedy for deejays—"Deejay Manual," a complete gagfile containing bits, adlib, gimmicks, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 38, N.Y.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted: commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Box 461D, BROADCASTING

PROGAM DIRECTOR

WANTED

For top station in one of the top ten markets. Must have independent station programming experience and a desire to grow with fast moving radio group.

Box 619D, BROADCASTING

Announcers

MORNING MAN

We are looking for a personality to go with a modern adult format. We prefer the humorous ad lib approach. Midwest metro market. $7500. per year to start. Send tape, resume.

Box 623D, BROADCASTING

TELEVISON

Help Wanted—Technical

SALES ENGINEER

MID-WEST

Major mid-west broadcasting equipment manufacturer has openings for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career. Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an exciting future with a growing company. Send complete resume with photo, if available to:

Box 499D, BROADCASTING

FIELD ENGINEERS

Leading manufacturer of closed circuit television systems needs qualified field engineers to provide installation and maintenance on professional and industrial TV systems throughout the country.

Applications should be thoroughly experienced in over-all TV station installation and maintenance. Two years accredited technical school training and three years experience required.

EXCELLENT OPPORTUNITY FOR TECHNICAL AND PROFESSIONAL ADVANCEMENT.

Send resume to:

J. W. Lewis
Dage Television Division
THOMPSON RAMO WOOLRIDGE INC.
Michigan City, Indiana

BROADCASTING, January 16,
TELEVISION

Situations Wanted

Production-Programming, Others

Experienced in All Phases of Radio and TV
DIRECTOR & PRODUCER
College Graduate FCC 1st Class License
NEW YORK EXPERIENCE
Box 5700, BROADCASTING

NEWS DIRECTOR

Veteran of 20 years experience in Radio and TV—with commercial TV Network background—interested in building outstanding News Department in medium sized market. This nationally known personality will lend capable direction and prestige to your news operation. Present employer will recommend highly.

Box 584D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL
In middle Atlantic major market. Doing tremendous business. Great opportunity for owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

Automatic Dehydrators
Brand New, with spare parts kit
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236—40th Avenue
Sacramento 20, California

MULTIPLEX with MOSELEY
Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SC-2 Subcarrier Generator. Fits transmitters having no inputs. Low cost, easy installing AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES
P.O. Box 3192
Santa Barbara, Calif.

Wanted to Buy

WANTED: Lease with option to buy 250 to 1000 watt radio station by responsible experienced manager and former station owner with high regard for accomplishment.

Box 583D, BROADCASTING

Employment Service

are you JOB HUNTING? Let ARTE help!
ARTE lists positions currently available from all 50 states. Radio & TV announcers, engineers, sales, copy, management, etc. Single issue $2.50; 1-year subscription $6.
American Radio & TELEVISION Exchange
Post Office Box 1500
Orlando, Florida

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now
WALKER EMPLOYMENT SERVICE
BROADCAST DIVISION
83 So. 7th St.
Minneapolis 2, Minn.
Fédéral 9-0961

STATIONS — FOR SALE

North Florida half million market.
Kilowatt-daytimer 95M.
Responsible replies only—No brokers.

Box 556D, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1716 Wisconsin Ave., N.W.
Washington 7, D.C.

GUNZENDORFER

CALIFORNIA. 100 kw. fulltime medium market. Price $230,000. Absentee ownership.

PACIFIC NORTHWEST. Two station market. 250 watt station asking $95,000. Terms.

ARIZONA. 250 kw. fulltimer $8000 down. Total price $65,000. F.M. STATION. California $65,000. Texas $75,000. Arizona $45,000.

WILL GUNZENDORFER AND ASSOCIATES
8530 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers. Financial Consultants

STATIONS FOR SALE

CALIFORNIA. Fully automatic full time operation. Trade area of 20,000. Deal can be set up to net owner $1,000 a month on current collections. $6,000 down.

SOUTHWEST. Full time. Top station in growing market. Doing $200,000 per year. Includes valuable real estate and new building. $100,000 down.

JACK L. STOLL & ASSOCIATES
Suite 600-501
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

MISCELLANEOUS

BROADCAST PRINTING
New Approved STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
$1.00—$6.95, 2.00—$11.00, 5.00—$24.00. Check with order. Delivery within 3 days.
Send copy for your imprint.
FREEBURN PRESS, INC.
Hudson Falls, N.Y.

ATTENTION DJ'S & PD'S

New you can have the same material that makes the Storz, McLendon, and Plough jocks sound "clever" and "sharp." Money back if not happy. All material written by professional format men for professional format men.

Package #1 (100 one-line fillers) = $1.00
Package #2 (50 swinging breaks) = $1.00
Package #3 (50 holiday breaks) = $1.00
All three packages = $2.50

Masterminds, Inc.
10281 Albany
Detroit 17, Michigan
This is not a “do-it-yourself” kit!

Think back to the last time when you felt somewhat less chipper than usual. Chances are someone, wholly unqualified, but with the best of intentions, told you what to do or what to take for your “run-down condition” or “nervous state” or recurring aches and pains.

Such advice makes it appear that the practice of medicine can be a sort of “do-it-yourself” activity. Actually, self-diagnosis and self-treatment can be extremely risky.

Medicines, except for the usual household remedies, are safe only when prescribed by your family physician who knows their properties.

For instance, even a “mild” cathartic, if taken for what seems to be a stomach-ache—but which is actually an unsuspected attack of appendicitis—may cause serious complications.

One of the most wasteful and possibly dangerous forms of self-medication is the use of over-the-counter reducing remedies—“medicated” pills, capsules, wafers and chewing gum.

Although such products are often “guaranteed” to reduce weight quickly and easily, don’t be taken in by the glowing promises. Leave it to your physician to decide if you need any medication.

And never take left-over medicines prescribed for a previous illness. Even if your present symptoms seem the same, you may have an entirely different ailment requiring an entirely different medicine.

When it comes to drugs or diagnosis or treatment, do the safe and sensible thing—rely on no one but your physician.
Our Respects to Joseph Carr Drilling, exec. vp-gen. mgr., KJEO (TV) Fresno

It was love at first sight in Fresno

Electron of Joe Drilling as 1961 president of the California Broadcasters Assn. after four years on the CBA board "was the best thing that could have happened to CBA," a fellow officer enthusiastically declared. "Joe's a tremendously capable man with a lot of drive and imagination and his ideas as to what CBA should be and do this year are the greatest."

Similar affectionately admiring sentiments were heaped on Joe by those who have served with him on the board of governors of the ABC-TV Affiliates Assn. or the NAB television board. "He's a good broadcaster and a great guy," one of them summed it up. Asked why Joe is so popular with his fellow broadcasters, he thought a minute before answering, "I guess it's because he's a reliable worker on any industry project and can have great fun to relax with after hours."

Fresno's His Town • Yet, despite his coast-to-coast popularity, Joe Drilling has spent his entire broadcasting career in California's San Joaquin Valley, never more than 100 miles from Fresno, where he got his start as an announcer at KARM and where he is now executive vice president and general manager of KJEO (TV). Here he lives with his family and here, if a fine new home he has just built is any indication, he intends to stay.

Another good indication of Joe's feeling for Fresno is his consistent rejection of offers of top management posts in larger markets. But perhaps the best sign of affection for his home town is his active participation (and with Joe "active" is no idle word) in the city's civic, social and religious life. He has been a member of both Kiwanis and Rotary, a board member of the Catholic Welfare Bureau, and a member of the University-Sequoia Sunnyside Club, the Fig Garden Golf & Country Club and the San Joaquin Country Club.

A psychologist might attribute Joe's romance with Fresno to the fact that it is not his native city, but a place he first came to during his college days, when he was just the right age to fall in love. Joe is not even a native son of California, but moved from Iowa, which to many residents of the Golden State makes him the best kind of Californian there is.

Broadcasting's His Business • Joseph Carr Drilling was born June 8, 1922, in Bancroft, Iowa. He spent his boyhood there until 1936, when his pharmacist father moved his family (Joe, his three brothers and one sister) to Tulare, Calif. After Tulare High School (class of '39), Joe went to Fresno State College, where he played baseball (a family attribute; his two younger brothers are both professional ball players) and was elected president of the sophomore class. It was there that Joe got his start in broadcasting.

"I'd been doing a college radio show," he recalled, "and was heard by Jaime del Valle, who hired me as an announcer at KARM. He's the one who is chiefly responsible for making me want a career in broadcasting."

That was in June 1941. That fall, Joe transferred to Millsaps College at Jackson, Miss., where he received his BA degree in English, but before the school year had ended World War II had begun. In February 1942 Joe entered the Navy as an apprentice seaman. He served in the North Atlantic and European Theatre of Operations as a fire controlman second class. In June 1944 he was commissioned at Plattsburg and assigned to the South Pacific, where he served on patrol boats and as commanding officer of an air-sea rescue unit, participating in two major invasions.

Year of Decision • Joe's year of decision was 1946. In May, just a month before his 24th birthday, Lt. Drilling received his discharge from the Navy and went back to Tulare and into the lumber business. That was a mistake and was soon recognized as such. Before summer Joe was back in radio as an announcer at KCOK Tulare. Now he was back where he belonged. By August he had been promoted to program director of KCOK and in November he left that station to move to Visalia, Calif., as general manager of KKin. During that summer, Joe met Barbara Joyce Ames of Tulare. The following January she became Mrs. Joe Drilling and subsequently the mother of the four Drilling children: Denise, 12; Richard, 10; Donald, 8, and Debra, 6.

In July 1948 KKin was sold and Joe left Visalia to go back to his college town of Fresno to do special events and sports broadcasts for KMJ. "I served as news editor and sports editor and, best of all, I got a chance to go to Helsinki, Finland, the summer of 1952 to cover the Olympic games for the McClatchy Bee-line Network." (KMJ is a McClatchy station.)

Into Television • When KMJ-TV began broadcasting in June 1953, Joe was transferred to the tv station as production manager. But he had met J. E. O'Neill, who was interested in getting into television if Joe would go in with him, and in October 1953 "the old farmer and the kid," as their competitors called them, put KJEO (TV) on the air. At the start Joe was general manager; today he is general manager and executive vice president and a minority stockholder of KJEO.

Both KMJ-TV and KJEO are uhf stations, KMJ-TV operating on ch. 24 and KJEO on ch. 47. In 1956 a third tv station came to Fresno, KFRE-TV, a vhf station on ch. 12. A year ago, KFRE-TV and its am and fm affiliates were sold to Triangle Publications, which did not oppose the FCC move to make Fresno an all uhf market. Paul R. Bartlett, president and majority stockholder of the KFRE stations before the sale to Triangle, did oppose it, however, as did various Fresno city and county school district officials. So Joe Drilling added the role of lobbyist to his other activities, speaking before any interested group to explain that the effect of the change would be beneficial, not harmful, to Fresno and its tv viewing citizens.

A Helping Hand • Joe's hobbies are sports, both as participant and spectator. Golf has taken the place of baseball as his major sporting activity; he has an eight handicap and tries to play at least once a week.

"I like helping young men and women get started in broadcasting, the way Jaime del Valle helped me," Mr. Drilling said. "Without his guidance, today I might be in the lumber business."

He dislikes people with short tempers or a lack of understanding. And he dislikes puns on his name, although he feels fortunate that as a broadcasting executive he doesn't come in for the barrage of them received by his older brother, Tom, who is a dentist.
THE suggestion that broadcast advertising rates ought to vary with the size of the delivered audience is almost as old as broadcasting itself. In slightly new guise the suggestion is being discussed again with some seriousness.

The revival of discussion was started by Fairfax Cone, who suggested that lower rates would attract more advertisers to information shows at night and thus stimulate that kind of programming. As described elsewhere in this issue, Mr. Cone suggested that the lowering of price could be achieved by either of two means: setting rates according to circulation or establishing package deals which, over a contract period, would include some information shows and some mass audience programs.

Mr. Cone’s objectives are commendable. No one would argue against an increase in high-quality serious programs in prime hours. But we have misgivings about the means he suggests to reach the objectives. We are especially disturbed by the first of his two proposals.

It would make no more sense for television to base its rates precisely on the size of the audience delivered to individual programs than for newspapers and magazines to vary their rates with the number of readers known to have read each ad or for outdoor advertising companies to set a new price per billboard each day or hour or minute measured by the number of pedestrians or vehicle passengers who not only passed the board but read its message.

If media were priced that way, there would not be enough accountants in the country to make out and double-check the media’s statements of charges. And the pricing would be much less realistic than it is today. Nose-counting is only one, and perhaps among the least important, of all the measurements of advertising effectiveness.

The kinds of people who constitute an audience can be as important to an advertiser as the number of people in it. This principle is widely recognized, and it explains why the New Yorker magazine sells more advertising pages at higher rates per unit of circulation than most other magazines with circulations many times the size of the New Yorker’s.

We find it difficult to understand why the same advertiser who has bought magazine campaigns in the New Yorker, Life and the Saturday Evening Post is troubled by the thought that there may be differences in the size of audiences that tune to Harvest of Shame and to The Untouchables.

Minow has a whale of a job

THE Kennedy youth movement was never more apparent than in his surprising selection of the new chairman of the FCC. Newton N. Minow, who will be 35 tomorrow (Jan. 17) is described by one who knows him as a brilliant lawyer, an independent thinker and a fighter who doesn’t possess “a single bad instinct.”

He will need all these qualities in taking on what is widely regarded as one of the roughest assignments in Washington’s sprawling bureaucracy. Justified or not, the FCC is associated with everything wrong in federal regulation. It has been pilloried by the press and by Congress. The Landis Report, as the Kennedy administration’s opening salvo, did nothing to help the prestige of the maligned FCC.

The Landis Report accused the FCC of numerous shortcomings. Dean Landis, whatever Congress may do, will sit in judgment over the FCC and the other agencies as assistant to the President. He will be at the very least, the “overseer” of regulatory agencies and, in the extreme, their “czar.”

Mr. Minow does not expect to assume his new post until March to enable him to wind up his Chicago law practice. He probably will be confronted with something more than a cursory examination by the Senate Commerce Committee, which must consider his confirmation. That is so because of the already apparent dispute over who shall control the regulatory agencies.

On that score, we think neither Congress nor the White House should attempt to exercise the kind of control implicit in either the Landis Report or in the House Legislative Oversight Committee Report (Broadcasting, Jan. 9) proposing a permanent oversight unit to ride herd continuously over these agencies. Both projects invite conflicts and encourage the very kind of political mischief that both reports deplore.

It is the task of Congress to write the laws. If Congress isn’t satisfied with the existing statutes, it has the power to rewrite them and, if it chooses, reorganize the commissions through ripper legislation.

It is the function of the President to select the policy level members of these commissions. In nominating Mr. Minow as the new chairman, Mr. Kennedy has selected a man, who despite his youth and lack of experience in communications, appears to have the qualifications of zeal, vigor and unusual intelligence.

Mr. Minow’s partnership in the law firm headed by Adlai Stevenson, who becomes ambassador to the United Nations, is causing consternation among conservatives. His firm’s representation of former Sen. William Benton’s Encyclopaedia Britannica Films evokes concern in these same quarters. The concepts of these distinguished gentlemen in regard to broadcast service depart radically from the philosophies of practical broadcasters.

Does Mr. Minow harbor their views? We are persuaded by those intimate with Mr. Minow that he has no extreme views and isn’t easily swayed. This is an appropriate area of inquiry by the Senate Commerce Committee.

Come in, Jim, the water’s hot

NOW that the news is official we welcome Jim Hagerty to broadcasting. With him at the head of the ABC news operation the output of information on television and radio will be enriched.

As everyone in journalism knows, Mr. Hagerty has already performed a measurable service to broadcasting. It was he who opened Presidential news conferences to tape and film. That pioneering is made no less significant by the decision of the successor of Mr. Hagerty’s boss to conduct his news conferences on live mikes and cameras.
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*Source: Television Magazine, 1960 Data Book
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