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BIG AGGIE PICKS UP ALL FIVE

Over 16,000 bowlers from these five states plus Wyoming will participate in WNAX-570's twelfth annual bowling tournament. It's the biggest regional bowling tournament sponsored by any radio station. This year's prizes will be an estimated $40,000.

The entrants from these six states indicate WNAX-570's wide coverage area—an area in which there are 2¼-million people spending 3-billion dollars each year. And 80% of these people listen to WNAX-570 three to seven times a week. Big Aggie delivers the listeners Iowa, Minnesota, Nebraska and North and South Dakota.

Bowling or broadcasting—WNAX-570 has the promotional know-how and the coverage to produce results.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

Represented by Katz
IS WHAT THE MICHIGAN MARKET
IS REALLY LIKE!!
LANSING AND MID-MICHIGAN

No. 1 OUTSIDE DETROIT!

WILX-TV COVERAGE
LOW COST PER THOUSAND

With annual retail sales of $1,224,302,000, the Lansing-Mid-Michigan Market is second only to Detroit in the Wolverine State! WILX-TV covers this important market. No other single station offers city grade coverage of Mid-Michigan's "Golden Triangle" cities — Lansing, Jackson and Battle Creek.

WILX-TV delivers the Lansing-Mid-Michigan Market at lowest cost per thousand TV Homes.

REPRESENTED BY
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV FACTS
- STUDIOS IN
  LANSING
  JACKSON
- FULL TIME N B C
- TOWER HT. 1008'
- POWER
  316,000 WATTS
- BATTLE CREEK

THE GOLDEN TRIANGLE STATION

Associated with WILS/Lansing/WPON-Pontiac

BROADCASTING, February 13, 1961
I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Show. It is with such assistance as yours that we are able to proudly carry our slogan, "Friend of the Bay!".

Reading Optimist Club

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmsted Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

Please accept our sincere personal thanks for your station's television coverage of the 50th Anniversary ceremonies.

State Hospital for Crippled Children, Elizabeth town

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

My sincere thanks for your public-spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our "Is It Taxable?" series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

The thanks of all those involved at Franklin and Marshall for your cooperation in showing "Education is Everybody's Business". I hope we did some good for the fund raisers in the Channel 8 area.

Franklin and Marshall College

This is to thank you for cooperating with the Pennsylvania State Police by withholding broadcast of information of bombing threats in the Central Pennsylvania area. .. the persons making these threats are pleased, even inspired, by the notoriety accorded them, even anonymously.

Pennsylvania State Police

Please accept my sincere thanks and congratulations for having made the facilities of station WGAL-TV available for our hour-long presentation of the need for widespread public support of the struggle to end the exploitation of our fellow human beings making up the migrant labor force.

AFL-CIO

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Materiel Area, USAF

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

a record attendance of 1,221. Much of the credit in attracting this number of Rotarians and Rotary Anns is due to your television broadcast.

District 739, Rotary International

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, "The School Story". Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

Lancaster, Pa. - NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco
Haven with Hagerty

Upheaval in CBS News occasioned by reorganization of top echelon may bring unexpected windfall to ABC and its new vice president in charge of news, Jim Hagerty. It's understood number of top-flight CBS news people (as well as several from NBC) have made contacts with Mr. Hagerty and it's likely that well-known names will be popping up on ABC's channels before long.

Also abetting switch of news personalities to ABC is that network's new agreement with NABET which paves way for organization-wide retirement and welfare fund benefits heretofore not accorded either ABC or Paramount Theatres employees.

Anybody hurt?

It's still too early to tell whether any scars have been left by Madison Avenue's biggest TV power play in recent history. This was move by rival networks to lure General Foods' array of shows away from CBS-TV. General Foods feels it's emerged victor, while CBS-TV apparently can lay claim to having salvaged as much as $25 million in potential billing. NBC-TV and ABC-TV, according to those who know, came in with "good" offers but attraction was not enough (story page 38). Advertiser feels it benefitted because it reportedly walked away with favorable concessions in time periods for its next season's shows. Among pivotal programs were these GF-owned properties: new Freshman (Four Star), Danny Thomas, Andy Griffith and Hennesey (which is currently in doubt for next season).

Censorship appeal

Supreme Court grants petition hearing of motion picture censorship (wherein highest court is in favor of prior approval of Chicago Review Board) NAB will seek permission to file brief amicus curiae (as friend of court). NAB President LeRoy Collins authorized step and so informed NAB board of directors last Friday at Palm Springs and also motion picture group.

Multi-million shopper

Word is that Aluminum Co. of America is seeking 9-10 p.m. Tuesday time slot on NBC-TV, for which Tele Assn. of New York, is promoting action-adventure show. Cost to Alcoa would be $6.5 million, half-million less than sponsor was willing to spend for ABC-TV's The Corrup-

ters before that deal fell through. Advertiser also is shopping CBS-TV's The Defenders, 10-11 p.m. Tuesdays. Alcoa, which prefers NBC-TV's show, switches from last season's half-hour weekly format to hour-long two-thirds sponsorship, while increasing TV budget $1.5 million (CLOSED CIRCUIT, Jan. 16).

Help wanted

No. 2 job at Assn. of Maximum Service Telecasters will be open April 1. On that date Arch L. Madsen, AMST's assistant executive director, will leave to take over important station management job not yet identified. Mr. Madsen joined Washington-based association in 1959 under Lester Lindow, executive director, after serving with WLS Chicago, Radio Advertising Bureau and KOVO Provo, Utah.

Hemisphere session

Inter-American Assn. of Broadcasters will hold meeting in conjunction with NAB convention in Washington, May 7-10, in light of Latin American situation stemming from Castro's seizure of private broadcast operations in Cuba as well as repercussions elsewhere. Spearheading move for joint session in interest of freedom of broadcast media in hemisphere were Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, Ohio, IAAB delegate from NAB, and Jose Ramon Quinones, owner of WAPA San Juan, Puerto Rican delegate.

Another day for 'Rain'

Despite assurances from network officials, NBC-TV's plans for TV production of "Rain" are now extremely tenuous due to Marilyn Monroe's mysterious illness. Actress was to star in TV play which is scheduled for video taping next month and network presentation in early fall. Rehearsals for show have already been postponed and there is considerable doubt that Miss Monroe, now patient in New York hospital and described as "very sick girl" by close associate, will be able to resume working without first taking prolonged rest.

Ruder to Commerce

Look for early announcement of appointment of William Ruder, board chairman of Ruder & Finn Inc., New York, as special assistant to Secretary of Commerce for public affairs. Mr. Ruder is taking leave of absence from his public relations firm, which specializes in industrial accounts but is active in radio-TV promotion, to take on Washington assignment.

Minow's mentors

Daily press made much of discovery that FCC Chairman-designate Newton Minow had "suggested" answers to expected questions written out in advance of his Senate Commerce Committee confirmation hearing last week. In accepted and common practice, Mr. Minow was briefed by future aides night before.

Name of presidential assistant James M. Landis did not come up during Minow quizzing nor were controversial Landis recommendations mentioned—although Mr. Minow was prepared and expected to answer such questions. Working with Mr. Minow on hearing were Henry Geller of Justice Dept., former FCC attorney who will return to commission, ABC attorney Ted Meyers and Joel Rosenbloom of FCC general counsel's office.

Walker's departure

There was much talk at NAB board session last week over resignation of engineering manager, A. Prose Walker (BROADCASTING, Feb 6). Although he had not explained reason for resignation of his $21,000 job, word made rounds that he was chagrined over failure to achieve vice presidency when two such appointments were made by Policy Committee in other NAB departments. No indication yet as to successor since he does not leave NAB until after May convention in Washington.

Still in business

XEAK Tijuana, Mexico, programmed in English and maintaining sales headquarters in San Diego, Calif., late last week was busy denying reports that it had instituted bankruptcy proceedings. Fact is, said Bob Harman, commercial manager, that California Broadcasters Inc., operator of XEAK, is being dissolved and new corporation formed to allow expansion into other fields, not permissible under CBI corporate papers. Helen Maria Alvarez, one-time partner of Jack Wrather in KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, holds majority interest in CBI.
New York is giant in size and sales. It is not easily sold! WPIX-11, New York's Prestige Independent, delivers the "right tool at the right time" — minute commercials in prime evening hours in a network atmosphere of fine programming, advertisers and audiences. Programs like Air Power, M-Squad, Bold Journey, San Francisco Beat, The Honeymooners. Advertisers (98% of WPIX advertisers are national) like General Foods, General Motors, P&G, Coca-Cola, R. J. Reynolds. A. C. Neilsen has proved there is "no significant difference" between WPIX's Audience and the leading network station in terms of income level, age, occupation, etc. WPIX-11 is a giant-beating opportunity in New York television.

where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT
WEEK IN BRIEF

The “company spokesman” type of tv salesman is on the way out, or at least down, according to a special study for BROADCASTING by Scherwin Research Corp. Increased use of animation is revealed in analysis. See lead story...

DEATH OF TV SALESMAN? ... 27

NAB’s board, keenly aware of Washington pressures in the field of business ethics, tightened the radio and tv codes at the annual winter meeting last week. Justin Miller named for Distinguished Service Award. Budget of $1.5 million (including code boards) voted. See...

NAB ADDS TEETH TO CODES ... 60

It’s goodbye to block-booking in the tv feature film syndication business. Final judgment issued by federal court follows finding of tie-in sales. See...

END OF BLOCK BOOKING ... 70

Pepsi-Cola, major soft-drink advertiser, is overhauling its extensive advertising schedule. Most dramatic change will be re-entry into television, including an hour-long variety show. Local broadcasting will be expanded. See...

PEPSI’S RADIO-TV SPLASH ... 32

CBS-TV, having heard some pointed criticism of its plan to peddle hard-to-sell late-morning programs, went ahead with it, setting Feb. 13 as the starting day. Lever and Lipton first to sign. See...

CBS-TV PLAN SHOVES OFF ... 36

One of radio’s most controversial problems—heavily commercial participation or multi-sponsor programs, was hit hard on by the NAB Radio Board. Maximum limit of any single hour set at 18 minutes. See...

NEW RADIO CODE LIMITS ... 64

That famed inquisitor, the Senate committee, proved to be a friendly neighbor to Newton N. Minow, nominated to be FCC chairman, as commerce group was favorably impressed by broadcast views of the young Chicago lawyer. See...

MINOW PLEDGES FIRM HAND ... 44

When it comes to monopoly, Paul Rand Dixon knows his way around after long experience with Senate anti-trust probes. Now he’s the nominee for chairmanship at the collusion-minded Federal Trade Commission. See...

MONOPOLISTS—LOOK OUT ... 45

A top agency executive, Leo Burnett, has a theory the public puts about as much faith in attacks against advertising as it does in exaggerated product claims. See...

BEWARE DEADLY ENNUI ... 30

The outgoing chairman of the FCC, Frederick W. Ford, is getting sensitive about all the brickbats hurled at this agency. Last week he snapped back, apparently at James M. Landis, the President’s regulatory advisor. See...

FORD REPLIES TO CRITICS ... 54

That persistent rock looker-under, Rep. Moss, is still busy digging up the news-concealing activities of government bureaucrats and others who censor information. See...

MOSS—NO STONE UNTURNED ... 50

Broadcasters will have a chance to get better acquainted with their government during the next NAB convention, to be held in Washington May 7-10. Reception for legislators and federal officials will be a top feature. See...

NAB’S GOVERNMENT RECEPTION ... 65

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1755 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
QUALITY TELEVISION* SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE SILVERSMITH'S CRAFT IS REPRESENTED BY THIS RE-CREATION OF ORNAMENTED, LATE NINETEENTH CENTURY VINTAGE PUNCH SET, MANUFACTURED BY THE INTERNATIONAL SILVER COMPANY OF MERIDEN, CONNECTICUT.

IN RICH, RICH SOUTHERN NEW ENGLAND. QUALITY IN TELEVISION IS THE HALLMARK.

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

WTIC-O TV3
*ASK YOUR HARRINGTON, RIGHTER &
COLLINS DEMANDS NAB OVERHAUL
Says NAB must replace networks as industry spokesman

LeRoy Collins made his bid for undisputed leadership of broadcasting Friday, calling for "positive program" to pull industry out of "serious trouble."

At closing session of NAB board in Palm Springs, Calif. (early stories start, page 60), Gov. Collins advocated plan that would make NAB, not networks, official spokesman for all broadcasting.

And if TV programming isn't improved, he warned, "we're whipped before we start."

Deploring "defensive battle" waged by broadcasters, he voiced shock over powerful role program rating services take in influencing programs. Having no "checkrein or oversee status" over ratings, he said, broadcast has lost "an outsider become master of its house and doesn't even check his health card."

Second Fiddle = Though praising network's Washington stature, he lamented, "When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are." He doesn't quarrel with them about this, he said, but feels it's up to NAB to build acceptance on its own merits.

Bartell switch

Switch on usual move of publishers into TV-radio seemed on way Friday as Bartell Broadcasting Corp. neared completion of negotiations to buy control of 62-year-old Macfadden Publications Inc. (True Story, other magazines).

Bartell and other interests would pay $7.5 million for 30% of Macfadden, whose earnings last year were reported off from previous year's income ($739,015, or $1.65 per share, on $18,125,913 sales). Ownership passed into hands of Irving S. Manheimer and associates in 1950.

Stock on American Stock Exchange closed at 10½ on Friday.

Bartell Broadcasting owns WOKY Milwaukee, KCBQ San Diego, KYA San Francisco, and WADQ New York. Its broadcast holdings also include three TV stations—two in Netherlands West Indies and one in Haiti. President is Gerald A. Bartell.

Forty-member board gave Gov. Collins standing ovation and formal vote of endorsement. Network directors, except MBS President Robert Hurleigh, weren't happy with proposal NAB rather than networks should speak for all broadcasters and opposed release of speech for publication. Mr. Hurleigh thought it would be helpful as deterrent to Congress and FCC.

One network director said speech provided check-list for industry enemies; another thought it would have adverse economic effect; third openly dissented but agreed with "positive program" theory.

Independent directors generally felt speech was historic, pledging support. Some wondered if he had covered too much ground in view of his limited industry experience.

In Trouble = Gov. Collins opened by saying he felt broadcasting "is in serious trouble" and "its public favor dangerously low." He cited wide criticism from public, organizations and government. Number of plans for government intervention in areas always considered "holy ground for private enterprise" were mentioned.

He praised radio and TV codes but said they are mainly "a defensive battle," and doubted value of claiming there is no major tie between crime-violence programs, and juvenile delinquency, when large part of public feels there is connection.

Government will respond to pressures if broadcasters don't make needed improvement, he said, adding, "Of one thing we can be sure. Freedom, in some measure, will be lost in the process."

Gov. Collins advocated NAB program to meet "overriding needs"—better relations with federal government, with public and with broadcasting profession itself.

He said it's "wrong" that networks are primary contact when big matters develop affecting broadcasting, claiming networks should not "outrank" NAB.

New look at industry public relations was urged, including Television Information Office, networks and individual stations. Broadcasting needs "a better unified voice which can be and will be heard," he said, and expressed surprise there's no unified effort to use radio and TV in that direction.

NAB isn't strong enough now to carry out its mission, he said. "Its efforts are fragmented and proliferated. Too much of the work of its staff is directed to minor matters." He said broad-gauge problems should be attacked, called NAB board-committee structure cumbersome and promised to offer plan for reorganization at June board meeting asking budget fund to hire outside consulting aid.

In discussing programming, NAB president said radio and TV codes "are the beginnings of a program of self-improvement. I believe, however, that we must become more involved more effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent as well as the nature of advertising and the machinery for assuring self-discipline in all these areas. If we do not do these things they will be done for us—and to us. And down that road not only broadcasting but the American public will be the loser."

Gov. Collins said NAB "should not be regarded as another trade association. Broadcasting is a major factor in the whole of American life, and it is this stature which NAB must reflect in the nation's capital."

His call for single broadcasting voice was stated this way: "Surprisingly no unified, industrywide effort now is being made to use the medium of broadcasting to reach the very people upon whom broadcasting is most dependent—the broadcast audience. Radio has made a beginning in this direction through its 'Build Radio With Radio' campaign, a project of NAB designed to use the medium to acquaint its audiences with radio's service and benefits."

McCollough heads NAB joint boards

Clair R. McCollough, president, Steimnan Stations, Lancaster, Pa., was elected chairman of joint boards of NAB to serve until June 1962 at meeting last Friday in Palm Springs, Calif.

At request of President Collins, advisory committee was designated, comprising Mr. McCollough, as chairman, with Thomas C. Bostic, KIMA Yakima, Wash., chairman of Radio Board, and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., chairman of Television Board, as regular members. If additional members are needed from time to time for special projects, vice chairmen of boards or other members having particular expertise will be designated.

Mr. McCollough had served as chairman of three-man policy committee
Paul Rand Dixon, chief counsel and staff director of Senate Antitrust and Monopoly Subcommittee, nominated for chairmanship of Federal Trade Commission. Other nominations: Philip Elman, assistant to Solicitor General of U.S., as FTC commissioner; Everett MacIntyre, chief counsel of House Small Business Committee, to next FTC vacancy. (See details on page 45.)

Kevin O'Sullivan, sales manager of New York sales division, Independent Television Corp., New York, appointed general sales manager, N. Y. and network sales for firm. Mr. O'Sullivan was previously regional manager N.Y. sales and also worked as account executive with TPA, predecessor company of ITC. In other moves, Jack Meadow, member of NBC-TV film sales, appointed roving account executive for syndicated sales division of ITC, and Jack Rhodes, appointed central division district manager for syndicated sales.

For other personnel changes of the week see FATES & FORTUNES

WEEK'S HEADLINERS

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For other personnel changes of the week see FATES & FORTUNES

WEEK'S HEADLINERS

RCA’s $100 million notes sale

RCA has arranged for private sale of $100 million of promissory notes (5% interest) to institutional investors due May 1, 1986. Proceeds from transaction—handled by Lehman Bros. and Lazard Freres & Co. investment banking houses—are to provide RCA with funds to meet expanding financial needs (mainly for expansion of RCA in electronic data processing).

FCC switches change uhf tv in Harrisburg

In what was described as move to put uhf tv in Harrisburg, Pa., “on a more competitive basis” and locate stations closer together on dial for convenience of public, FCC Friday (Feb. 10) announced several allocations changes in Harrisburg.

Commission added chs. 21 and 33 to Harrisburg and deleted chs. 55 and 71 from that city. Related changes in uhf allocations were made in several Pennsylvania, New Jersey, Delaware and Maryland cities.

At same time, FCC made following channel assignments to stations: WHP-TV Harrisburg to ch. 21 instead of ch. 55; WDTV (TV) Harrisburg to ch. 33 in lieu of ch. 71; ch. 18 WTLF (TV) Baltimore to ch. 24; ch. 36 WRAK-TV Williamsport, Pa., to ch. 26.

WHP-TV is only station involved on air at present time. Also operating in Harrisburg is ch. 27 WTPA (TV).

WCRR turns in license after ‘substantial loss’

Because of continued operation at “substantial loss,” WCRR Corning, Miss., Friday (Feb. 10) returned license to FCC and asked deletion of call letters. Going on air in 1956 as second station in two-station market, WCRR has changed hands four times with losses under each owner.

Present owner, Rebel Radio Inc., acquired outlet in spring 1960 and told FCC venture has been “costly and unfortunate one.” Rebel said it would be unfair to public to sell station “under even the modest terms.”

Another TelePrompTer catv

Acquisition of catv system in Elmira, N. Y., was announced Friday by TelePrompTer Corp. Consideration, involving exchange of TelePrompTer stock, is understood to be more than $400,000. Elmira catv system, sixth cable facility in TelePrompTer stable, has 2,500 subscribers.
"REALLY, Mr. Nielsen . . ."

9 of the TOP 10
15 of the TOP 20
31 of the TOP 50

The latest Nielsen Television Survey for Salt Lake-Ogden-Provo shows . . .

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AND LOOK AT KCPX NEWS!
10 p.m. Local News Monday-
Friday Average:
KCPX-4 27.0
Channel A 9.7
Channel B 11.1

SALT LAKE CITY 11, UTAH
National Representative
KATZ AGENCY, Inc.
A dramatically startling new program offering WHEC listeners a choice of fascinating features behind the news stories of the day... offbeat interviews... research reports... very special music... and ten minutes of CBS News every hour on the hour! Plenty of sponsor appeal in this new concept!

**DATEBOOK**

A calendar of important meetings and events in the field of communications 'Indicates first or revised listing.

- **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 this about. Replies due Feb. 27.
- **Feb. 16**—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.
- **Feb. 22**—Broadcast Board of Governors hearings at Ottawa, Ont.
- **Feb. 23-25**—Sixth annual Conference of Presidents of State Broadcasters Assns. Shoreham Hotel, Washington, D.C.
- **Feb. 23-24**—Western Assn. of Broadcasters, engineering section. Pullitzer Hotel, Calgary, Alta., Canada.
- **Feb. 24-26**—Annual meeting, New England Chapter, American Women in Radio and Television. Somerset Hotel, Boston.
- **Feb. 26**—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latham House, 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).
- **April 6-7**—AFA 1st district convention, Sheraton-Biltmore Hotel, Providence, R. I.
- **April 13-16**—AFA 4th district convention, Dupont Plaza Hotel, Miami.
- **April 21-23**—AFA 9th district convention, Savery Hotel, Des Moines, Iowa.
- **May 27-31**—AFA annual convention, Sheraton Park Hotel, Washington, D.C.
NOW BREAKING
SALES RECORDS!

Top sponsors are hurrying to take advantage of BROKEN ARROW’s home-hitting audience appeal. MILES LABORATORIES are in their home market, Elkhart-South Bend, Indiana, and also in New York City. Others in New York City include AMERICAN CHICLE, OVALTINE and INSTANT GRIP. In Miami, Florida, the largest used car dealer in the Southeast, MUNICIPAL AUTO SALES, INC. have BROKEN ARROW exclusively. Other sponsors in other parts of the country include SHERWIN-WILLIAMS PAINTS, GENERAL ELECTRIC, OKAY FOOD STORES, ARCHWAY COOKIES, U. S. BORAX. Other markets which have snapped up BROKEN ARROW also are taking participating sponsorship. Such markets include Youngstown, Ohio, WXTV-TV; Phoenix, Ariz., KOOL-TV; Springfield, Mo., KYTV; Douglas, Ariz., KCDA-TV; Bellingham, Wash., KVOS-TV; Billings, Mont., KOOK-TV; Idaho Falls, Idaho, KIFI-TV, etc. Michael Ansara and John Lupton star in this 20th Century-Fox produced series. You’ll star in your market if you’re first with BROKEN ARROW—in any time period. Don’t wait. Better wire collect today.

COAST-TO-COAST KEY STATIONS
WPIX New York City
KTTV Los Angeles
KSL-TV Salt Lake City
WRC-TV Washington
KOIN-TV Portland

West Coast East Coast
Middle West South
Everywhere!

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N. Y. 22 • PLaza 5-2100
There's a
different side
to Florida, too...

There's the South Georgia side— inseparable from
Northeast Florida in terms of an effective marketing effort. And there's
the one-sided picture offered to television advertisers: WJXT offers
65 vs 39 county coverage to saturate the entire region... and goes on to
lead with a 2 to 1 margin in share of audience, according to the
latest Neilsen. In the metro market or in the total market, no matter
how you figure it, WJXT consistently shows its brightest side to advertisers.

WJXT
JACKSONVILLE, FLORIDA
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:
WJXT channel 4, Jacksonville, Florida WTOP RADIO Washington, D. C. WTOP-TV channel 9, Washington, D. C.
director of NAB tv code board, New York office.


MARCH

*March 1—San Francisco Advertising Club, luncheon. Speaker: Leonard Goldenson, president American Broadcasting-Paramount Theatres on international broadcasting and its relations to world trade and the American economy.

March 3-4—Vhf converter conference sponsored by DXing Horizons. Hotel Uash, Salt Lake City.


*March 8—Resumption of FCC hearing on radio and tv network broadcasting, with Chief Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 212 N. Spring St., Los Angeles.

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.


Mar-Inst.—Exhibit of Radio Engineers International Convention. Program of 275 papers covering recent developments in field of radio. Professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlights of program will be special symposium on new energy sources, March 21, at Waldorf. March 20-25—Third annual short course for newsmen in imaging and reporting of crime news, sponsored by Northwestern U's schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—Radio & Television Executives Society, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.


March 31—Deadline for entries in American TV Commercials Festival. Entries should be sent to Wallace A. Ross, Festival director, 40 E. 49th St., New York 17.

APRIL

April 1—FCC deadline for applications for construction permits for authority to replace or modify authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn. Gavel Awards competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—Audio Engineering Society, West Coast spring convention. Ambassador Hotel, Los Angeles.


April 6-9—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the Westinghouse Broadcasting Co. Pittsburgh-Hilton Hotel, Pittsburgh, Pa.


April 15—West Virginia AP Broadcasters meeting. Charleston.


April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.


April 21—April 22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southwest) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.


April 25—American Marketing Assn., New York chapter, marketing workshop: Management use of marketing research. advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.


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

MAY

May 1-13—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office. 701 Welch Road, Palo Alto, Calif.

May 3—Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-5—American Public Relations Assn. 17th annual convention. Hotel Sherburne Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

*May 4—American TV Commercials Festival, Hotel Roosevelt, New York City, all day.

May 4-5—Western States Advertising Assn., semiannual convention. Shelter Island Inn, San Diego, Calif.

May 4-9—American Women in Radio & Television, national convention. Stalter Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto Canada.
Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

"Day-by-day, our programming follows the same principle as our coverage of Donna: How can we be most useful to the area we serve? Fortunately, program-decisions rarely have hurricane-pressure behind them. Our aim is never for mere numbers, but for balanced programming, always helpful and entertaining. We feel adherence to such standards is in the best interest of our viewers, and of the advertisers whose messages we present."

**GEORGE W. HARVEY**  
Vice Pres. and Gen. Mgr.  
Station WFLA-TV
Covering a Hurricane

Like any successful enterprise, a television station can be expected to function effectively under normal conditions. But hand-in-hand with a hurricane comes a dramatic challenge to facilities, and to people. Such was Hurricane Donna's challenge to WFLA-TV. How the station met that challenge—and mastered it—is a bright chapter in television history.

From the earliest warning, coverage of Donna made extraordinary demands. Even before the hurricane reached the Florida Keys, WFLA-TV went on a 24-hour schedule. Normal sign-off from 1 a.m. until morning would have meant hours of frightening uncertainty.

Hurricane coverage was thorough, as well as continuous. Remotes were stepped-up, both live and film. Reports were communicated to the area's Latin American population through Spanish translations. The hard-of-hearing were alerted through sign language.

What about the danger to personnel and equipment? "Everyone seemed to ignore personnel danger," reports George Harvey. "The job simply had to be done. About equipment, we tried not to think of our chances of getting knocked off the air—but just kept going. Our tower stood firm. Our power supply held up. And our entire staff earned the thanks which poured in by mail and phone from all of west Florida."

The all-out performance of great stations like WFLA-TV in meeting emergencies, is a vital factor in building community influence, and creating friendly acceptance for advertising messages. Blair-TV is proud to serve as the national sales arm for more than a score of such stations.

If not ratings, what?

Editor: Any action to abolish program ratings as suggested in (your) brief article [CLOSED CIRCUIT, Jan. 30] should be considered—by any of us who believe in advancing the cause for more efficient communications—as a serious threat to furthering knowledge... in this direction... Why is Mr. Salinger in the public record as wanting delayed telecasting of the president's press conferences? How could he possibly know... that television increases its audiences to 3 p.m. if it were not for the fact that the rating services have indicated it to be so?

None of us who have used and tried to understand the complexities... in measuring audiences of any medium have ever believed that ratings alone are a completely true measurement of broadcast audiences. Both (ratings and Audit Bureau of Circulation statements for newspapers) are merely stages which are helping us in a judgment of media values until we can develop additional methods to better understand the highly complex art of communications.

Abolishment of rating services can only... wipe out what little progress we have made... It would be nice to think we do not have to start all over again.

Note to the House Commerce Committee: the first wheel probably wasn't truly round...—Charles E. Anderson, Media Research & Analysis Supervisor, Campbell-Mithun Inc., Minneapolis.

Memory aid

Editor: I clipped the attached photograph from an ad that appeared in BROADCASTING back around August, September or October. I wonder if you could tell me who the advertiser is? I kept a reference but seem to have misplaced it...—Richard B. Best, Account Executive, Gordon Best Co. Inc., Chicago.

(Mr. Best, who enclosed a close-up photo of an electronics technician at work, has been referred to Collins Radio Co. and its agency, the W. D. Lyon Co., both Cedar Rapids, for information about the ad, which ran in the Nov. 7, 1960, issue.)

Mis-repped

Editor: Lest my company embrace the idea too enthusiastically, may I call your attention to the fact that I am director of radio programming services for the Katz Agency Inc., and not for another representative firm, as stated in your current issue (BROADCAST ADVERTISING, Feb. 6).

May I also take this opportunity to clarify the outlook for music program-

Transmission trouble

Editor: The Gillette Safety Razor Co., which we serve as public relations counsel, has asked us to express to you their pleasure at the article on Gillette's new network television advertising drive (BROADCAST ADVERTISING, Jan. 30).

However, we would like to point out that the expenditure involved is $2.7 million, rather than $1 million as reported in your story...—Richard W. Darrow, Executive Vice President, Hill & Knowlton Inc., New York.

(The error is teletyped transmission dropped the figures from the phrase "an extra $2.7 million" in the original story, with the result that it came out as "an extra million,"

BROADCASTING has instructed all hands for the future to "look sharp, be sharp.")

The greatest ever

Editor: Your editorials are always good—sometimes great. But the greatest ever is the attached cartoon. Thanks for printing it...—Willard Deason, President, KVET Austin, Tex.

Lesson in the two Rs

Editor: I was very much interested in your story on Mr. Leder (OUR RESPECTS, Jan. 2) and certainly share your respect for his abilities. However, I must take exception to the statement that "rock 'n roll" is a substitute name for "rhythm and blues."

Precisely, rhythm and blues is the type of music that once was known as "race music," and is a form of expression closely and traditionally associated with the Negro. It has contributed

BROADCASTING, February 13, 1961
much more than is realized to American music. While rock 'n' roll may stem from rhythm and blues, the former is a fairly recent commercial development.

Most Negro-programmed stations, such as KDia, play a great deal of rhythm and blues, while few play rock 'n' roll. It is an important distinction between . . . Negro-programmed stations and the "top 40" operations.—Walter Conway, Station Manager, KDia Oakland, Calif.

'A little upset'

EDITOR: We have searched but simply cannot find our 1960 copy of the Broadcasting Yearbook. We find this volume very valuable throughout the year, so you can understand why the bosses are more than a little upset about the loss.

Please send us another copy if one is available.—Richard H. Nelson, Executive Vice President, Nelson Advertising Co., Des Moines.

COLORCASTING

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

NBC-TV
Feb. 13-17, 20-21 (6:30-7 a.m.) Continental Classroom (modern chemistry), sust.
Feb. 13-17, 20-21 (6:30-7 a.m.) Continental Classroom (contemporary math), sust.
Feb. 13-17, 20-22 (10:30-11 a.m.) Play Your Hunch, part.
Feb. 13-17, 20-22 (11:11:30 a.m.) The Price Is Right, part.
Feb. 13-17, 20-22 (2:23-3 p.m.) The Jan Murray Show, part.
Feb. 13-16, 20-22 (11:15 p.m.-1 a.m.) The Jack Paar Show, part.
Feb. 15, 22 (8:30-9 p.m.) The Price Is Right, Leroy through Ogilvy, Benson & Mathes; Spedel through Norman, Craig & Kummel.
Feb. 15, 22 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
Feb. 16 (9:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.
Feb. 17 (9-10 p.m.) The Bell Telephone Hour, AT&T through N. W. Ayer.
Feb. 18 (10-10:30 a.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
Feb. 18 (10:30-11 a.m.) King Leonard and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.
Feb. 18 (7:30-8:30 p.m.) Bonanza, RCA through J. Walter Thompson.
Feb. 19 (6:30-7 p.m.) Meet the Press, co-op.
Feb. 19 (7:30-8 p.m.) The Shirley Temple Show, RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.
Feb. 20 (8:30-9:30 p.m.) Astaire Time, Chrysler through MacManus, John & Adams.
"We've used the Ampex VTR to make money and increase business... very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily... It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about... We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. Videotape is their baby all the way. Always has been." • • • Ask Ampex today for specific station histories of the Videotape Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. BH.
Why they wait for ‘those sweet, restful’ Esso commercials

It is always a pleasure to talk about a success. I am glad, therefore, to do so at the invitation of Broadcasting.

The question is our new television series, An Age of Kings.

For the benefit of those who do not live within range of WNEW-TV New York and WTTG (TV) Washington, perhaps I should mention that this series consists of 15 filmed episodes, 60 to 90 minutes each, from Shakespeare’s so-called “historical” plays. These five plays are presented in chronological order and depict 85 years of English history in the 15th Century, a turbulent period covering the reigns of seven English monarchs.

Produced by the British Broadcasting Corp., each of the episodes is being telecast twice each week, in New York on Tuesdays at 8 p.m. EST, Sundays at 10 p.m.; in Washington on Fridays at 8 p.m., Sundays at 9 p.m.

Reception - The reaction has been gratifying. The reviewers have, on the whole, been very favorable; but above all, our audience has responded with a flow of appreciative letters.

Our experience with the Play of the Week provided evidence that there is an enthusiastic audience for good drama, and our current venture confirms this. Jersey Standard presented the two-hour Play of the Week last season seven nights a week on WNTA-TV New York and weekly on WTOP-TV Washington from February to June.

But that is not all; our correspondents have applauded our policy of allowing free rein to the producer with respect to program content, casting and production techniques.

Actually, this is not a new policy with Jersey. More than 25 years ago, when we first put news on the radio, we decided to remain oil men and not try to be newsmen. We have extended this policy to include our tv newscasts. Each station carrying Your Esso Reporter has been provided with a written statement of our “hands off the news content” policy.

This is a policy that we think makes sense also in the sponsorship of drama. We have no special talent for playwriting or producing. Having chosen our experts, we are content to leave these matters to them. Of course there will be differences of opinion on our efforts. But what of it? The world of the arts is lively and controversial. In what other atmosphere can creativity flourish?

And Now a Word - Our mail has also been full of compliments on our commercials. Of the 6,000 persons who wrote letters about the Play of the Week, 25% singled them out for praise. Imagine people actually liking messages from the sponsor! Especially popular were “those sweet, restful Esso minute intermissions,” as one correspondent termed them. (two of the 60-second breaks were given to musical interludes, a custom the sponsor has continued on An Age of Kings).

We have had the same reaction to the commercials on An Age of Kings. I am not an expert on television advertising. I do know, however, that people do not like to be jarred out of their world of attentive enjoyment by Trident sales talk.

Corporal messages for this type of program, we think, should be institutional rather than commercial. We have tried to appeal to the type of audience which enjoys such programs. We believe our messages are informative and avoid “special pleading.” We tell the story, as interestingly as we can, of how Jersey Standard, through its affiliated companies throughout the Free World, goes about accomplishing the complex job of meeting individual and national needs for energy derived from oil.

I am glad to say our audience responds by supporting our products. Many of our correspondents ask for Esso credit cards. One enthusiastic viewer has even assured us that he is now keeping his motor running continuously and feeding a spoonful of Esso daily to each member of the family except, of course, the baby.

The Big Picture - We do not regard what we have done and are doing as something very great. After all, we are presenting this series on only two stations and the budget is not spectacular. But we do have convictions about the responsibility of business and industry to provide good entertainment. As you know, the business world and the arts are not strangers. Many of our cultural landmarks carry the names of former leaders of industry. Today the corporations are giving support to the arts. For example, without corporate participation New York City’s Lincoln Center for the Performing Arts would not be possible.

The concept of corporate sponsorship of cultural entertainment is not a novelty. One of Jersey Standard’s competitors has been sponsoring the Metropolitan Opera broadcasts for many years; a greeting card corporation has made major dramatic productions available to television audiences.

Our experience indicates that in serving the arts, entertainment such as An Age of Kings also effectively serves the marketing needs of business. To those who might be considering sponsorship of similar programs of adult entertainment I cite our experience. The audience is there—and they are appreciative. You will hear from them and they will buy your products, too.

MONDAY MEMO from M. J. RATHBONE, president, Standard Oil Co. (New Jersey)

22

BROADCASTING, February 13, 1961
"Earresistable" The sirens of legend seldom fell short of a 100% share of audience. WHK is almost as successful, consistently attracting one of every four Cleveland radio listeners, on the average. And the results are far more pleasant for both audience and advertisers. The latter, heeding the siren call of low cost per response, are changing course... in the direction of WHK CLEVELAND

A Metropolitan Broadcasting Station
Vice President & Gen. Manager: Jack Thayer
National Representative: John Blair & Co.
IN

television there's only one place to be—if you really want to be IN. For the last 133 national Nielsen reports one network has been first in evening audiences* 131 times—and OUT only twice. (Each of the other networks has been IN once and OUT 132 times!) Obviously any advertiser who is not on the CBS Television Network is way OUT
Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more people than any other station.

WSJS television
Winston-Salem / Greensboro

CHANNEL 12
THE DEATH OF A (TV) SALESMAN?

Advertiser enthusiasm for ‘company spokesman’ has slumped considerably since 1958, special Schwerin study indicates

Television’s so-called “company spokesman” for advertisers, like the TV comedian and the full-program sponsor, is becoming a less dominant figure on the television scene.

A sampling of TV spokesmen themselves elicits the conclusion that there “are not so many of us around.” Their judgment was corroborated last week when a special study made for Broadcasting by the Schwerin Research Corp., concluded (1) there were only half as many “company spokesmen” commercials in 1960 as in 1958 and (2) the “spokesman” type of commercial in 1960, as gauged by the Schwerin Competitive Preference measure, tended to be less effective than the 1958 ones.

These developments, however, do not mean that “spokesman” commercials will disappear from television or that they are, per se, less effective than other types of commercials. The consensus of a group of “TV salesmen” and a Schwerin official is that certain factors in the volatile business of television contributed to a decline in the “spokesman” trend. Among the reasons cited:

- The increased costs—both in production and time—of television have persuaded many advertisers to use participating spots. As a consequence, advertisers have been reluctant to develop or promote a “spokesman” when there is less need for program identity.
- The proliferation of so-called “company spokesmen” resulted in a vitiation of the authority, reliability and believability these representatives were hired to engender. “Everybody was getting into the act,” one well-known spokesman lamented.
- An increased use of other types of commercials, particularly the animated ones and those employing humor, tend to restrict the number that would use a “spokesman.” In this connection, there appears to be a wider use of animated characters as the “image” of a company (“Bert and Harry Piel,” “The Tip Top Lady,” “Mr. Clean”).
- Schwerin notes that over the past two years, advertisers appear to have decided that a campaign often is more effective when two or more personalities are used, depending on the slant of the commercial. That is, a sports figure for men’s products or a female celebrity for women’s products.
- The “wearing-out” of some veteran spokesmen, because of long exposure, is indicated.

The Schwerin study was made through a random selection of about 500 TV commercials tested by the company in 1960 and another selection of the same

Minow support sits on both sides of the aisle

It was easy going before the Senate Interstate Commerce Committee for Newton N. Minow, nominated by President Kennedy to succeed Frederick W. Ford as chairman. The nomination is to fill the remaining months of Commissioner Charles H. King’s term, ending June 30, plus another seven years.

Mr. Minow (center) was quickly approved by the committee. He was flanked at the committee bench by the two Illinois Senators—Democrat Paul Douglas (left) and Republican Everett Dirksen (right). A third Senator, William Proxmire (D-Wis.) also spoke favorably of Mr. Minow. See story page 44.
THE DEATH OF A (TV) SALESMAN? continued

number, tested in 1958. It defined as a "company spokesman" a person who appears in a campaign, and who is readily identified by the viewing public or anyone who speaks officially for the advertiser whose name is mentioned.

Schwerin found only half as many "spokesman" commercials in 1960 as in 1958, a decline from 12% to 6% of the total studied. The 1960 commercials tended to be "considerably less effective" than the 1958 ones, by the Schwerin Competitive Preference measure. The "spokesman" commercials were rated on how well they performed against other commercials in their product fields. The study concluded that whereas in 1958, 33% of "spokesman" commercials were rated above average, 25% average and 42% below average, the corresponding percentages dropped to 8%, 50% and 42% in 1960.

Hardy group • The trend notwithstanding, there is a hardy group of tv spokesmen who continue on the air year in, year out. One of the best-known, Betty Furness, the epitome of the "tv spokesman," has ended her 11-year association with Westinghouse, and only last week signed to act as moderator on a new public affairs program over WNTA-TV New York (see story, page 73). But others who have made a lasting impression on the viewing public including Nelson Case, Rex Marshall, Dick Stark, Julia Meade and Barbara Britton, told BROADCASTING they have no intention of deserting the "golden pastures" of tv company spokesmen where each earns in excess of $100,000 per year.

Miss Furness' role was unique in that she represented Westinghouse exclusively. Most spokesmen represent two or more non-competing products on a regular basis and appear in others on an occasional basis. Dick Stark appears on behalf of Remington Rand, Proctor & Gamble's Blue Cheer and P. Lorillard's Old Gold Straights; Julia Meade for Eastman Kodak, the American Gas Assn. and, recently, Timex; Rex Marshall for Reynolds Aluminum and P & G's Gleem toothpaste; Nelson Case for P & G's Ivory soap and Standard Brands' Fletchman's margarine; Barbara Britton for Revlon (her contract specifies she may not work on any other commercials but permits her to continue her acting career; she opened several weeks ago in a Broadway play, "How to Make a Man").

In varying degrees, these spokesmen represent the companies at a multitude of business meetings, either within the company or outside. Advertisers find their names valuable in promotional literature distributed to the consumer or within the trade. Qualities they mentioned as important in fulfilling their roles are: sincerity, believability, knowledge of their company's product and operations, authoritativeness and warmth.

Trends in commercials may come and go but their attitude was summed up by one of them when he said: "I..."
Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

Retail spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All eight of Iowa's Metro Areas, combined, account for only 36% of retail sales.

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75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know you know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

for Iowa PLUS!
Des Moines ... 50,000 Watts

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

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harper, Sales Manager

Peters, Griffin, Woodward, Inc., Representatives
think there is always room for the top salesman on television. Some advertisers we represent may drop the 'spokesman' bit to try another form of commercials, but somebody else may step in. Advertisers like to experiment, and maybe in a few years the pendulum will swing back heavily to 'spokesman.' But one word of caution to advertisers seems indicated right now: don't call everybody who sells your product on television a 'spokesman.' In the past few years, it's been done to death."

Mutual retains rep for out of N. Y. sales

In an unusual arrangement, Mutual has retained Broadcast Time Sales, New York, a radio station representative company to represent the network in sales and service areas outside of New York, starting Wednesday (Feb. 15).

A joint announcement on the move was issued last Thursday (Feb. 9) by Robert F. Hurleighb, MBS president and Carl L. Schuele, BTS president. Mr. Schuele stated that although BTS has been and will continue to be active in selling spot radio, he did not believe there was an "incompatibility factor" in BTS also selling network radio. He explained:

"Our research shows that the sale of spot and network radio is completely compatible—in fact desirable. Over the years the two sales areas of radio have grown closer together in philosophy and in practice. They complement each other. Advertisers realize this fact and use both in concert. Our selling both will make that combination more efficient and utilitarian."

BTS, aside from its New York headquarters, maintains offices in Chicago, Los Angeles, San Francisco, Detroit and St. Louis.

In an unrelated move, Mutual last week guaranteed advertisers and agencies clearances from 80% of its affiliates although MBS officials said that station clearances have been averaging between 89 and 92%.

**BEWARE THE DEADLY ENNUI**

Although public isn't fooled by ads, it's bored, and that's advertising's big weakness—Burnett

The American public discounts the snide and blatant attacks on advertising in about the same way it does exaggerated advertising claims, Leo Burnett, chairman of the Chicago agency bearing his name, said Tuesday (Feb. 7) in an Advertising Week address to the Los Angeles Advertising Club.

"It is my belief," Mr. Burnett stated, "that the public for the past 10 years, principally because of its intimate exposure to advertising through TV, has been gradually forming an attitude toward advertising. I don't think it feels deeply about it, understand. It's my feeling that the public accepts advertising as a natural adjunct of business: an annoyance at times, often a bore, but a really offensive intruder only on occasion. . . . It seems evident that actually people like a good deal of advertising, find it interesting and have confidence in it."

However, he is not taking "a resigned, Pollyanna attitude," but is "red-headed about the generalized attacks on advertising." Mr. Burnett asserted, "I believe that the real potential of advertising needs to be better understood in Washington," he stated, commending the Advertising Federation of America and the Advertising Assn. of the West on their meeting with the new Congress and new administration the previous week in Washington (BROADCASTING, Feb. 6). He also commended the Advertising Council for demonstrating "to several generations of Washington officials the often magical effectiveness of advertising in helping to solve public problems—problems which range from stopping forest fires to stopping a recession."

"All the Way = But advertising men can do a little improving on their own, Mr. Burnett suggested. "I think we practitioners of advertising need to mind our own manners better than we have been doing and to take a fresh look at the real efficiency of our efforts in getting through to flesh and blood people with naturalness and real conviction," he declared. "My opinion of the best way for our business to get recognition for the stature which it already 90% deserves is to go the other 10% of the way in demonstrating the real creative capacity of our people, both in the sale of goods and ideas."

The public's somewhat bored acceptance of a certain amount of exaggeration as part and parcel of advertising, he said, "is our greatest weakness, not so much on moral grounds, but simply on the basis of the efficient expenditure of advertising dollars. Money spent for advertising which is not noticed and believed obviously is money down the drain."

**Ayd's sets tv debut on NBC-TV, ABC-TV**

Broadcast advertising's battle of the bulge gets a new recruit March 13, when Ayd's, a reducing plan candy, makes its tv bow with live and filmed commercials on NBC-TV and ABC-TV.

The commercials will be seen on eight daytime tv shows including Who Do You Trust? It Could Be You, and Here's Hollywood. The daytime programs were chosen because of a belief they appeal to a large audience of women in the over-30 age group—the consumers most likely to be interested in a reducing product.

Ayd's campaign, which is being handled through Erwin Wasey, Ruthrauff & Ryan, New York, will extend 10 weeks. Its prime purpose, to combat the recent invasion of the reducing field by several liquid, reducing preparations. The commercials, to be seen in quarter-hour segments on each of the eight network programs, will emphasize that Ayd's, manufactured by Campana Corp., is not a "crush" diet but supplies necessary vitamins and minerals while helping gradual weight loss.

The various commercial segments have been produced to provide "interchangeability" or greater flexibility. They will be used either as complete units, separately or combined with other parts. This will give them greater variety and freshness, according to an EWR&R executive. The commercials also may be used with or without voice-over, thus allowing the network to deliver part of the Ayd's sales story.
New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market.) New hi-power FM blankets a 22,000 sq. mile area.

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with WSB, WSBI-TV, Atlanta, Georgia and WSOC, WSOCTV, Charlotte, North Carolina
Pepsi-Cola plans big radio-tv splash

BOTH NETWORK AND SPOT TO BE USED IN ‘GREATEST’ PEPSI DRIVE

For the soft-drink advertiser in tv, the news last week of Pepsi-Cola’s “full-scale re-entry” into the medium this spring was an eye-opener. Estimated by Pepsi: a total budget of $34 million in advertising-promotion this year by the company itself and its bottlers.

For BBDO it was the creation of a big-budgeted, carefully prepared campaign that features widespread and dramatic use of major media, an advertising birth nine months after the agency appointment. Pepsi’s then estimated $10-12 million a year parent company account (it’s now more) moved in April 1960, from Kenyon & Eckhardt, New York, to BBDO, New York, a shift that evoked speculation on future plans.

Then advertising plans are no longer speculative. In substance:

- “Greatest use of local newspaper and broadcast media” in Pepsi-Cola’s history, replacement of line drawings in print ads with dramatic photography as art work, and a new commercial song: “The Pepsi Song” to the tune of Eddie Cantor’s hit song, “Makin’ Whoopie!” and with specialized Pepsi lyrics.

- The re-entry into tv, including an hour-long variety special (Young at Heart on NBC-TV) in prime-time in April, a regular half-hour weekly program series (The Jane Powell Show) starting in October, and participation beginning March 5 in major evening prime-time programming on the three tv networks (Americans; Larame and Outlaws on NBC-TV; Cheyenne, Islanders and Asphalt Jungle on ABC-TV, and Acquanauts on CBS-TV).

- A complete new set of filmed tv commercials supervised by Irving Penn and using his “dramatic, uncluttered photographic technique that Life has called ‘realistic elegance.’ Each Pepsi commercial will be fresh and clean, showing lively people in real places, enjoying real pleasures with Pepsi the biggest part of their enjoyment.” (See pictures).

- A full (four-network) schedule on radio: announcements, participations and widespread use of the Pepsi song starting immediately. (Pepsi has been a consistent user each year in previous years of four-network late-winter to early summer radio usage). As in years past, this effort, too, will be backed by bottlers encouraged to participate on the local level.

From Dec. 24, 1950, to 1961, Pepsi has been on and off again in network television, and at one stage several years ago innovated in radio spot with a “Pepsi Please” commercial contest which ran in several cities.

Its first noticeable tv use featured Faye Emerson commentary and interviews, three times weekly on a 15-minute evening show on 47 NBC-TV stations. This was expanded in 1951 to a once-weekly, half hour on CBS-TV for 52-weeks. It went off in April 1952, to be followed by two weeks of film and on May 3 of that year until the end of the cycle, Mike Wallace and Buff Cobb in All Around Town, a variety show.

In the fall of 1952, Pepsi sponsored a 15-minute dramatic playlet twice a week on 40 NBC-TV stations with Ruth Woods as hostess, a show that built to a 55 station lineup. In the next season, Pepsi-Cola Playhouse, a filmed dramatic series, appeared on ABC-TV (66-69 stations) for 26 weeks through June 1955.

For two years Pepsi-Cola gave up network and backed a spot campaign and on March 31, 1957, co-sponsored with Shulton, Cinderella, a 90-minute color special on CBS-TV, on Nov. 27 that year with Pontiac cars, Annie Get Your Gun, a two-hour color special on NBC-TV (210 stations plus 29 outlets of the Canadian Broadcasting Corp.).

Think Young • The new theme is “Now It’s Pepsi for Those Who Think Young.” As explained by Philip H. Hinerfeld, vice president, advertising, Pepsi-Cola, the new record use of tv was based on several reasons: “First, is the growth and reach of television, which now goes into 46.2 million homes. Second, to help launch the Pepsi song it was necessary to have words plus music. In effect, the new look and new sound of Pepsi-Cola, called for new use of expressive media to put the idea across. Hence, the timing was perfect for widespread use of television.”

Pointedly, Mr. Hinerfeld saw the “total marketing program” emerging “as the company makes a strong bid for leadership in the soft drink industry.”

The new “Pepsi Song” replaces the “Be Sociable” refreshment song that the soft drink advertiser introduced to the consumer and to radio-tv in May 1958, “Makin’ Whoopie!” was written in 1928 and introduced by Eddie Cantor in the show, “Whoopeeh” that year and has been a popular show business “standard” ever since. The Pepsi lyrics have been written for a...
of radio and tv spot announcements sung by Joanie Sommers, 20-year-old Warner Bros. recording star.

Radio Push • The radio schedule starts this month and will run at a peak of 110 spots each week over the four networks. During warm weather months, "full-scale" spot schedules are planned for ABC Radio's Flair, NBC Radio's Monitor and selected prime-time participations on CBS Radio and Mutual.

Along with this major effort, will be an innovation in the form of prepared localized and regional lyrics for better spot radio announcements and public service cut-ins that cover sports, weather, traffic and social news, as well as "individualized" lyrics for various bottle sizes and Pepsi packaging.

Said Mr. Hinerfield: "Today, all America thinks young ... less than three weeks ago America inaugurated the youngest elected President in its history. The average age of his cabinet is also the youngest ever. Why, at Pepsi-Cola Co. the average of our top management team is under 46 years of age."

Doble named to head Pepsi account at BBDO

A key appointment—that of John E. Doble as BBDO's account group head for Pepsi-Cola—was announced last week by BBDO President Charles H. Brower.

Mr. Doble, who had been with Ted Bates Co. also has worked as a vice president in client contact with Lennen & Newell and at one time with such agencies as Benton & Bowles, the former BB&O Co. and Young & Rubicam. He adds his post as Pepsi's high-budgeted national campaign gets underway. BBDO was named agency for Pepsi-Cola in March. Kenyon & Eckhardt previously was the agency.

Interpublic buys London firm

Interpublic Inc. (formerly McCann-Erickson Inc.) has acquired the common stock of Pritchard, Wood & Partners Ltd., a leading London advertising agency, it was announced last week. The move was said to be a prelude to a world-wide expansion program by the British agency, including the contemplated acquisition of a New York advertising agency.

The British agency will not lose its identity in the Interpublic advertising set-up and actually will be competing with subsidiaries of the parent company, including the 32-year-old McCann-Erickson London office and other offices of McCann-Erickson Corp. (International).

Chun King, Esso Oil Heat win commercial contest

The world's best commercials of 1960 were those broadcast for Chun King Chow Mein in radio and Esso Oil Heat in television, according to the judges of the first International Broadcast Awards competition sponsored by the Hollywood Advertising Club. IBA trophies, a slender spire surmounting a metallic arc, to represent broadcasting around the globe, were presented to the winners Tuesday evening (Feb. 7) at the first IBA banquet, held at Hollywood's Moulin Rouge.

Winners in the various categories selected from nearly 1,000 commercials submitted from virtually every country in the world were:

<table>
<thead>
<tr>
<th>Class</th>
<th>Product</th>
<th>RADIO Agency</th>
<th>Producer</th>
</tr>
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<tbody>
<tr>
<td>One minute or more (spoken or dramatic)</td>
<td>Chun King Chow Mein</td>
<td>BBDO, Hollywood</td>
<td>Freberg Ltd., Hollywood</td>
</tr>
<tr>
<td>One minute or more (musical)</td>
<td>Oklahoma High-Q gas and oil</td>
<td>Needham, Louis &amp; Brozby, Hollywood</td>
<td>Ad-Staff, Hollywood</td>
</tr>
<tr>
<td>Local one market (any length or type)</td>
<td>Assumption Abbey Wines</td>
<td>Walker Saussy, Hollywood</td>
<td>Ad-Staff, Hollywood</td>
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**TELEVISION**

<table>
<thead>
<tr>
<th>One minute (Animation &amp; live action)</th>
<th>Brillo Soap Pads</th>
<th>J. Walter Thompson, New York</th>
<th>Elektra Film Productions, New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>One minute or more (live action)</td>
<td>Alcoa Colorb</td>
<td>Leo Burnett Co., Chicago</td>
<td>Animation Inc., Hollywood</td>
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<tr>
<td>One minute or more (animation)</td>
<td>Franco-American Spaghetti</td>
<td>Leo Burnett Co., Chicago</td>
<td>Elektra Productions, New York</td>
</tr>
<tr>
<td>20-seconds (animation)</td>
<td>Puss 'n Boots Cat Food</td>
<td>Spitzer, Mills &amp; Bates, Toronto, Canada</td>
<td>Elliot Unger &amp; Elliot, New York</td>
</tr>
<tr>
<td>8-10 second 10s</td>
<td>Dilly Beans</td>
<td>Papert, Koenig, Lois, New York</td>
<td>Robert Lawrence Animation, New York</td>
</tr>
<tr>
<td>30-second (animation)</td>
<td>Prudential insurance</td>
<td>Reach, McClintock &amp; Co. New York</td>
<td>Cascade Pictures, Hollywood</td>
</tr>
<tr>
<td>20-second (live action)</td>
<td>Dole ABC Breakfast Juice</td>
<td>Footes, Cone &amp; Belding, San Francisco</td>
<td>Elektra Film Productions, New York</td>
</tr>
<tr>
<td>Local one-market (any length or type)</td>
<td>Esso Oil Heat</td>
<td>MacLaren Adv., Toronto, Canada</td>
<td>Elektra Film Productions, New York</td>
</tr>
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</table>

**Awards For Technical Excellence**

<table>
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<tr>
<th>Product</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>Animation direction</td>
<td>Butter-Nut Coffee</td>
</tr>
<tr>
<td>Best camera work (animated)</td>
<td>Ford Falcon</td>
</tr>
<tr>
<td>Best camera work (live action)</td>
<td>Gibbs S.R. Toothpaste</td>
</tr>
<tr>
<td>Best editing (animation)</td>
<td>Olin Mathieson</td>
</tr>
<tr>
<td>Best editing (live action)</td>
<td>Chevrolet</td>
</tr>
</tbody>
</table>

**Winner**

| John Wilson, Fine Arts Productions, Hollywood |
| Allen Childs, Playhouse Pictures, Hollywood |
| Hugh Kelley, Playhouse Pictures, Hollywood |

Editing department Arco Film Productions, N. Y.
SAY IT WITH MUSIC
Commercials do just that using Audio Ad Co. system

To please the listener at home and the proprietor of a business establishment who want continuous music with no commercial announcements, and yet to enable the broadcaster to receive some income from his programming, the head of Audio Ad Co., Williams Bay, Wis., has come up with a solution which he calls "semisubliminal advertising."

John Pearson's premise is simple: Many advertisers have commercial theme songs which have been broadcast repeatedly on radio and TV until they have become immediately identifiable to a large segment of the general public. If these songs were played without words, many listeners would promptly recognize them and mentally add the name of the company or product. Therefore, broadcasting the musical themes would serve as a commercial reminder, although not a word is spoken.

Tested in Beaumont, Tex., the semisubliminal approach increased the sale of Wrigley gum by 250%. Mr. Pearson reported. Wrigley's is interested in using the system in other markets, he said, and Pepsi-Cola is planning a test in the Milwaukee area. Other advertisers, including Schlitz, have expressed interest in the idea. Bruce Butcher of the Butcher-Sherwood Agency, 720 N. Jefferson St., Milwaukee, is handling this side of the business for Audio Ad.

Varied Arrangements - Mr. Pearson said a theme can be repeated more frequently without irritating listeners if the arrangement is varied. In Beaumont, the Wrigley theme was aired at 15-minute intervals as a waltz, samba, foxtrot, march, etc. Experiments are needed to determine just what frequency will produce the highest recognition and lowest irritation. In the 13 communities in northern Illinois and southern Wisconsin where Audio Ad now has franchised the service, the plan is to insert a commercial theme into the regular musical program every hour, so that an eight-hour period would accommodate 16 advertisers with two theme broadcasts apiece or eight clients with four themes each.

In these communities, the Audio Ad service is not broadcast; it's a wired service between the operator and a number of commercial subscribers for background music for stores, restaurants and the like. In its franchise operation, Mr. Pearson explained, Audio Ad provides the basic equipment—two tape players, a vu meter, a line matching amplifier and, of course, a continuing supply of musical tapes—to the franchiser at a cost below wholesale prices.

He believes a local station, especially an FM, which adopts a program policy of no words, just music, could rapidly develop a large and loyal audience which advertisers would be eager to reach through the semisubliminal approach. Advertisers also would be interested, he notes, in getting their wordless reminders into store music systems to reach buyers at point-of-purchase locations. He added that together the home and store service should be profitable for the station operator.

Radio's competitive for store ads—Sweeney

Dollar for dollar, radio can hold its own against newspapers when it comes to selling merchandise for department stores, Kevin Sweeney, president of the Radio Advertising Bureau, told the Hollywood Advertising Club last Monday (Feb. 6).

He said that in an 18-month experiment conducted with the flagship store of Cleveland, which still has two months to run before the results are finally tabulated, item after item, ranging from those retailing at less than $1 to luxury merchandise, was advertised only on radio or only in newspapers, with various times of day and kinds of programs on the air, various sizes of ads and positions in the newspapers and various kinds of copy in both media. The results show that retailers still have a lot to learn about advertising, along with the media, he stated, but the experiment also proves that with proper testing and proper recording of the results it is possible to learn what works and what doesn't and to reduce the waste of hit-or-miss advertising.

As one example, Mr. Sweeney cited use of a radio station "with no audience and nothing to recommend it except quality programs, a station which no buyer buying by the numbers would ever put on a schedule, but we used it and it never failed to sell high-priced items."

Testing over 1,000 radio-advertised items and over 6,000 items advertised in newspapers, the experiment will provide both retailers and the sellers of both media with more detailed information about retail advertising than has ever before been available, the RAB president stated. He said it is only one of the activities RAB is carrying on to help make advertising more effective for American business.

U.S. Time to W&L

Tv advertiser U. S. Time Corp. (Timex and Ingersoll watches), New York, will shift its estimated $3.5 million annual billings from W. B. Doner to Warwick & Legler, N. Y., May 1.
In 1959, WMCA 570 kc, ranked as one of the top three radio stations in 15 out of 30 regular New York rating reports. In 1960, 29 out of 30.*

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports/NSI, Mon-Sun, 6 am-12 Mid—6 Reports/Pulse, Mon-Fri, 6 am-12 Mid—12 Reports
CBS-TV PLAN SHOVES OFF
Lever, Lipton first passengers as network puts controversial morning sales formula into effect

Despite all the criticism, CBS-TV's new rotating-minutes plan of selling its hard-to-sell late-morning programming goes into effect today (Feb. 13), as originally scheduled.

That was the word late last week from CBS-TV authorities, who said the new plan (BROADCASTING, Jan. 16, et seq.) would kick off with Lever Bros. and Lipton Tea set as the first minutes buyers. Counting existing advertisers who either elected to continue under the traditional quarter-hour sponsorship format or had not yet exercised their right to convert to the minutes plan, sales for the inauguration of the new operation were estimated at about 42% of total availabilities.

Two weeks ago officials estimated the two-hour period was approximately 25% sold out. The slow pace of sales, attributed in turn to lower prices and greater flexibility allegedly being offered by rival tv networks, was the primary reason given by CBS-TV for adopting the new format. CBS-TV officials contended the only alternative would be to reduce its morning programming.

The new plan departs from the traditional network system under which advertisers may buy minutes and rotate them among the various programs in the two-hour block from 10 a.m. to noon. The prices are $3,200 gross per minute during the winter, $2,800 during the 13-week summer season, both representing a substantial drop from the old charges. The programs currently in that period are December Bride reruns, Video Village, I Love Lucy reruns and Clear Horizon, but some and possibly all of these are expected to be scrapped or moved to make way for game shows, probably in a month or six weeks.

Into the Fold = The plan has been attacked bitterly by station representatives and some affiliates on the ground that it is an invasion of the spot field and devalues all television time by pegging prices so low. Network officials acknowledged last week that there still were some hold-outs among affiliates, but said the number is diminishing steadily as more and more agree to clear the plan.

In becoming the first buyers under the new plan, Lever Bros. converted its two weekly quarter-hours in this morning period to six minutes a week, while Lipton Tea signed for four minutes a week. Both transactions were handled through Young & Rubicam, New York.

Meanwhile, a new voice—rival NBC's—joined the chorus of criticism that has been aimed at the plan.

In an "analysis" sent to its affiliates, NBC said CBS-TV "is cutting prices, cutting compensation, drastically altering the basis of compensation and completely changing the basis of sales."

NBC denied the CBS plan is anything like its own daytime operation but suggested that CBS would have better luck in attracting business in these periods if it followed NBC-TV's lead on another score. NBC solved a similar problem, the report said, by "improving and developing the programming in these periods, at our expense," and by "developing an effective sales story for daytime, again at our expense."

See No Rush = The unknown quality of whatever new shows CBS-TV may install in the late-morning periods, plus "uncertainty" about the size and consistency of the station lineup CBS-TV may be able to deliver for advertisers, led NBC to feel "it is doubtful that there will be an advertiser rush to buy CBS-TV rotating minutes, even at their bargain-basement prices."

The NBC study stressed the plan's station-compensation concept, under which an affiliate's payments are determined by the size of the lineup carrying the program, the amount of compensation diminishing as the length of the lineup increases (BROADCASTING, Feb. 13). The analysis offered this example:

If the total cleared lineup has a Class 'A' hourly network rate value of $100,- 000 (approximately 135 stations), a station with a $500 'A' rate will receive approximately $3.30 for a winter minute. . . . The $500 station referred to above knew that under normal compensation arrangements it would receive $6.60 each Lucy commercial minute. Under this new plan it might get $3.30 if the replacement program is carried by a $100,000 (135 station) lineup; or it might get only $2.60 if the lineup expands to 175 stations; or maybe even $4.40 (a one-third reduction from present) if the lineup shrinks to less than 100 stations. . . ."

CBS-TV officials have acknowledged that affiliates will receive less compensation per unit of sales under the new

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Comdr. Whitehead's latest spectacular

The newest playlet in Comdr. Edward Whitehead's commercial repertoire for Schweppes quinine water opens in May for the annual warm-weather run in tv spot. This 60-second plot finds the president of Schweppes (U.S.A.) Ltd. trapped in one of England's stately dining rooms, the last remaining guest of a retired army general who regales him with tales of colonial wars, using bottles to illustrate the strategy. The old general is played by Laurie Main, British character actor, the commander by himself. "The Battle of the Bottles" will play in night time in around 25 big markets along with other filmed minutes of last summer featuring the Schweppes president in a staid men's club and aboard the Orient Express. Ogilvy, Benson & Mather, New York, is the agency.
Oh, boy! — my Pulse says
45% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March 1-28, 1960) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

45% more women! Monday thru Friday, WDAY Radio has 166,400 women listeners!

67% more men, too (though we really don’t care nearly so much about them)! WDAY Radio has 114,660 men listeners!

But don’t think there’s anything unique about this situation. It’s been going on for years and years and years. Ask PGW for all the facts!

WDAY
FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
plan, but say that sales are so slow under the old format that any "reasonable" increase in business will mean that in actual dollars the stations will receive more than now.

NBC told its affiliates that CBS-TV's new winter rates for the late morning period, which with maximum discounts come down to $2,500 per minute, are "just about half the comparable NBC-TV minimum net-net rate of $4,750, and approximately the same as the average ABC-TV minute." But on NBC-TV, the analysis stressed, "the minimum daytime buy still is a quarter-hour of a specific program, alternate weeks."

At "Our Expense" OUt of its own experience, NBC offered this observation: "In the past several years NBC-TV has faced many of the problems that now beset CBS-TV. You know that nothing drains profit as much as sustaining unsold periods with expensive network programs. However, our approach has been to concentrate our resources on improving and developing the programming in these periods, at our expense; and to develop an effective sales story for daytime, again at our expense. NBC-TV's current leadership in daytime ratings and daytime sales attests to the basic validity of our approach."

The NBC analysis also offered this chronology of the "competitive pressures" which CBS-TV said had dictated its move to the new plan: "Network daytime rate reductions started with ABC's 'Operation Daybreak,' when that network pyramided on its one-third-of-Class-'A' rate structure a rotating minute plan with full horizontal and vertical contiguity, all wrapped up in a charter advertiser plan with one blast and other blast. CBS countered with a new contiguous rate plan and cut 10-11 a.m. rates twice. Bit by bit, competitive pressures forced us to follow the ABC-TV and CBS-TV leads to full contiguity in daytime periods, a step we took in September 1960. We were also compelled to institute a Class 'D' rate for 10-11 a.m., but we pegged this at 40%, one fifth above the prevailing CBS-TV and ABC-TV level. . . ."

Will NBC make further changes in its own sales policies as a result of the CBS-TV move? The report to affiliates had this answer: "We expect that our programming and sales efforts will enable NBC daytime to continue to forge ahead as we did in 1960. We have no desire to make any radical changes in what we are now doing. Of course, we will watch developments closely and be prepared to move quickly when and if business justifies it. But we have no other recourse. Right now, however, all we ask is your continuing confidence and maximum clearances to aid our efforts."

Optical firm stresses importance of tv ads

"About 60% to 70% of the new patients of Texas State Optical who mention advertising, mention television." That statement by W. Ed Allen, director of public relations, seems to indicate the importance tv plays in the company's overall advertising program. "We believe that tv's inherent remembrance factor is the principal cause of this large percentage," says Mr. Allen, who points out that the firm also is a consistent user of spot radio and newspapers, both of which contribute to bringing the firm to the public mind.

Texas State Optical (not Texas Optical as it appeared through error in Broadcasting, Jan. 30) was founded in 1935 in Beaumont, present headquarters, by Dr. S. J. and Dr. N. Jay Rogers, optometrists, who still own the firm. Texas State Optical first used tv in 1954 when it sponsored the ABC production Racket Squad. At that time the firm had built up from 1 to 28 offices. Today there are 82 in 44 cities.

Most of these markets see Ziv-UA film shows sponsored by Texas State Optical, including Miami Undercover, Sea Hunt and Tombstone Territory. The Screen Gem produced Two Faces West and MCA show Johnny Midnight also are used. Miami Undercover is at present being considered for additional markets.

General Foods sticks with CBS-TV programs

General Foods Corp. will continue to place its network tv advertising blue chips on CBS-TV next season. This was apparent late Thursday (Feb. 9) when in an unusual pre-season jockeying, NBC-TV (and reportedly ABC-TV as well) failed to pry some of the GF line-up away from CBS-TV (Broadcasting, Feb. 6).

At one point of the negotiation, NBC-TV officials reportedly recommended that General Foods sign for participation in Wagon Train, the network's highly-rated hour show in the Wednesday night schedule, while also moving to NBC-TV other programs from the formidable GF lineup on CBS-TV.

Most of the General Foods-owned shows are situation comedy (Danny Thomas Show and Andy Griffith Show, for example), a factor which appeared to rule out a switch to ABC-TV, which GF reportedly did not feel was strong in that category.

Though on the surface it was said discussions began as a result of difficulty in placing Mother Is a Freshman (Mollie Goldberg), a new and GF-financed program, on the CBS-TV schedule next season, authorities disclosed that a time period "evaluation" lay underneath the unsettlement. General Foods, as a result, reportedly has gained improved position on the CBS-TV schedule next season.

LOCATION COMMERCIAL:

NTA unit uses Intersync for taped du Pont ads

The first of a group of taped commercials for du Pont fiber products, produced on location by NTA Telestudios, New York, are scheduled to be carried on CBS-TV's June Allyson Show tonight (Feb. 13) from 10:30-11 p.m. NTA Telestudios points out this marks "the first time" taped commercials have been produced on location by use of a single camera technique with Intersync and with studio-taped sequences mixed in at a later date.

George Gould, Telestudios president, said significance of this project is that tape "can now perform both the on-location and the later intermixing functions of film without any sacrifice at all of quality." Al Canwell, vice president in charge of live and tape productions for BBDO, New York, agency for du Pont, stated: "We are highly pleased with the tape commercials we already have screened. I definitely think that Intersync will play an increasingly important role in tape commercials, particularly those that are produced on location and those in which texture of product is important. Intersync permits flexibility in editing, permits the adding of voices and opticals at a later date. The shooting technique enables close-ups to be made and if you're not satisfied, you can shoot again. There will be times, of course, when multiple shooting without Intersync is indicated, but Intersync is definitely a big step forward in the development of tape."

Telestudios produced six one-minute commercials for du Pont during a four-day stay in New Orleans, covering 20 scenes in nine locales. The commercials attempted to capture the colorful flavor of the city but the main thrust is to show that a young lady visiting New Orleans can travel light and "always look fresh" if she packs clothing made-

38 (Broadcasting Advertising)

Broadcasting, February 13, 1960
Why WSB-TV bought Warner’s “Films of the 50’s”

Says Jean Hendrix

“WSB-TV has always been strong in feature film programming. We acquired the Warner pictures to make it still stronger. The first thing we will do is use the 26 color films in a Friday night slot we’ll call “Warner Bros. Premiere.” Also, the high caliber of this Seven Arts release gives us pictures we’ll run as specials in “A” time. Actually all of these films have the high quality we require for our spot carriers. All in all I’d say these “Films of the 50’s” will strengthen our leadership in feature film audience here in Atlanta.”

Warner’s Films of the 50’s...
Money makers of the 60’s
with du Pont Dacron, Orlon and Nylon fibers.

A three-man technical crew, using equipment provided by WBRZ (TV) Baton Rouge, produced the commercials. Mr. Gould and Al Makin, executive vice president of Telestudios, and Mr. Cantwell and Roger Hinkley, BBDO producer, supervised the project. Telestudios announced several months ago that it had adapted Ampex's Intersync device for use in single camera shooting (BROADCASTING, Dec. 5, 1960).

Gleason searches for new format and new sponsor

Jackie Gleason is carrying on with a salvage operation and a faithful alternate-week sponsor. The format selected for the comedian's Jan. 20 return to TV after a two-year absence was a panel of comedians in a guessing-game, You're In The Picture, scheduled by CBS-TV Fridays, 9:30-10 p.m. EST. This was junked after one try. Kellogg Co. was there for the first show and got its alternate-week plug Jan. 27, but after the third edition it became known that the cereal company had quietly abandoned it after the format switch. Leo Burnett Co., Kellogg's agency, confirmed the cancellation. (Kellogg continues on CBS with partial sponsorship of Father Knows Best Tuesdays, 8-8:30 p.m. EST.)

Now billed as The Jackie Gleason Show, the show is evolving into an informal, conversational structure with guest talent. After ad-libbing it alone with his audience Jan. 27, the star brought on a chimpanzee near the end of the Feb. 3 show. Last week (Feb. 10) Mickey Rooney and Art Carney were scheduled and a lot of "big names" were anticipated for succeeding weeks. Liggett & Myers Tobacco (L&M filters) through Dancer-Fitzgerald-Sample continues to pick up the bill every other week. The departed Kellogg had replaced another sponsor originally announced for the show, the Plymouth Div. of Chrysler Corp. (through N.W. Ayer & Son) when CBS last December billed You're In The Picture to replace The Garland Touch, which ran from the beginning of the season through Jan. 13 under L&M-Plymouth alternate sponsorship.

Hix forms western rep firm

Formation of Bob Hix Inc., Denver, to serve as a regional advertising and sales representative for stations in 11 western states has been announced by Robert S. Hix, president. Mr. Hix recently resigned as general manager of KHOW Denver and sold his interest in the station to open the new firm.

A veteran in broadcasting, Mr. Hix served in a management capacity for six years with KOA Denver prior to joining KHOW, where he has been the past two years. He also formerly was associated with stations in Wichita, Kan., and St. Joseph, Mo.

Bob Hix Inc. is headquartered at 449 Grape St., Denver 20. Telephone Fremont 7-1400.

Business briefly...

Armour & Co., Chicago, next week starts a TV spot drive in Chicago, Peoria and Rockford, Ill., to introduce new "Princess Dial" complexion soap that contains a moisturizing cream, Armour said it hopes for national distribution within year or two, but expansion will be slow and carefully planned. Newspapers will also be used. Agency: Foote, Cone & Belding, Chicago.

Lucky Lager Brewing Co., San Francisco, through McCann-Erickson, San Francisco, is returning Lucky Lager Dance Time to the air after a year's hiatus. The company has signed 52-week contracts starting today (Feb. 13) with KSFO San Francisco and KMPC Los Angeles for the 9:30 p.m.-12 midnight time, Monday through Sunday, and KVI Seattle (where beer may not be sold on Sunday) 9:30 p.m.-12 midnight, Monday through Saturday.

Policy-Matic Corp. of America, land travel insurance by vending machine, Atlanta, is introducing its insurance selling plan this spring. Radio will be used heavily: NBC Radio's Monitor for national coverage, and spot in concert with the opening of markets. Identifying "symbol" on its radio commercials: the sound of an automobile's horn. Agency: Daniel & Charles, N. Y.

Downyflake Foods Inc., N.Y., frozen ready-to-bake muffins, will start using saturation TV spot during March in the six New England states and Pennsylvania. The new product was recently introduced in New York. Heavy advertising will follow the product as it moves toward national distribution during the year. Agency: Smith/Greenland Co., N.Y.

Brown & Williamson Tobacco Co. and Kimberly-Clark Corp. will be alternate week sponsors of Danger Man, a new adventure series about an international security agent, when it starts April 5 on CBS-TV (Wed. 8:30-9 p.m. EST). The new Independent Television Co. series, with Patrick McGoohan in the lead role, will be in the time period vacated by Wanted—Dead or Alive, which also was sponsored by B&W and K-C. Agencies: Ted Bates (B&W) and Foote, Cone & Belding (K-C).

Jacob Ruppert Brewery, N. Y., will spend approximately $2.5 million this year to advertise its Knickerbocker
Los Angeles is size 98, extra large. When you want to cover it with radio, don't settle for something with the sleeves too short. Before fussing with style, consider the cut of the coat. KFWB is big, big, big radio. More of your customers listen to KFWB than to any other station in metropolitan Los Angeles. Hooper says so (18.7% audience share for Dec. '60, Jan. '61, total rated time period). And Pulse says so (16.5% audience share for Dec. '60, Mon. through Sun., 6 a.m. to midnight). It's pretty obvious.

There just isn't any substitute for audience. **KFWB / 98**

*James E. Simons, Station Manager*  
*Represented by John Blair & Co.*

**CROWELL-COLLIER**  
**BROADCASTING CORPORATION**  
*First in Contemporary Communications*  
*Robert M. Purcell, President*
Beer. The company, through Warwick & Legler, New York, places a substantial portion of its budget in spot tv and spot radio in New England and the metropolitan New York area. Marketing plans were disclosed after Kratter Corp., New York holding company, abandoned its effort to gain stock control of Ruppert.

Columbia River Packers Assn. (Bumble Bee tuna), Portland, Ore., started a new tv spot drive Jan. 30 in top markets, using primarily minutes and chain-breaks in both daytime and nighttime. Agency: Richard K. Manoff, N. Y.

Beech-Nut Food Div. (baby food), Canajoharie, N. Y., has started a new tv spot campaign in an undefined number of major markets, using up to 12 daytime and nighttime minutes weekly. Agency: Young & Rubicam, N. Y.

Bubble Up Corp., Peoria, Ill., through Murphy Assoc., I. A., has launched a saturation radio campaign of 225 spots a week in the Los Angeles area, using stations KFWB, KGJ, KMPC and KRKD Los Angeles, and KRLA Pasadena, KGIL San Fernando, KEYZ Santa Ana and KDAY Santa Monica. The five-week Los Angeles promotion, in which the radio spots are supplemented by 7-sheet billboards, bus fronts, truck tailgate signs and point-of-purchase material, is budgeted at $75,000. Eventually the campaign is to be extended to 400 markets.

Rep appointments...

- WEMP Milwaukee and KWK St. Louis: H-R Representatives, N. Y.

Lennox buys ABC Radio show

Backed by a newcomer to network advertising, ABC Radio has started a new weekday, five-minute weather show. Lennox Industries Inc., Marshalltown, Iowa, has purchased sponsorship of Weather Show with John Cameron Swazye, a daily report and forecast on national and local weather conditions (Mon.-Fri. 6:40-6:45 p.m. EST).

Lennox Industries, whose previous broadcast advertising was limited to spot radio, manufactures heating systems and air conditioners. Its agency is the Biddle Adv. Co., Bloomington, Ill. In the new weather program the station will cut away during the last 30 seconds for local weathercasts, which affiliates are selling to local Lennox dealers. In a second development, Lennox Industries bought John Cameron Swazye's Notebook, a five-minute package for which the agency is buying local station time.

**Competition assures ad honesty, says Brit**

The suggestions that advertising men are "parasites" and "hidden persuaders" can be countered easily with examples of the obvious power of the "intelligent consumer," the Chicago Federated Advertising Club was told Thursday.

Advertising consultant Stuart Henderson Brit, Northwestern U. professor and former executive of McCann-Erickson, Earl Ludgin & Co. and Needham, Louis & Brojby, said, "There is nothing hidden about advertising," witness the complete disclosure of motive and fact in any major brand's television, radio or print advertising.

Dr. Brit reserved his right to criticize poor advertising and admitted advertising is "not lily pure." But neither are education, government or sports for that matter, he said. The old maxim of caveat emptor need not apply.

Dr. Brit said, because the consumer holds life and death power over old line as well as new products. The consumer just "lies in wait for a manufacturer to make a mistake," he said, pointing out the high risks involved in marketing and satisfying the consumer's taste.

"It is not the FTC that keeps business clean" he said. "It is the rivalry between products. The consumer has free choice."

He pointed out the high consumer confidence in advertising and in brand names, with such products far outselling the rest. Advertising won't make people buy things they don't want, Dr. Brit argued, in spite of false suggestions that advertising foists shoddy products upon an unwilling public. Good products have a hard time, too, in the competitive battle, he indicated, asking what ever happened to Edsel autos, Hit Parade cigarettes and Chlorophyl dog food.

Dr. Brit has expressed more of the same in his new book, "The Spenders," which he said fully answers other ex-advertising executives he won't name (Vance Packard and friends). Publisher is McGraw-Hill.

Agency appointments...

- Lewis Research Labs Inc., appoints Frank B. Sawdon Inc., N. Y., as advertising agency for Stain-Aid, Drain-Aid, Septi-Kleen, Swish-Kleen and Swim-Kleen. A new product in the drug field will soon be announced. Radio and tv will be principal media.
- Lion Packaging Products Co. Inc., Hicksville, N. Y., appoints Cohen & Aleshire, N. Y., as its advertising agency for a Snap-Off Bags test campaign in Chicago, Boston, Los Angeles, San Francisco, St. Louis, Hartford, Tampa and Miami.
What coverage are you buying? (or selling)

Whether you are a buyer or seller of time, Nielsen Coverage Service ’61 (NCS ’61) answers that all-important question, in terms of: how many . . . where . . . how often.

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

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

Buyer or seller, you will get from NCS ’61 the only up-to-date authoritative coverage facts for both radio and television:

—number of homes reached
—county by county
—day, night; daily, weekly
all based on the 1960 U.S. Census.

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CALL . . . WIRE . . . OR WRITE TODAY

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360 N. Michigan Ave., FRanklin 2-3610

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

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

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400
Minow promises aggressive leadership

TELLS SENATE GROUP HE’LL TRY TO IMPROVE TV PROGRAMMING

Newton N. Minow, the 35-year-old Chicago lawyer tapped by President Kennedy to chair the FCC, intends to give that agency aggressive leadership in attacking a broad range of problems.

This, at least, was the burden of his testimony last week during the Senate Commerce Committee hearing on his nomination. And the Committee, apparently liking what it heard, speedily voted approval of his appointment.

Mr. Minow told the committee he will try to improve the quality of television programming, look into the matter of television ratings, attempt to resolve the uhf-vhf problem, assist in the expansion of educational television, and work for a unified national telecommunications policy.

He expressed these and other views under 90 minutes of committee questioning that was sometimes searching but always friendly.

And he expressed himself with a fluency that indicated he had done his homework. One area not explored in the hearing was the report by James M. Landis on the regulatory agencies. It never came up. But, reportedly, he would have been ready if it had.

Quick Approval • The committee voted approval of the Minow nomination without a dissenting vote in a brief executive session. The approval extends to both of his nominations—to the remainder of an interim term ending June 30 and a full seven-year term beginning July 1.

Mr. Minow’s name will now go back to the Senate for confirmation. President Kennedy picked him last month to replace Charles H. King, who was serving under a recess appointment from former President Eisenhower, for the short term. He succeeds Frederick W. Ford as chairman. However, Mr. Ford will remain as a commissioner (Broadcasting, Jan. 16).

Mr. Minow shared the view of several committee members who felt the level of programming was low, and promised to do something about it. “We must never engage in censorship” he said. “But if a licensee is not operating responsibly in the public interest, the FCC should find someone who will.”

He said he believes the FCC has the duty and authority to review a station’s record, when it comes up for license renewal, to determine whether the licensee has fulfilled his promise to operate in the public interest.

“The airwaves belong to the people,” he said, “and the FCC is responsible for seeing that they are well used.”

Responding to Sen. Norris Cotton (R-N.H.), who questioned him closely on the matter, Mr. Minow expressed the view that the FCC has the legal authority to revoke a station’s license. But he quickly added that “it’s hard to say that revocation would be the best answer.”

He said that the FCC can play a positive role by exerting “an elevating influence on the industry.” And he agreed with Chairman Warren G. Magnuson (D-Wash.) that the industry itself, through NAB and its codes, could improve matters.

But he also said he believes the FCC has the right and duty to monitor programs to a greater extent than it does now.

A Night of Violence • Senator John O. Pastore (D-R.I.) raised the question of the quality of television, stating that during one recent evening before his set he saw a parade of horsewhippings, shootings and killings.

Mr. Minow replied with a smile that “there should be more open spaces between westerns and more public affairs than private eyes.”

Sen. A. S. Mike Monroney (D-Okla.) lashed out at the various systems of rating television programs, challenging their validity and accusing them of stifling the development of better programming.

“The networks, stations, Madison Avenue—all are victims of the rating systems,” said the senator. “Efforts to produce something new are strangled in their infancy by the viciousness of ratings.” He said ratings dominate the industry.

Mr. Minow indicated a measure of agreement with this view, declaring that ratings “are a proper area of concern for the FCC. The systems differ so widely they can’t all be right,” he added. “My feeling is that they underestimate the American public.”

Mr. Minow also promised to try to find an answer to the long-standing uhf-vhf problem. “This matter must be resolved if we’re to have a fully national competitive system,” he said. “I shall try to make as many channels available as possible.”

The ETV Matter • Sen. Magnuson, who has introduced legislation to provide states with grants to build educational television facilities, brought up the matter of educational television almost at the outset of the hearing.

Noting that only 52 of the 257 channels set aside for etv are being used, Sen. Magnuson said that “this will be a matter of concern for you at the FCC.”

Mr. Minow, who is counsel for the Midwest Council for Television Instruction, which plans to beam educational programs to six states from two airplanes, said, “I will dedicate myself to that task—it’s one of my interests.”

At another point, Mr. Minow said he hopes to “liberalize the rules” to enable etv stations to obtain revenue. “Money is their biggest problem,” he said. He also observed that commercial stations could increase the number of educational programs they offer.
Sen. Vance Hartke (D-Ind.), who has identified himself with those urging a unified national telecommunications policy, also found an ally in Mr. Minow. "This is a matter of urgent concern" in terms of space exploration and interdepartmental disputes, as well as a "chief area of concern in national defense," said Mr. Minow. He added he will do whatever he can to advance the development of a unified telecommunications policy.

**Additional Views**  
In other testimony, Mr. Minow said that:  
- He will try to make additional channels available to those metropolitan areas which are now limited to two networks.  
- He would like to see local stations have as much autonomy as possible. Sen. Monroney charged that local stations have been threatened with loss of their affiliations if they refuse network shows.  
- He disagreed with the theory that a congressman competing for a station license should be shown preference on the ground that his position is evidence of his awareness of, and responsiveness to local interests.  
- He agreed fictional television programs such as *The Untouchables* should be treated as such.

He said he would try to bring FCC members into greater agreement on issues, though he said this was a difficult matter since the issues confronting the commission are highly complex.

Mr. Minow also testified that he had disposed of any stocks which might cause a conflict of interest, and said he will submit a report on his holdings to the committee. He added that he will withdraw from his law firm if confirmed.

The two senators from Mr. Minow's home state of Illinois—Paul Douglas, Democrat, and Everett Dirksen, Republican, gave him a warm, bi-partisan introduction to the committee.

Sen. William Proxmire (D-Wis.), who represents the state where the FCC Chairman-designate was born, also testified in his behalf.

All three senators praised Mr. Minow highly. Sen. Proxmire said the appointment will have a salutary effect not only on the FCC but the broadcasting industry as well.

Lar Daly of Chicago, the perennial fringe-party candidate whose demands for equal air time have been a factor in Congress' liberalization of the equal-time provision of the Communications Act, had also been expected to appear.

However, he wired the committee last week saying unexpected developments had detained him and asking for a week's postponement of his appearance. Sen. Magnuson said he notified the Chicagoan that the record would be kept open for a statement but that the proceedings could not be delayed.

**MONOPOLISTS—BEWARE**

Rand Dixon, chief counsel of Senate antimonopoly group, nominated to head Federal Trade Commission

A battler against monopoly—including the questionable right of baseball clubs to "black out" tv and radio coverage of home games within a 75-mile radius of the home town—has been nominated to be chairman of the Federal Trade Commission.

He is Paul Rand Dixon, chief counsel and staff director of the Senate Antitrust and Monopoly Subcommittee, headed by Sen. Estes Kefauver (D-Tenn.).

President Kennedy sent Mr. Dixon's name to the Senate last week. He also nominated Philip Elman, assistant to the Solicitor General of the United States, to be a commissioner on the FTC. Mr. Kennedy announced that he would nominate Everett MacIntyre, chief counsel of the House Small Business Committee, to the next vacancy on the FTC.

Mr. Dixon, 47, a Tennessee Democrat, will succeed Earl W. Kintner as chairman of the federal agency which patrols the nation's advertising and business practices. It also exercises jurisdiction over monopoly and concentration.

Mr. Kintner, whose term ran out last September, has been serving as a recess appointee since that time. He was nominated by former President Eisenhower for a second 7-year term but was never confirmed by the Senate. It was under Mr. Kintner's leadership that the FTC moved into the tv-radio picture. It set up a Tv-Radio Monitoring Unit which screens all national and regional broadcast advertising. The group also coordinates studies of advertising in all media. It has been responsible for a dozen or more complaints filed over the past few years against some of tv's major advertisers. These primarily have been aimed at what the agency charges are false demonstrations on tv.

**Payola Campaign**  
The FTC jumped swiftly into the radio-tv picture two years ago at the height of the payola scandals. It issued more than 100 complaints against record makers and distributors charging they paid off disc jockeys to play their records on the air, thus building up a demand for them in the consumer market. The agency has settled 90 such complaints via the consent decree route, with one being a final order in default. The remainder are still pending settlement.

Under investigation at the FTC is one study which may result in wide repercussions within the broadcast industry. This is a probe, so far under wraps, of rating systems. The existence of this investigation was made known by Mr. Kintner when he appeared before the Senate Commerce Committee last year (Broadcasting, May 9, 1960). Recent inquiries on the course of the investigation has elicited only the comment that it's still underway.

During the Senate antitrust baseball inquiry in 1958, broadcast witnesses requested relief from baseball clubs' practice of "blacking out" home games (and other ball games being played at the same time) within a 75-mile radius of the home game city. Mr. Dixon was...
in charge of that investigation. He has also led the subcommittee in its hearings on pricing practices in the automobile, oil and drug industries.

He was an attorney with the FTC beginning in 1938 and, except for service with the Navy in World War II, was with the agency until 1957 when he joined the Senate staff committee.

Succeeding to the post now held by Edward K. Mills, New Jersey Republican, will be Mr. Elman. Mr. Elman, 42, is a native of New Jersey, and is considered a political independent. He served as law clerk to U.S. Supreme Court Justice Felix Frankfurter after being graduated from Harvard Law School. He joined the office of the Solicitor General in 1944.

Mr. MacIntyre will succeed Robert T. Secrest, a Democrat, when the latter's term expires in September. Mr. MacIntyre, 60, a native of North Carolina, was on the legal staff of the FTC from 1930 to 1955. During that time he was chief trial counsel on antitrust cases. He joined the House Small Business Committee as its chief counsel in 1955.

JFK gets printed record

Sen. Ralph Yarborough (D-Tex.) Feb. 3 presented President Kennedy with a bound volume of virtually every speech and news conference statement made by the President in his successful campaign this fall.

The 976-page volume, which came off the Government Printing Office Press last week, is the first in a projected six-volume series being prepared by the Watchdog Subcommittee headed by Sen. Yarborough (Broadcasting, Jan. 31).

The volumes, a record of the statements of the candidates and network newscasts dealing with campaign, will form a part of the subcommittee's report. The Yarborough unit was set up to study charges of bias on the part of the network in connection with last years easing of the equal-time provision of the Communications Act.

Oversight sowed 'seed' for good things—Lishman

A congressional investigation cannot be judged by looking only at its immediate results, Robert Lishman, chief counsel of the House Legislative Oversight Subcommittee, told an audience of Boston College economics students last week.

"Remedial statutes or forced resignations of public officials tell but half the story," the chief attorney of the subcommittee which "forced" the resignation of two members of the FCC and a presidential assistant, said. "Often the delayed reactions to committee investigations are far more important to the public interest than the visible first harvest."

In case in point, Mr. Lishman cited a 1912 investigation which "planted the seeds" for 1933 banking and security law reforms. "We must therefore keep in mind the potential long-range increments for good which do not meet the eye upon the conclusion of a particular investigation," he said.

Mr. Lishman predicted that 1,000 pages of panel hearings and reports of the Oversight Subcommittee are "seed corn" for good things to come. He said they were the least known and least publicized hearings of the subcommittee but will, "I believe, contribute greatly to effective improvements in the administrative process." Among agency problems discussed by more than 100 participants in the panels were excessive delays, cost, length of record, lack of published criteria and standards, ex parte contacts, status of hearing examiners, undue interference by Congress and the White House and length of tenure of commissioners.

Noting that James M. Landis, special assistant to the President who authored a report highly critical of the FCC and other agencies, participated in the Oversight panels, Mr. Lishman stated: "Instead of criticizing Mr. Landis for allegedly wanting to make himself an administrative czar, I think we should concentrate on coming up with a constructive alternative proposal whereby the needed reforms will not be frustrated by a contest of power between the executive and legislative branches of government."

House Commerce gets two new GOP members

There will be two new faces—both Republican first termers—on the House Commerce Committee during the current session. They are Abner W. Sibal (Conn.) and Vernon W. Thompson (Wis.).

They will replace Larry Brock (D-Neb.), who was not re-elected, and Steven B. Derounian (R-N.Y.), who is moving over to the Ways & Means Committee.

The Republicans picked up an extra seat on the Commerce Committee because of their party's gains in the House in the November election. The Democratic majority on the 33-member committee is now 20-13.

The Republican hold-overs on the committee are John B. Bennett (Mich.), William L. Springer (III.), Paul F. Schenck (Ohio), J. Arthur Younger (Calif.), William H. Avery (Kan.),
Welcome to the historic house at one end of Pennsylvania Avenue—to the two slightly more hectic Houses at the other end—and to the pleasant, pulsating community that lies in between and all around.

Welcome, every member of the new Administration. Whether your duties are top secret or typically secretarial—whether your dining takes you to a supper club or a soda counter—whether your diversion runs to touch football or professional baseball (we’ve got a new team there, too!) ... you’ll find most people and most things in Washington just about the way you want them to be.

As one good neighbor to another, we’d like to introduce ourselves. Our name is WWDC. Our address is 1260 on your radio dial, 24 hours every day. We are Washington’s most-listened-to station from 6 A.M. to midnight, Monday through Sunday. We provide you with the fastest and most complete local news coverage. We were the first station to present radio editorials on matters of importance to the D.C. area, for which we have been commended by national and local authorities alike. We have what we honestly believe is the friendliest announcing staff in Washington, bringing you the liveliest and best-balanced programming. We are, above all else, “the station that keeps you in mind.”

We wish each of you well in your important undertaking. And we wish you a warm welcome to Washington. It’s a wonderful town.

WWDC RADIO 1260 on your dial 24 hours every day

(WASHINGTON, D. C.—Represented Nationally by John Blair & Company)

Pulse, Inc. 5 County Metropolitan Area Survey -- November, 1960
Harold R. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Has-tings Keith (Mass.), and Willard S. Curtin (Pa.).

The Democratic members, all hold-overs, are Oren Harris, chairman (Ark.), John Bell Williams (Miss.), Peter F. Mack Jr. (III.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.).


Cunningham to hear reluctant witnesses

A resumption of the commission’s program inquiry in Los Angeles March 8 for testimony and records from wit-nesses who refused to testify last fall (BROADCASTING, Oct. 24, 1960) was ordered last week by James D. Cunn-ingham, chief FCC hearing examiner.

The commission two weeks ago up-held Mr. Cunningham’s ruling that the balky tv programming talent organizations must appear with the records al-ready subpoenaed (BROADCASTING, Jan. 30). Named in the commission order were MCA Inc. and Vice President Taft Schreiber; Dick Fishell & Assoc., Promotions Unlimited and executives of the last two firms—Mr. Fishell, Betty Langley and Mary Rothschild.

In last week’s order, the examiner ordered the firms and individuals “... to appear and testify ... and to produce all of the information and data required by the subpoenas herefore- duly served upon them. ...” The hear-ings will be held in the U. S. Court of Appeals courtroom.

SEC reported probing ‘Paar Show’ stock tip

The Securities & Exchange Commis-sion in New York was reported last week to be investigating the market activity supposedly stimulated by a tip given by comedian Lou Holtz on NBC-TV’s Jack Paar Show last Monday (Feb. 6).

SEC officials declined to comment on the development, but it was learned the commission had sent questionnaires to leading brokers to ascertain market activity, particularly on two stocks—Canadian Javelin and MPO Video-tronics. Though Mr. Holtz did not men-tion any particular stock during an ex-change on the program with Mr. Paar, he did say that he knew of a stock, traded on the American Stock Exchange, that was selling for “around 10 that would go to a thousand in 10 years.” Subsequently, there was a large volume of trading on Canadian Javelin and MPO Videotonics and speculation in financial circles centered on these two issues.

The commission said that Mr. Paar and Mr. Holtz had been asked to appear before the SEC for questioning. Mr. Holtz appeared Thursday.

Pastore sets hearings in west on vhf boosters

The Senate Communications Sub-committee will head west next week for hearings on the effect of the new FCC regulation on vhf boosters.

Chairman John O. Pastore (D-R.I.) announced last week the subcommittee will hold hearings in Salt Lake City, on Feb. 21 and in Casper, Wyo., the following day.

Congress last summer enacted legis-la-tion which legalized some 1,000 boosters already in existence and brought them under FCC authority. Sen. Pastore said the subcommittee is interested in getting the reaction of people in the western area to the regula-tions adopted by the commission.

He also said the subcommittee hopes to determine if any additional legis-la-tion is needed to assure television serv-ice for small communities.

Persons interested in appearing at the hearings should contact Sen. Pastore, New Senate Office Building, Wash-ington, D. C.

Writeoff vacations?

The U. S. Internal Revenue Service is casting a suspicious eye at tax deductibility claims for tours described as professional seminars and is examining the advertising for such tours. IRS said programs of some of these proposed seminars “raise sub-stantial questions as to whether the activities described meet the qualifications for deductible business expenses set forth in the income tax laws and regulations.

“... is particularly true with respect to spouses of the participants. To be tax deductible, expendi-tures must be ordinary and necessary to the taxpayer’s business.” IRS examiners have been instructed to place increased emphasis on the examination of returns involving entertainment, travel including the cost of “pur-ported business trips which are, in fact, vacations.”
Air Express has priority... in the air and on the ground

It doesn't matter whether your product is large or small... travelling 300 miles or 3000. The moment you call AIR EXPRESS (and one call is all it takes), the nation's largest air-ground shipping service is on your team. That means your shipment gets top priority on all 35 scheduled U.S. airlines—first on, first off. It's picked up and delivered—door-to-door—by a special fleet of 13,000 AIR EXPRESS trucks, many radio-dispatched. And it always gets the kid-glove handling it deserves, to 23,000 communities in all 50 states. These are just some of the reasons why, more than ever, it pays to think fast, think AIR EXPRESS first.

CALL AIR EXPRESS DIVISION OF REA EXPRESS — GETS THERE FIRST VIA U.S. SCHEDULED AIRLINES
Rep. Moss will leave no stone unturned
KENNEDY NEWS POLICIES TO BE WATCHED, TOO, HE SAYS

For more than five years Rep. John E. Moss (D-Calif.) has performed as a kind of watchdog for newsmen and the public, snapping at the heels of government bureaucrats who have withheld information to which he feels the people have a right. Last week, the first and only chairman of the House Government Information Subcommittee insisted that, despite the change in administration, his eye and bite are as sharp as ever.

His role was brought into question as a result of mounting criticism by Republicans against what they allege are attempts by the Kennedy administration to reduce the output of information from government sources.

Sen. Barry Goldwater (R-Ariz.), in a Senate speech, said he was "very much disturbed" because of the administration's censorship of a speech by Admiral Arleigh Burke, chief of Naval Operations, that was highly critical of the Soviet Union.

And Rep. Clare E. Hoffman (R-Mich.), a member of the Government Information Subcommittee, quoted his chairman as having said, during the Eisenhower era, that secrecy in government was "the first refuge of incompetents." The Michigan Republican went on to ask whether Rep. Moss would "characterize the Kennedy appointees in like manner."

To this criticism, Rep. Moss replied, "I would have welcomed such concern during the previous Administration."

Under President Eisenhower, Rep. Moss said, 14 of Admiral Burke's speeches had been censored. Other high civilian and military officials in the Pentagon had been muzzled dozens of times, he added.

**Policy's the Key**
- He said, however, that while his subcommittee expects military officials to talk freely to congressional committees before policies are formulated, it never saw anything "improper" in an Administration "restraining" these same officials from making statements that would contradict established policy. And President Kennedy, he noted, "has not tried to dodge responsibility for censorship where policy was involved."

Rep. Moss' subcommittee, often called the Freedom of Information Subcommittee, was created to study the information policies of the executive branch of the government and the independent agencies, and to determine their basis—constitutional, statutory or privileged.

"Where we felt the law was being abused to suppress information, we tried to free that information," he said. "We're going to be just as concerned, under the Kennedy Administration, that there be valid grounds for withholding information," he added. "The problem is a continuing one. It doesn't go away because of a change in Administration."

The "most glaring example" of secrecy, according to Rep. Moss, is in the "improper use" of the executive branch's power to classify material. He feels the Eisenhower administration was addicted to "overclassification" and that it often gave national security as its reason for suppressing material when, Rep. Moss said, the real reason was policy.

He said his subcommittee "will push for proper employment of the classification machinery and for declassification when the need for such declassification is felt."

**Test to Come**
- One of the functions of the Moss Subcommittee is to process complaints from newsmen dissatisfied with the information policies of the government. To date, Rep. Moss said, he has received none concerning the Kennedy Administration, but, he added, the real test will come when government officials claim executive privilege in withholding information.

While maintaining the change in administrations has not dimmed his resolve to remove illegal restrictions on public information, Rep. Moss conceded that his position may be more difficult with the Democrats than with the GOP.

But he said he derives some comfort from the feeling that a number of factors will make it difficult for the Kennedy Administration to impose undue restrictions on the flow of information. Last week, he cited four:
- The Democrats, during the campaign, took a definite position on the freedom of information issue—for example, their call for the release of the polls on American prestige.
- The issue "is developing a bit of political sex appeal."
- The press is "far more aware" of the problem than it has been.
- The press "is going to be even more critical of the Kennedy Administration than it was of the Eisenhower Administration."

Observers pointed out, moreover, that newsmen not only will be keeping an eye on the Administration's handling of information; they'll also be interested in knowing how their watchdog is behaving.

THE THIRD CONFERENCE
Possible live radio-tv for future presidential sessions

President Kennedy may return to live broadcasting of his news conferences but there's a possibility that only the use of film will be allowed for tv.

Pierre Salinger, presidential news secretary, said the restricted coverage by recordings, specified for the third conference held Feb. 8, had presented problems. The rules for this session banned live coverage but allowed taped radio and tv versions to go on the air as soon as the conference ended.

A minor rhubarb occurred Feb. 8 when UPI beat the end of the conference by 10 minutes with a dispatch on its local news service in Washington. The error was ascribed to a mixup in cueing at the UPI office. None of the material went out on UPI regional, national or international wires, according to Julius Frandsen, news editor. UPI apologized to AP for the error.

Frequent complaints have been heard among newspaper correspondents about the practice of permitting live tv and radio, a Kennedy innovation.

If tv tape and live coverage are banned, then broadcasters will be back on the Eisenhower formula. Broadcast newsmen can phone conference reports as soon as it ends, under this technique, but sound film coverage is delayed two or three hours by processing.

Tv and radio networks did not take advantage of the opportunity to put full coverage of the Feb. 8 conference on the air at approximately 10:35 a.m., when it ended. NBC plans provided 11:05 a.m. coverage on radio and 1 p.m. on tv. CBS used excerpts on regular network programs during the day and a summary that started shortly before noon. ABC-TV scheduled the conference at 5 p.m. and radio coverage was heard at 3:30 p.m. and 10:30 p.m. Mutual put on audio tape coverage at 10:45 a.m.

ABC-TV handled the pool coverage.
MARK TWAIN could have been “The Boss Man” of WPTR

It would have fit him like a glove because Mark Twain represented GRASS ROOTS THINKING AT ITS BEST. Radio, too, should be communication at its best. That’s the kind of a station we try to run at WPTR. Naturally we play music but we believe news is more important—and equally important is the interpretation of that news.

That’s why WPTR has a minimum of 48 regular scheduled newscasts every day—commentary on the news at least 12 times a day—news in depth every hour—and where necessary “editorials” are broadcast on a round the clock basis. WPTR has never backed down from an issue it felt was right. It’s that kind of an independent—

independent! In another area, too, it’s unique. Last year WPTR received the “National Headline Club Award” for outstanding public service.

Perhaps it’s why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY
The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details—see your EAST/man. Foster & Creed, in New England.

DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES
President Kennedy's first delayed-only news conference

Weeks of planning and the equivalent of two working days setting up equipment by ABC-TV preceded President Kennedy's Feb. 8 news conference, the first to be limited to video and radio tape pickups. The tapes were released for broadcast at the close of the conference. Two earlier conferences were broadcast live. (See page 50.) ABC used four supersensitive TV cameras to pick up the proceedings, along with the two rifle mikes that catch questions from reporters. The auditorium is flanked by elevated booths where newsmen phone reports to wire services and networks. Their Feb. 8 dictation also was delayed until the conference ended.

Left photo—President Kennedy answers a reporter’s question. One of the two front cameras is shown at Mr. Kennedy's left, along with a mike. At right, some of the TV and film cameras in the rear.

Feb. 8, with Marshal Diskin in charge. He started setting up the day before at 9 a.m., using four TV cameras with "supersensitive image-orthicon tubes." As at the two previous Kennedy conferences, rifle microphones were used to pick up questions from newsmen. Mr. Diskin changed camera arrangements to feature the President's right side, his better camera side. The mikes were placed closer to newsmen. In all, ABC had a crew of 15 on the assignment, including Robert Fleming, Washington bureau news chief. Bill Weisel was stage manager.

The ABC crew had a scare when the President triggered a cue by starting out of his waiting room off stage when Mr. Fleming knocked and then turned back into the room for a brief last-second exchange with Mr. Salinger. This caused brief panic but the President arrived at the rostrum right on time.

FCC denies request to skip Gila hearing

Gila Broadcasting Co. and its six Arizona stations have lost another round to the FCC in their fight for renewal of licenses and sale to the Earl Perrin Co. of Chicago. The commission last week denied Gila's request for renewal without a hearing and enlarged the issues to determine if Gila relinquished control to Perrin without prior approval.

Gila stations are KZOW and KWJB-FM Globe, KVNC Winslow, KGLU Safford, KCLF Clifton and KCKY Coolidge. The stations went dark last October without Commission approval (Broadcasting, Nov. 28, 1960). In a separate action last week, the FCC granted the stations permission to remain silent for 90 days from Feb. 2. The commission also refused to accept an earlier Perrin pleading supporting Gila but made the prospective buyer a party respondent.

Gila had argued that license renewal and approval of the sale without hearing would be in the public interest. The case was set for hearing on Gila's alleged failure to file some required reports, misrepresentations in those that were filed, character qualifications and other issues.

WENS (TV) opposes shifting its ch. 22

Various proposed channel deletions and additions occupied the attention of broadcasting groups in comments before the FCC last week, with WENS (TV) Pittsburgh (ch. 22) protesting a move to shift that channel. WENS, now dark, but operated from 1953-57, said that it is "... fallacious to characterize the channel proposed to be deleted as unused ..." when it holds an outstanding construction permit.

WENS noted that it spent over $700,000 on its station and hopes to go back on the air in the future. Community Telecasting Co. had asked for the deletion of ch. 22 from Pittsburgh so ch. 15 can be assigned to Youngstown, Ohio. Community's WXTV (TV) Youngstown now operates on ch. 45.

Several groups objected to a proposal by Penn State U. that ch. 3 be assigned to State College, Pa. and reserved for educational TV, alleging this would require reduced mileage separations—157 miles from ch. 3 WRCV-TV Philadelphia and 163 miles from WSVA-TV Harrisonburg, Va., as the Assn. of Maximum Service Telecasters pointed out. WSVA-TV, WRCV-TV licensee NBC, and ch. 3 WSYR-TV Syracuse, N. Y., also opposed the assignment on the same grounds.

Penn Traffic Co., which has asked for a third vhf for Johnstown-Altoona, Pa., utilized the Penn State petition to renew its appeal, holding ch. 3 should go to Johnstown-Altoona to equalize network service there. ABC said the petition conflicted with the more desirable Penn Traffic proposal.

Commenting on a proposal by Kentuckiana TV Inc. to assign ch. 31 to Louisville, ABC said that this would not constitute an acceptable allocations solution for the market; that Louisville should have a third vhf; and that ABC's proposal for ch. 6 or 7 in Louisville would accomplish this.

Kentuckiana, which holds a construction permit for ch. 51 Louisville, amended its petition last week to ask for ch. 32 instead of ch. 31.

Also last week, KVLS (TV) Flagstaff, Ariz., asked that ch. 4 be allocated to that city instead of ch. 13, for which it holds a permit, because of its inability to find a suitable transmitter site for ch. 13 operations. The Forestry Service has objected to the ch. 13 grant, holding operation on that frequency would cause interference to a government communication facility in Flagstaff.
Radio WEMP
MILWAUKEE
A. M. SPHEERIS PRES.
HUGH BOICE, JR. V. P., GEN. MGR.
JOHN GAGLIANO SALES MGR.

Radio KWK
ST. LOUIS
WM. L. JONES, JR. V. P., GEN. MGR.
A. M. SPHEERIS PRES.
HUGH BOICE, JR. V. P.

HR APPOINTS...
REPRESENTATIVES, INC.

HR IS PROUD TO REPRESENT
2 GREAT STATIONS SELLING
2 GREAT MARKETS

HR WILL SELL YOU SOON

AS EXCLUSIVE NATIONAL REPRESENTATIVE
KOIN-TV persuades people in Portland!

KOIN-TV—Channel 6, Portland, Oregon.
One of America's Great Influence Stations, Represented Nationally by CBS-TV Spot Sales.

Even parsimonious purchasers are persuaded by KOIN-TV, sales window for the Portland, Oregon market and 33 surrounding counties. KOIN-TV inspires confidence with programming tailored to fit the needs and interests of a wide audience eager to learn about your product or service. Be so kind as to check Nielsen for proof.

FORD GETS IN LICKS AT CRITICS
Outgoing FCC head defends agency from charges of delay

Without mentioning any names, FCC Chairman Frederick W. Ford took a verbal slap at the administration's James M. Landis and other commission critics last week. Mincing no words, the outgoing chairman stated: "There are those who would like to ignore the vigor and resolution with which the commission has attacked the almost insurmountable problems which confronted it a year ago and who with derogatory generalizations seek to have the accomplishments of the Congress and the commission working in close cooperation brushed into oblivion."

Chairman Ford's first public reply to sharp criticism of the FCC in the Landis report came in a Wednesday (Feb. 8) speech to the Broadcast & Film Commission of the National Council of the Churches of Christ, meeting in New York. Mr. Landis charged that the FCC presents an "extraordinary spectacle [and] has drifted, vacillated and stalled in almost every major area" (Broadcasting, Jan. 2).

In his speech last week, the FCC chairman praised his agency for its "courage, resoluteness, firmness in its decisions and ability to cope with its problems." Mr. Ford outlined FCC activities and accomplishments in nine major problem areas, including relationship with networks and Congress; speed-up in disposition of cases; ex parte; uhf-vhf problem; pay tv; trafficking; political broadcasts and educational tv.

"It is to be observed that during the last five months of 1960, 35 cases have been decided in comparison with 32 cases during the previous 12 months," Chairman Ford, who became head of the FCC 11 months ago, pointed out. (In his report, Mr. Landis had criticized the commission's slowness in deciding cases during fiscal 1959 but gave no credit or mention to the speed-up during the Ford administration.)

Actions via Panel—A further cut in delays will result if Congress approves FCC recommendations soon to be sent to the Hill which would allow the commission to divide itself into two panels for final actions, the chairman said. Appeals from such panel decisions would be permitted on a discretionary basis only. The commission also is preparing legislation with which to institute a summary judgment procedure at the agency, Commissioner Ford said.

A further contemplated step, the chairman said, is the delegation of more authority to the staff, which would give the commissioners more time for important problems and improve the speed of service to the public. The staff has been conducting a study since last October of present delegations with this in mind.

Government Ethics—Noting that government ethics is far different from professional or private ethics, Mr. Ford recommended that a commission on ethics be established within the executive branch of the government. "The ethical problems peculiar to federal service are sufficiently important and complex" to justify such an agency, he said.

Debates earn permanent place

Debates between opposing political candidates have become a permanent part of the American scene, LeRoy Collins, NAB president, said Feb. 6 in an interview over KOTV (TV) Tulsa, Okla. Recalling the Kennedy-Nixon debates last fall, Gov. Collins predicted the technique will spread.

The presidential debates demonstrated the need of removing the Sec. 315 equal-time restrictions from the Communications Act, he said. He lauded Corinthian Broadcasting Corp. for its initiative in sending news teams from each of its five stations to cover the Kennedy inaugural events from their state and community viewpoints.

If there's more snow in D.C....

Washington's current weekly attraction—heavy snowstorms with subsequent early closing of government offices—has caused more than a little confusion among experts trying to meet FCC deadlines.

With the commission having received four partial holidays (the latest last Wednesday) the past four weeks because of snow, attorneys were unsure whether their clients had additional days, or just how many, to file replies, comments, etc. Noting that it has "received a large number of inquiries from local practicing attorneys concerning the computation of time for filing documents . . .", the commission publicly called the legal fraternity's attention to Section 1.18(b) of its rules.

The rule excludes, for the purpose of computing deadlines, Saturdays, Sundays, legal holidays and "a day on which the commission's office is closed prior to 5:00 p.m. in which event the period runs until the end of the next full day when the commission's office is open."
Don't miss air-dates! Remember: it's there in hours...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive the same day they're sent!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places—so often.

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COMPANY __________________________
ADDRESS __________________________ PHONE __________________________
CITY __________________________ ZONE __________________________ STATE __________________________

IT'S THERE IN HOURS... AND COSTS YOU LESS!
Another round in court on Miami ch. 10

FCC SAYS DISQUALIFICATION

The FCC’s actions in the Miami ch. 10 ex parte case were defended last week by the commission itself, the Dept. of Justice and L. B. Wilson Inc.

Briefs were filed last week by the three litigants in the U. S. Court of Appeals in Washington.

They followed by two weeks written arguments opposing the FCC’s proposals to revoke the 1957 grant of Miami’s ch. 10 to National Airlines and to disqualify National and North Dade Video Inc., one of the original applicants, because of “off-the-record” approaches to FCC commissioners. These were filed by National Airlines and North Dade late in January (Broadcasting, Jan. 30).

The commission’s actions were contained in an order issued last July. At that time the FCC issued a construction permit for the Florida vhf channel to L. B. Wilson, the only one of the four original applicants it found free of the ex parte taint. A fourth applicant, WKAT Miami, was found also tarred with behind-the-scenes maneuvering, but has since dropped out.

Both National Airlines and North Dade attacked the FCC’s decision on procedural grounds as well as on the basis for its findings.

All parties in the case are scheduled to file reply briefs by Feb. 16. Argument has been tentatively scheduled for March 6, it is understood.

The FCC told the court last week that its decision to revoke the National Airlines’ grant and to disqualify it from further consideration was based on solid ground.

National Airlines, it said, “tacitly” accepted Thurman Whiteside’s help in attempting to influence then Commissioner Richard A. Mack, even if it claims that it unsuccessfully tried to hire him.

The commission also said there never has been “any question of the improperity of approaching commissioners off the record in adjudicatory matters. This was in answer to a National Airlines comment that such practices were condoned at the FCC.

North Dade, the commission said, hired former FCC commissioner and former congressman Robert F. Jones to exert “extra-adjudiciary” pressures on the FCC through congressmen.

Miami Different from Boston - The FCC made clear that it distinguishes between the Miami ch. 10 situation and that involving Boston ch. 5. In the latter the FCC revoked the grant to the Boston Herald-Traveler but did not disqualify it from being considered in a reassessment of the original applicants.

The charge that the commission acted differently in the two cases had been made by North Dade and National Airlines.

In response, the FCC stated: “... Both Public Service [National Airlines] and North Dade, however, were found to have sought to influence the commission’s decision, not only by use of approaches which are improper because of their private and ex parte nature, but also by attempts to inject wholly improper considerations into the proceeding—in the one case, a commissioner’s personal friendship for Whiteside; in the other, the prestige and influence of members of Congress. It was wholly reasonable for the commission to distinguish between such conduct and the attempts of those involved in the WHDH decision [Boston ch. 5] to seek a personal acquaintance with a commissioner not previously known to them, or to present a brief ex parte on a matter critical to pending legislation.”

The FCC maintained that its authority to issue the ch. 10 facility to L. B. Wilson was sound and there was no question of its jurisdiction to do this. This was in answer to National Airlines’ argument that the commission exceeded its authority in issuing the grant to L. B. Wilson. It also declared that it had found nothing improper in the relation of Sen. George A. Smathers (D-Fla.) and the fact that he was a co-executor of the estate of the late Mr. Wilson.

Justice on FCC’s Side - The Dept. of Justice strongly sided with the FCC’s action in the Miami ch. 10 case. Written by former FCC staff lawyers (now with the Justice Dept.) Richard A. Solomon and Henry Geller, the government brief argued that the record shows that National Airlines and North Dade attempted to inject “the results” of the comparative hearing. Justice also found that the FCC “properly” disqualified both National Airlines and North Dade.

L. B. Wilson, the applicant which stands to become the Miami ch. 10 grantee, emphasized that the FCC’s findings on National Airlines and North Dade were correct, and that the FCC properly made the grant to the remaining applicant when the others were disqualified. The Wilson brief disputed the standing of National Airlines or North Dade to question the award since these parties, it said, “have been injured in the course of the proceedings.”

IN THE CONGRESSIONAL 

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


S 526. Sen. John L. McClellan (D-Ark.)—would create a joint Congressional Budget Committee that would study all budgetary matters, assist congressional appropriations committees in their deliberations, recommend legislation to promote governmental efficiency, and report on whether federal agencies are performing their missions in accordance with the wishes of Congress. (Sixty-six other senators, from both parties, co-sponsored the bill.)

HR 3250. Rep. Dominick V. Daniels (D-N.J.)—would create a Federal Advisory Council on the Arts, with members drawn from various major art fields, including radio and television, to help develop the cultural resources of the United States.

HR 3334. Rep. Thomas M. Pelly (R-Wash.)—would prohibit daytimeradio broadcasting stations to operate at least from 6 a.m. to 6 p.m.

HR 3450. Rep. John V. Lindsay

HOPPER


In Providence, **WJAR-TV**'s new one-two punch delivers a feature film knockout!

Adding to their Million Dollar film library, WJAR-TV announces the two biggest buys in feature films: NTA's "'61 for '61" and Warner Brothers' "Post '50 Package" to be seen Mon. thru Fri. at 9 A.M., 1 P.M., 5 P.M. and Sat. and Sun. at 11:10 P.M. Some of the titles and stars: **A STAR IS BORN** • **VIVA ZAPATA** • **ALL ABOUT EVE** • **THE HIGH AND THE MIGHTY** • **COME TO THE STABLE** • **REBEL WITHOUT A CAUSE** • **THE PRINCE AND THE SHOWGIRL** • **HONDO** • **COME FILL THE CUP** • **THE BIG LIFT** • **DOWN TO THE SEA IN SHIPS** • **PINKY TO THREE WIVES** • **YELLOW SKY** • **THE SEARCHERS LAND OF THE PHARAOHS** • **Marilyn Monroe** • **Anita Cliff** • **Burt Lancaster** • **John Wayne** • **James Dean** • **Sal Stewart** • **Maria Schell** • **Kirk Douglas** • **Joan Crawford** • **James Cagney** • **Spencer Tracy** • **James Mason** • **Glenn Ford** • **Peter Sellers** • **Gary Cooper** • **Natalie Wood**
by their own disqualification, not by the grant to Wilson."

The charges by National Airlines that Sen. Smathers interceded with Commissioner Mack in behalf of the Wilson application are "conceived in desperation and has no basis in fact," the Wilson brief stated.

Award of ch. 10 to L. B. Wilson was attacked by Elsey Roberts, former St. Louis broadcaster who has been urging the commission to open the case to new applicants. In his brief last week, Mr. Roberts contended that the FCC had no power to award the open channel to L. B. Wilson without giving Mr. Roberts a chance to make a case in open hearing.

ABA unit to discuss procedural proposal

A permanent National Conference on Administrative Procedure to be established by law and with top officers to be selected by the President will be considered by the House of Delegates of the American Bar Assn. at its meeting in Chicago, Feb. 20-21. The proposal is designed to improve the operation of federal administrative agencies such as the FCC, FTC, SEC, and some 70 other bodies in Washington that perform administrative and quasi-judicial functions.

The recommendation has been prepared by ABA's special committee on legal services and procedures headed by Smith W. Brookhart, Washington. Assisting him in preparing the draft legislation were Donald C. Beelar, Raoul Berger and Valentine B. Deale, all of Washington, and Robert M. Benjamin, New York.

The idea of an administrative conference was first proposed in 1959 by the ABA. President Eisenhower last year named E. Barrett Prettyman, chief judge of the District of Columbia Cir-
cuit Court, as chairman of an organizing committee. This group met and formulated proposals for the establishment of a conference. President Kennedy has asked Judge Prettyman to continue this work.

Pelly, Gross still have 'Spy' questions

CBS-TV, which touched off a lively controversy when it cancelled an Arm-
strong Circle Theatre production dealing with Soviet espionage in this country, didn't satisfy everyone on Capitol Hill when it rescheduled the show.

Rep. Thomas M. Pelly (R-Wash.), who said CBS told him that script changes were the basis for the decision to carry "The Spy Next Door," now wants to see these changes. He contends the network might be censoring itself to appease the Soviet Union.

And Rep. H. R. Gross (R-Iowa), who says he wasn't able to get any answers to his questions at CBS offices in Washington and New York, has asked the House Commerce and Un-
American Activities Committee to in-
vestigate the reason for the show's original cancellation. He says he is convinced "pressure" had been put on CBS officials.

"The Spy Next Door" had been originally scheduled for Feb. 1. Its sudden cancellation gave rise to specu-
lation that the action was taken to avoid embarrassing the new Kennedy Administration in its dealings with the Soviet Union.

The network, however, maintained it had acted on its own. In rescheduling the program, CBS said that top officials had cleared it after viewing the taped show (Broadcasting, Feb. 6).

Rep. Pelly said that an exchange of correspondence with CBS officials had convinced him that outside pressure was not a factor in the show's cancella-
tion.

CBS show raked on Capitol Hill

CBS has moved to counter a cam-
paign against its Harvest of Shame tv documentary, which is being conducted among congressmen by the American Farm Bureau Federation. The AFBF claims a membership of more than 5 million farmers.

The AFBF reportedly has sent every member of Congress a 9-page letter detailing alleged errors in the contro-
versial program, which dealt with the problems of the migratory farm work-
ers. In response, CBS prepared a 16-
page point-by-point answer. It then notified every senator and representa-
tive of its reply and said it was available on request. Thus far, some 100

members have asked for copies, ac-
cording to the network.

Meanwhile, the embattled Harvest picked up an important friend last week in Sen. Harrison A. Williams, (D-N.J.), chairman of the Senate Sub-
committee on Migratory Labor.

Speaking before the national Farm-
Labor Conference in Cincinnati on Tuesday (Feb. 7), he said that the program had served a useful purpose in helping the American people "to realize that there are important prob-
lems in this area and that something should be done about them."

The FCC last week...

- Granted low-power tv stations on ch. 12 in Lamar, Colo., and ch. 3 in Gallup, N. M., to Teletvents Inc. of Dallas. Lamar station plans to operate with 389 w and Gallup with 933 w. Teletvents is equally owned by Bill Daniels, Winston L. Cox and Carl M. Williams who have ca1 tv interests in several states, including Farmington, N. M.

- Invited comments by March 13 in following rulemaking proposals in Ne-
braska: (1) by KHOL-TV Kearney to add ch. 8 to Albion and (2) by the Nebraska Council for Education Tv. to add chs. 4, 3 and 8 to Kearney, Basset, and Albion, respectively, for educational use and to reserve for etv present com-
mercial assignments in Alliance (ch. 13) and North Platte (ch. 9). The new comments were invited as an addition to current rulemaking to add ch. 4 to Superior, also requested by ch. 13 KHOL-TV.

- Finalized rulemaking by deleting ch. 31 from Lancaster, S. C., replacing it with ch. 67; adding ch. 31 with educa-
tional reservation to Columbia, S. C., making ch. 19 (now educational) there available for commercial use. At the same time, the commission granted WNOK-TV Columbia permission to shift from ch. 67 to ch. 19. The changes are effective March 17.

- Was asked jointly by the Broadcast Bureau, WRMA Montgomery, Ala., and WAOK Atlanta, Ga., to adopt cease parties prohibiting acceptance of payola by WRMA and WAOK in the future. Both stations, under common owner-
ship of Stan Raymond, Zenas Sears and Dorothy Lester, had admitted accepting payola in the past and agreed to the FCC show cause order (Broadcasting, Dec. 19, 1960). The agreement spelled out that the stations had ceased the practice of accepting payola and did not concede that WRMA and WAOK had violated Sec. 317 (sponsor-
ship identification) or any provision of the Communications Act.
Coming in the March issue:
"Check List for Media Plans" compiled by the editors of Media/Scope—a comprehensive list of factors a media planner encounters in making decisions.

In some advertising agencies he is called Radio/TV Account Executive; in others, Time Buyer, Media Director, or All-Media Supervisor. In an advertiser company, he may be General Sales Manager, Advertising Manager, Sales Promotion Manager or have any number of similar titles.

Whatever their titles, Media/Scope is written and edited for the people whose responsibility it is to channel advertising's billions of dollars into media. Media/Scope's circulation concentrates exclusively on such people, in agencies and in advertiser companies.

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NAB adds teeth to ethical standards

BOARD ELECTS McCOLLOUGH CHAIRMAN; AD THREATS REVIEWED

NAB moved last week to tighten the voluntary controls governing program and commercial standards of both radio and TV stations. The Association’s Board of Directors, meeting at Palm Springs, Calif., adopted amendments to the two ethical codes.

The Radio Board amended its radio code to establish maximum limits on advertising time for announcement and participation programs (story page 64). The action came over objection of several smaller station directors and followed several hours of lively discussion. New standards are effective May 1.

The TV Board was told by E. K. (Joe) Hartenbower, KCMO-TV Kansas City, tv code chairman, that monitoring activity will be stepped up from 90,000 program hours this fiscal year to 150,000 in 1961-62. He reported the code board plans to tighten the definition of billboarding for commercial programs and said it will broaden code language to include the overall field of programming conflicts in lieu of the “restrictive implications of crime, violence and sex.”

Throughout the three-day sessions, which included status reports on legislation and regulation, discussion centered around means of best coping with the new threat of invasion by the government authorities into the area of program controls and possible restrictions on advertising.

Big Budget • Combined radio-TV budgets for the association covering the fiscal year starting April 1 and including funds for the two codes, total approximately $1,535,000 and were approved by the radio and tv boards. These totals, almost identical with those for the current fiscal year, do not include general administrative funds not ascribable to either division, which were to be voted by the combined board at Friday’s closing session.

The 1961-62 budgets break down as follows: Radio, general, $650,000; code, $60,000; TV, general, $550,000; code, $275,000.

LeRoy Collins, who assumed office last month as the NAB’s new president, proposed creation of an advisory committee of not less than three directors and of a chairman of the board (his predecessor, the late Harold E. Fellows, served as both chairman and president).

Scheduled for action at Friday’s closing session was the election of Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., as the new chairman of the combined boards. He would serve as head of the advisory committee with the chairmen of the radio and TV boards, with Thomas C. Bostic, Cascade Broadcasting Co., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., respectively, as the other regular members of the advisory committee. Additional members, selected from among the board memberships, could be designated from time to time.

A move to reduce the size of the Radio Board to more manageable proportion was to be made at Friday’s session. The combined board now totals 43, of whom 29 are Radio Board members and 14 TV board members. A proposal to reduce the size of the Radio Board perhaps to that of the TV board has been considered for a total of 28 members, but it was thought the transition might not be invoked promptly and possibly would have to await action of the forthcoming NAB convention in May.

For Sec. 315 Repeal • The Radio Board adopted a resolution urging full repeal of Sec. 315, the equal-time political provision of the Communications Act. Action came after a motion had been made to support the Magnuson bill (S 204) to make permanent the 1960 suspension of Sec. 315 as it applies to presidential and vice-presidential candidates. This was voted down.

A proposal to resolve against double billing abuses in cooperative advertising was rejected, although the practice was deprecated.

Both the Radio and TV Boards unanimously adopted a resolution calling for a reappraisal of Conelrad in light of technological developments during the last decade, particularly in the missile field. The resolution “earnestly suggests that the federal government initiate a reappraisal of the requirement and usefulness, both present and future, of the Conelrad system in order to provide guidance to the industry as to its future needs.”

Former NAB President Justin Miller, now living in retirement in California, was present at all of the board sessions for the first time in several years. He was the unanimous choice for the NAB’s Distinguished Service Award this year and will make the keynote address at the May convention in Las Vegas (see story page 62; editorial page 98).

Judge Miller, now 73, was frequently asked by the boards to give his views on current legal and legislative affairs.

All Time High • The TV Board was told that membership, at 362 stations, plus all three networks, is at its highest point. A proposal for appointment of a membership chairman in each of the 50 states is under consideration.

A recommendation of the TV Code Board for appointment of Lawrence H. (Bud) Rogers, vice president of Taft Broadcasting Co., Cincinnati, as a code board member, to succeed Gaines Kelley, WFMY-TV Greensboro, N. C., was approved. Mr. Kelley asked to be relieved from code board duties—because of a heart condition. He suffered a heart attack last August but returned to work Feb. 1 on a half-day basis.

The TV Board adopted a resolution praising his code service and his work as chairman of the code group’s personal products subcommittee. Mrs. A. Scott Bullitt, KING-TV Seattle, and Joe Herold, KBTB (TV) Denver, were reappointed to the TV Code Board for two-year terms. Mr. Hartenbower will continue as board chairman for another year, his third.

Lou Hausman, director of the Television Information Office, reported that, since TIO’s formation in October 1959, revenue has increased to more than $500,000. Station members total 150, plus three networks. Membership was approved for three stations of the Capital Cities group (WTEN-TV Albany; WPRO-TV Providence R. I.; WTVD (TV) Durham-Raleigh N. C.);
To add "atmosphere" to the sales pitch...

RCA Special Effects!

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. RB-22, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

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

RCA Special Effects Panel

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA
Judge Miller and Raymond Guy to get NAB honors

Judge Justin Miller was named last week to receive the NAB's 1961 Distinguished Service Award, highest tribute paid by the association. Judge Miller served as NAB president from Oct. 1, 1945 to June 4, 1951. He was board chairman and general counsel until 1954 and then was retained as a consultant.

NAB's highest technical tribute goes to Raymond F. Guy, NBC retired senior staff engineer. He will be presented the 1961 Engineering Achievement Award for his service to his profession, the industry and the nation.

Both presentations will be made during the annual NAB convention May 7-10 in Washington. Judge Miller will receive his award Monday, May 8. Mr. Guy will receive his award May 10.

Judge Miller was selected for the 1961 honor by the NAB Convention Committee, headed by Merrill Lindsay, WSOY Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen. He was nominated for the honor by Odin S. Ramland, KDAL Duluth, Minn., committee member.

The Distinguished Service Award, instituted in 1953, is presented to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry . . . ."

A native of California, Judge Miller practiced law in the state and became dean of the Schools of Law, U. of Southern California and later Duke U. He has served as professor of law at six other universities. In 1934 he was named special assistant to the U. S. Attorney General, served a one-year term as a member of the U. S. Tax Court and became an associate justice of the U. S. Court of Appeals, D. C., where he heard many broadcast cases. He was elected to the NAB presidency in the summer of 1945, entering the office Oct. 1, 1945. He has filled several international assignments, including participation in the 1945 broadcast inspection of European facilities, and the U. S. Advisory Commission on Information. He mobilized broadcast resources into the Broadcast Advisory Council during the Korean war. In 1951 he toured Latin America for the State Dept. and the advisory commission. He was chairman of the American Bar Assn., Section on Criminal Law for a decade, is a member of the American Law Institute and American Judicature Society, a former member of the ABA House of Delegates and the board of directors of the National Legal Aid Assn.

Past recipients of the NAB honor have been Brig. Gen. David Sarnoff, RCA; William S. Paley, CBS; Mark Ethridge, WHAS-Louisville Courier-Journal; Robert E. Kintner, then ABC; ex-President Herbert Hoover; Dr. Frank Stanton, CBS; Robert W. Sarnoff, NBC, and Clair R. McCollough, Steinman Stations.

Mr. Guy is credited with the longest continuous service as fulltime broadcast engineer in the profession. He was named by an Engineering Conference subcommittee including Virgil Duncan, WRAL-TV Raleigh, N. C., conference committee chairman, and A. Prose Walker, subcommittee chairman.

Now a consultant in Haworth, N. J., Mr. Guy served RCA and NBC nearly 40 years, entering broadcasting in New York in 1921 as engineering-announcer for the old WJZ. He has participated in most of the major international electronic conferences as well as dozens of important industry committees. He directed NBC's fm field tests in 1939-40 and uhf tv tests at Bridgeport, Conn., 1951-53 and has been active in allocations of frequencies.

Other activities include a worldwide tour to evaluate Voice of America operations and both treasurer and president of Institute of Radio Engineers. He is secretary and a past president of Broadcast Pioneers and president of Veterans Wireless Operators Assn. He is a fellow of the IRE, American Institute of Electrical Engineers and Radio Club of America. He holds citations for service to broadcasting from the Radio & Television Executives Society and Broadcast Pioneers and holds the Marconi Gold Medal of the Wireless Operators Assn.
It's always a pleasure to speak for Rheingold. Because Rheingold and I are good friends. It's my favorite beer!

AND NAT'S SPEAKING FOR RHEINGOLD ON WLIB

WLIB was chosen by Rheingold to carry "The King's" message every morning on his own 15 minute show. It was chosen because Rheingold (a consistent advertiser on the station for years) KNOWS WLIB—KNOWS what it can do—KNOWS it embraces the entire Negro Community in Greater New York.

If you want to reach this great Negro Community it makes sense to re-examine your schedule and LIB IT UP.

WLIB - EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

BROADCASTING, February 13, 1961
NEW RADIO CODE COMMERCIAL LIMITS

Participation programs to be restricted on commercial time

Commercial time in multi-sponsor participation radio programs will be limited for the first time by the NAB Radio Code starting May 1; the code will specify maximum advertising time to be allowed in such programs.

Commercial time must not exceed 18 minutes in any single hour of announcement and/or multi-sponsor programs, under a Radio Code Board recommendation adopted Feb. 8 by the NAB Radio Board of Directors at its Palm Springs, Calif., meeting.

The code group adopted a recommended limit on participation programs at its Jan. 13 meeting in Washington (BROADCASTING, Jan. 16). Cliff Gill, KEZY Anaheim, Calif., chairman of the code group, presented the recommendations to the radio directors. In the past radio time standards have applied only to programs under single sponsorship.

Here is the new code language:

"The maximum time to be used for advertising in announcement and/or multiple sponsorship programs shall not exceed an average of 14 minutes an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 minutes in any single hour or 5 minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as 'classified,' 'swap shop,' 'shopping guide,' and farm auction programs shall be considered as containing 1½ minutes of advertising for each 5-minute segment."

On recommendation of President LeRoy Collins the Radio Board reappointed Mr. Gill chairman of the Radio Code Board for another year. Reappointed to two-year code terms were Richard O. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGFF Coffeyville, Kan. All are effective May 10 after the NAB convention.

The Radio Board, of which Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash., is chairman, was told NAB radio membership has reached an all-time high of 2,261 stations and all four networks. Joseph M. Higgins, WTHI Terre Haute, Ind., co-chairman of the membership committee, submitted the report along with Everett E. Revercomb, NAB secretary-treasurer, and Howard H. Bell, industry affairs vice president.

John F. Meagher, NAB radio vice president, told the board 1,153 stations are paid subscribers to the code. Of these, 102 are not members of NAB.

The radio directors resolved the government should reappraise the Conelrad warning system in the light of weapons development. They heard reports from Vincent T. Wasilewski, government affairs vice president, and Douglas A. Anello, chief counsel, on legislative matters.

Plans for National Radio Month in May were presented by John M. Couric, public relations manager, who said new promotion aids include bumper strips and postage meter slugs as well as spot announcements, jingles, a speech text and network form-printed material. Theme of Radio Month will be "Radio...the Best Sound Around."

Attending the radio board meeting as policy committee members were Clair R. McCollough, Steinman Stations, chairman, and G. Richard Shafto, WIS Columbia, S. C. The third member, Merrill Lindsay, WSOY Decatur, Ill., is radio board vice chairman.

Changing hands

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

- WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-AM-TV Rochester, N. Y., for $6.5 million. In concurrent transaction, WHEC-AM-TV Rochester, N. Y., will buy out WVET-TV's interest in ch. 10, which both have shared since 1953, for $3.8 million (CLOSED CIRCUIT, Jan. 30). Both WVET-TV and WHEC-TV would share ownership of Pinnacle Hill transmitter and tower property, now owned by ch. 5 WROC-TV and from which both WVET-TV and WHEC-TV lease antenna space. WVET-TV would also take over present WROC-TV studio and office space in downtown Rochester. Transcontinent bought the Rochester ch. 5 facility from Stromberg-Carlson in 1956, paying $5.1 million in the transaction which also included WHAM and WHEC-FM (FM). WHAM was sold off. The present deal does not include WROC-FM. The ch. 5 upstate New York tv station began in 1949. WROC-TV's primary affiliation is NBC; WVET-TV and WHEC-TV, CBS with ABC secondary. Sale of its Rochester property ended Transcontinent with WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif.; WDAY-AM-TV Kansas City, Mo.; and WNEP-TV.

Outstanding Values in Broadcast Properties

<table>
<thead>
<tr>
<th>Location</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTH</td>
<td>$150,000</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>$300,000</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>$60,000</td>
</tr>
</tbody>
</table>

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack Y. Harvey
Joseph M. Shingle
Washington Building
Sterling 3-4341

MIDWEST
H. W. Cullif
William R. Ryan
253 E. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marquard
Stevan Whitaker
Robert M. Baird
Hecky Building
Jackson 5-1576

WEST COAST
Celia M. Salish
Cash Bank Bldg.
444 Wilshire Blvd.
Beverly Hills, Calif.
Clearview 4-2770

BROADCASTING, February 13, 1960
Scranton Wilkes-Barre, Pa. The transaction was handled by Howard E. Stark and Vincent J. Manno.

- WSAZ-AM-TV Huntington, W. Va.: Sold by Huntington Publishing Co. to WJR Detroit for $6 million (Broadcasting, Feb. 6). Transaction was handled by Howard E. Stark and Vincent J. Manno (corrected item).

- KRGB Odessa, Tex.: Sold by Milton R. Underwood and associates to Bayard Auchinlaugh of Oklahoma City, Okla., for $130,000. Mr. Auchinlaugh owns KWCO Chickasha, Okla. KRGB is 1 kw on 1410 kc. Broker was Patt McDonald Co.

- KWNO Winona, Minn.: 60% sold by M. H. White to H. R. Hurd and Edward M. Allen for $120,000. Messrs. Hurd and Allen each now own 20%. Station is 1 kw day, 250 w night on 1230 kc.


- WKDL Clarksville, Miss.: Sold by William T. Salmon and associates to Robert J. McIntosh and Dr. W. Foster Montgomery for $30,000 plus assumption of liabilities. Mr. McIntosh was at one time station manager of WWJ Detroit. He will become manager of the station. WKDL is 1 kw daytime, on 1600 kc. Broker was Paul H. Chapman Co.

**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 82).

- KHTV Houston, Tex.: Sold by Texas Radio Corp. to Winston-Salem Broadcasting Co. (James W. Coan, president) for $1.5 million. Winston-Salem Broadcasting owns WTEB-AM-TV Winston-Salem, N. C.; WSGN and 50% of WBMG (TV) Birmingham, Ala., and 80% of WAPA-TV San Juan, P. R.

- WWPA Williamsport, Pa.: Sold by Harry J. Kiesling and associates to Summit Enterprises Inc. (Woodrow W. Ott, president) for $207,000 less deductions.


### NAB reception for government leaders

Broadcasters will have an industry-wide get-acquainted session with government leaders during the annual NAB convention, to be held May 7-10 in Washington.

The format for the convention and plans for a government reception were adopted at a Feb. 7 meeting of the NAB Convention Committee at Palm Springs, Calif., just prior to the winter board meeting (other NAB stories pages 60, 62, 64).

The government reception will be held Tuesday evening, May 9, in the Sheraton-Park Hotel. It will be followed by the Broadcast Pioneers dinner.

Basic plans call for observance of FM Day Sunday, May 7. FM Broadcasters Assn. will meet all day May 6 and the morning of May 7. NAB will program the afternoon that day with FM speakers and panels. The annual equipment exhibition will open at noon Sunday and Tuesday afternoon will have no program, permitting inspection of exhibits.

Monday morning will open with a general session at which Judge Justin Miller will receive the 1961 Distinguished Achievement Award (story page 62). Engineering Conference delegates will participate. Monday afternoon will be devoted to joint sessions of radio-tv management delegates. Separate radio and tv meetings will be held Tuesday morning.

**Wednesday** A general session including engineers is planned Wednesday morning, probably based on the annual discussion with members of the FCC and staff executives. Wednesday afternoon will include separate meetings of radio and tv deleges. The annual banquet will be held Wednesday.

Luncheon plans weren’t announced. Normally they include addresses by the NAB president and the FCC chairman.

Engineers will meet separately except for the opening general session and the Wednesday morning program.

Members of the Convention Committee are Merrill Lindsay, WSOY Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen; Campbell Arnow, WJAR-TV Norfolk, Va.; Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W. D. Rogers, KDBB-TV Lubbock, Tex.; Jack S. Younts, WWEB Southern Pines, N. C. All are board members. Mr. Mason was excused from attendance.

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**STATIONS FOR SALE**

<table>
<thead>
<tr>
<th>EAST</th>
<th>$150,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK STATE</td>
<td>250 WATT FULLTIMER</td>
</tr>
<tr>
<td>WATT</td>
<td>THIS is the oldest station in the market in an under-radioed area. Under absentee ownership is grossing in excess of $90,000.00. Asset values approxi- mately $120,000.00. To the right party will sell with 29% down and the balance over a reasonable length of time.</td>
</tr>
<tr>
<td>WASHINGTON D. C.</td>
<td>1737 DE SALES STREET, N.W.</td>
</tr>
<tr>
<td>EXECUTIVE</td>
<td>3-3436</td>
</tr>
<tr>
<td>RAY V. HAMILTON</td>
<td>JOHN D. STEBBINS</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>$85,000.00</td>
</tr>
<tr>
<td>MOUNTAIN STATES VHF—NBC NETWORK</td>
<td>MOUNTAIN STATES VHF—NBC NETWORK</td>
</tr>
<tr>
<td>WEST COAST</td>
<td>MOUNTAIN STATES VHF—NBC NETWORK</td>
</tr>
<tr>
<td>SOUTHERN MARKET—AREA OF OVER 1,000,000</td>
<td>MOUNTAIN STATES VHF—NBC NETWORK</td>
</tr>
<tr>
<td>SOUTHERN MARKET—AREA OF OVER 1,000,000</td>
<td>SOUTHERN MARKET—AREA OF OVER 1,000,000</td>
</tr>
<tr>
<td>This station grosses over $10,000.00 a month, 1,000 watts, best local fre- quency. Priced at $300,000.00 with excellent terms.</td>
<td>SOUTHERN MARKET—AREA OF OVER 1,000,000</td>
</tr>
<tr>
<td>SOUTHERN MARKET—AREA OF OVER 1,000,000</td>
<td>SOUTHERN MARKET—AREA OF OVER 1,000,000</td>
</tr>
<tr>
<td>DALLAS</td>
<td>1511 BRYAN STREET</td>
</tr>
<tr>
<td>RIVERSIDE 2-1175</td>
<td>DEWITT 'JUDGE' LANDIS</td>
</tr>
<tr>
<td>JOE A. OSWALD</td>
<td>JOE A. OSWALD</td>
</tr>
</tbody>
</table>

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**Bundle Wоста**

- **NATIONWIDE BROKERS**
  - RADIO & TELEVISION STATIONS
  - NEGOTIATIONS
  - APPRAISALS
  - FINANCING

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**BROADCASTING**, February 13, 1961

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**Hamilton-Landis & Associates**

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**HAMILTON-LANDIS & ASSOCIATES**

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55
MOSTLY MINIATURE are the electron devices produced by Western Electric's plant in Laureldale, Pennsylvania, for defense and space applications by the United States Government. Shown above are just a few of the transistors and diodes which are representative of more than 150 types of electronic products turned out at Laureldale by the millions every year.
The Western Electric Laureldale Plant is the nation's only manufacturing plant to be set up specifically at the request of the United States Government to devote facilities to high-quality semiconductor devices for national defense, space programs and other government uses.

This action taken in 1952 stemmed directly from these facts: the transistor was invented by Bell Telephone Laboratories, Western Electric's research teammate in the Bell System; and Western Electric pioneered the manufacture of transistors.

Today, the Laureldale Plant—with 2600 people on a $16 million payroll in 1960—produces annually more than $30 million worth of high-reliability transistors, diodes, and magnetrons. Berks County benefits from Western Electric purchases of more than $2 million in goods and services in the county each year.

Western Electric is proud to be a good neighbor in Reading and Berks County, Pennsylvania. And we look forward to a bright future in Laureldale as we expand operations to meet the mounting demand for our "mighty miniatures" and magnetrons.

Besides Laureldale, Western Electric has 12 other principal manufacturing locations, where we make hundreds of different telephone products for the Bell System, and, in addition to these, a variety of products for the Government, mainly for defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every state of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers located in 33 cities.

Western Electric is supplying excellent industrial job opportunities here, and its employees have outstanding records of social and civic contributions to our area.
CBS sales up but net income shows decline

CBS Inc. announced last week that 1960 net sales were the highest in the company's 33-year history but net income declined by more than $2 million from $25,267,187 in 1959 to $23,235,074 in 1960.

The results for the year followed the pattern for quarterly figures, with sales rising and profits declining, as compared with 1959. In the third quarter report, CBS attributed the dip in profits to a rise in administrative, sales and general expenses. It noted last week that net income for 1960 was the third highest in CBS history, exceeded only by 1958 and 1959.

Consolidated net sales for 1960 were reported at $464,598,318, as compared with $444,311,357 in 1959. Per share earnings were $2.77, as against $3.02 (adjusted for stock dividends) in 1959. Cash dividends of $1.40 per share were paid in 1960, compared with $1.25 in 1959.

The CBS board of directors declared a first quarter cash dividend of 35 cents per share on its common stock, payable March 10, 1961, to stockholders of record at the close of business on Feb. 24.

Rollins stock to be on American Stock Exchange

Rollins Broadcasting Inc. announced Feb. 2 that it had been notified that Rollins stock had been approved for listing on the American Stock Exchange. The board of governors of the exchange, the company said, approved the listing of 185,000 shares of common stock at $1 par value and 815,-000 unissued shares for a total of one million shares of stock.

A company official said it is anticipated that the 185,000 issued shares will be admitted to listings and to dealing at 11 a.m. on Feb. 14, subject to clearance by the Securities & Exchange Commission. Rollins owns and operates seven radio stations (WBEE Chicago, WGEE Indianapolis, WRAP Norfolk, WAMS Wilmington and WNJR Newark) and three tv stations, (WCHS-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla. and WPTZ [TV] Plattsburgh, N. Y.), and has an application pending before the FCC for ch. 12 in Wilming-

Government to tape news

News conferences held by Gov. Farris Bryant of Florida will be put on video tape for later showing on the state's educational tv network, the governor's office announced last week. The plan is experimental. Etv stations are located in Tampa-St. Petersburg, Tallahassee, Gainesville-Jacksonville and Miami. The tape is not to be edited by the governor's office, according to John Evans, press aide.

Radio-tv helps to bring pro franchise to San Diego

Triggered by united efforts of its radio and television facilities—each with an individual sprinkle of its own—San Diego has inherited a professional football franchise.

The Los Angeles Chargers, champions of the Western Division of the new American Football League, will be doing business in San Diego this year thanks to a last minute broadcasting effort that climaxed an all-media drive with success.

Specifically reporting their efforts to BROADCASTING were:

- KFMB-AM-TV which helped to ignite the first spark on its two-hour Call Knoepp public opinion show and then followed with a heavy saturation of spots urging local citizens to pledge their support to bring the Chargers to San Diego. Newspapers joined in and did it San Diego Radio Council (compos-

Pelican Group formed

Formation of the "Pelican Group" stations in Louisiana with Art Reuben as director of regional and national sales was announced last week by T. B. Lanford, owner of the stations in involved. They include KPLC-AM-TV Lake Charles, KALB Alexandria and KRAM Shreveport. Mr. Reuben has been commercial and assistant manager of KPLC-TV since it went on the air in 1954.

CBS, IBEW continue talks

CBS and International Brotherhood of Electrical Workers continued negotiations last week looking toward a new three-year contract covering 1,100 workers. The contract expired Feb. 1. ABC and NBC reached an agreement Feb. 1 with National Assn. of Broad-

Cover Florida's 2nd Largest Market*

and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN'S GREAT ADULT AUDIENCE (97.2%)**

... the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60
NAB announces dates for Harvard seminar

NAB will hold its third annual executive development seminar for broadcasters July 9-21 at the Harvard Graduate Business School.

The seminar is designed to develop skills used in the analysis and solution of management problems, using the case method of instruction. The study course will be supervised by James Hulbert, NAB manager of broadcast personnel and economics. He said broadcasters who have taken part in past seminars "have found it a rewarding two weeks." Eligible to attend are station and network ownership and management personnel in the positions of president, executive vice president, general or station manager, or the equivalent.

Applications will be received up to March 31 by Mr. Hulbert. Those enrolled will pay a $575 fee covering tuition, teaching materials, and room and board on the campus. Subject matter includes analysis of executive positions; formulation and execution of competitive strategy; organization and delegation of work; planning, budgeting and controlling costs; management of human resources; review and appraisal of management performance.

Dr. J. Sterling Livingston, of the Harvard faculty, is academic director of the seminar. William P. Gormley Jr., assistant dean in charge of the advanced management program, is administrative director.

CBS-TV plans spring meeting

CBS-TV executives and network affiliates have scheduled their annual conference for May 4 and 5 at the Waldorf-Astoria Hotel, New York, James T. Aubrey Jr., network president, announced last week. Program developments and plans, sales, CBS-TV's competitive position, program practices and pending legislation are on the agenda.

Speakers probably will include Mr. Aubrey, Oscar Katz, program vice president; William H. Hylan, sales administration vice president; Richard S. Salant, newly-elected president of the CBS News Div., and Richard Borel of WBNS-TV Columbus, Ohio, chairman, CBS-TV Affiliates Assn.

Ford Foundation etv grants

The Ford Foundation announced last week the awarding of grants totaling close to $300,000 to 10 universities, colleges, educational boards and councils for the purpose of advancing educational tv. Largest grant was one of $72,100 to U. of Miami to enable four teachers to prepare and present courses for credit over closed-circuit tv. Other grants varying in amounts from $4,775 to $59,250 were given to three Texas schools, San Antonio College, Southwest Texas State College and St. Mary's U.; also to Queens College, N. Y.; Salem College, W. Va.; U. of Toronto; U. of Vermont; Southern Regional Education Board and Southwest Texas Educational TV Council.

RAB success story index goes to member stations

Radio Advertising Bureau has released an index containing more than 200 sales success stories in radio.

The aim is to provide local radio salesmen and advertisers with tangible proof of the medium's ability to sell goods and services. Gleaned from RAB's weekly newsletter to its stations, the index covers local radio activity in 1960 in more than 30 categories, including supermarkets, appliance dealers, department stores and shopping centers.

The sales tool also indexes promotion ideas, radio copy lines and important research facts with titles of the various stories cross-indexed by date and issue number for ready reference. The guide will be a regular part of the RAB service issued to members every six months.

Collins sets CSBAP talk

LeRoy Collins, NAB president, will address the sixth annual NAB Conference of State Broadcaster Association Presidents, to meet Feb. 22-23 in Washington. Howard H. Bell, NAB vice president, will preside at the conference. Mr. Collins will preside at the Feb. 23 luncheon, winding up the two-day meeting.

The 51 Voice of Democracy winners from the 50 states and District of Columbia will be guests at the 14th annual VOD awards luncheon Feb. 22. State association executives will take part in the luncheon along with government officials and representatives of NAB, Electronic Industries Assn. and Veterans of Foreign Wars, sponsors of the scriptwriting contest.

Keystone to expand offices

Headquarters space of Keystone Broadcasting System at 111 W. Washington St., Chicago, will be expanded 30% and new personnel will be added in several departments, Keystone president Sidney J. Wolf has announced. Much of the new space will be devoted to a merchandising unit of transcription radio network which produces local-level dealer aids and other materials. Keystone affiliates now total 1,125, he said.
Media reports

Hubbard vs. KABC * Los Angeles Municipal Court Jan. 24 awarded Al Hubbard judgment of $2,226.11 against KABC Los Angeles, which he had sued for commissions he claimed he had earned but not received for $14,000 in sales made when he was a salesman for the station. The sum covers $1,995 in commissions plus interest. Mr. Hubbard is now with KCOPE (TV) Los Angeles.

New studios set * KBRZ Freeport, Tex., has completed new studios and office facilities in a $1 million shopping center in the Brazosport area (Freeport, Lake Jackson and Clute). The new plant will front the busiest intersection of the tri-city area with a 24-hour traffic count of over 18,000, according to KBRZ. In addition to the new studios and offices, KBRZ is installing new equipment throughout, including Gates transmitter and audio and Ampex PR-10 recording equipment. Jim Hairgrove, president and general manager of KBRZ, is also president of the Texas Assn. of Broadcasters.

Omaha honors * KMTV (TV) Omaha holds its third annual Television Award Dinner tonight (Monday) with David Brinkley, NBC Washington correspondent, as principal speaker. Omaha citizens to be honored are V. J. Skuit, president of Mutual of Omaha; Louis F. Long, president of the Cudahy Packing Co., and James B. Moore, Nebraska vice president and general manager of the Northwestern Bell Telephone Co. KMTV General Manager Owen Saddler said the awards dinner was initiated to "encourage others to make more effective use of public service time on tv and to help improve the quality of public service material."

Broadcast financiers * Communications Capital Corp., a new company organized to secure long-term loans exclusively in the broadcast field, and to purchase installment notes resulting from radio-tv station sales, has opened offices at 3504 Time & Life Bldg., New York 20, N. Y. Telephone: Circle 5-2870. Company officers are: Lazar Emanuel, president; George G. Weiss, vice president and general manager; Lewis R. Cowan, vice president and general counsel, and Blair Walliser, former executive vice president of Mutual, secretary-treasurer.

A first * University seminars to serve women-bROADCASTERS in "mid-career" is the next project slated for development by the Educational Foundation of American Women in Radio & Television, N. Y. The foundation plans broad educational projects to serve the industry, as well as continuing its lecture-internship course for undergraduates preparing for careers in broadcasting, which will be held at Northwestern U.

CURTAIN FALLS ON BLOCK BOOKING

Federal court order does not prohibit package film sales

Tv feature film syndicators were officially on notice last week that block booking is out.

The word was contained in the formal final judgments issued by a federal judge in New York following last December's opinion that the big six of tv feature film distributors had engaged in tie-in sales (BROADCASTING, Dec. 12, 1960).

In the judgments issued by U. S. District Court Judge Archie O. Dawson on Feb. 2, all six of the defendants are prohibited from conditioning the sale of one feature film on another. The injunctions also ban a condition that the purchase of one film by a broadcaster can be conditioned on the requirement that the same broadcaster must buy the same film for all his other stations (in the case of group owners).

A salient condition is that the price differential between the sale of one film and its pro-rated charge in a package deal shall not be such as to have the effect of a tie-in with the other films. The court's order does not prohibit package sales, or a better unit price for film sold in bulk.

Retains Jurisdiction * Judge Dawson also ordered the defendants to permit the Dept. of Justice to oversee the details of the order.

The order was issued against Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia), and United Artists Corp. (Independents).

The injunctions were the culmination of an antitrust suit instituted three years ago by the Justice Dept. The government charged that block booking practices violated the Sherman Act.

In his decision, Judge Dawson found instances of forced, tie-in sales by all the distributor defendants.

He denied, however, one of the government's major demands—that the distributors be forced to renegotiate all such contracts. Judge Dawson said that if tv stations want to recapture any expenses they could institute private antitrust suits. This permits the damaged litigant to recover three times his proved losses.

The government asked that the injunctions also require the film distributors to submit lists of packages with individual film prices indicated to tv stations, but this provision was not accepted by Judge Dawson.

1960 was a big year for Radio Press International

Radio Press International, voiced news service, last week issued a progress report on its 1960 operations. The number of its station clients rose from 14 to 61 during 1960 and RPI fed 10,400 voiced news segments to outlets.

R. Peter Straus, RPI president, noted that of its 10,400 reports, about 42% consisted of the voices of "people who actually made the news." He added that 3,000 of these segments, running from 20 to 60 seconds, came from overseas with the remainder from the United Nations, Washington, D. C., New York and other U. S. cities.

Michael J. Minahan, general manager, reported RPI has been providing its clients with about 200 reports a week, although its contracts specify up to 120 segments weekly. Stations receive the voiced reports from RPI headquarters twice a day—at 7:05 a.m. and 4:05 p.m., although requests for specific stories at other times are also filled.

During 1960, Mr. Minahan continued, RPI supplied its client stations with the following special coverage beyond the terms of its contract—the political conventions, the presidential election, the Summit meeting and the Olympics.

NT&T's 1960 earnings

National Theatres & Television had tentative consolidated earnings before special items of $971,852 for the fiscal year ended Sept. 27, 1960, the company announced last week. Included are net gains from the sale of theatres and real estate of $1,043,000 and earnings of $817,000 by WDAF-AM-TV Kansas City. Special items include $2,971,000 from the sale of the WDAF stations, a net provision for loss of $764,000 in connection with motion picture production and related items and provision for a loss estimated at $6,268,000 on NT&T investment in National Telefilm Assoc. Overall, the estimated net loss for the year was $3,089,000 compared to earnings of $2,534,000 for the preceding fiscal year.
including broadcast (WDAF-AM-TV) earnings of $591,000 and $272,000 from the sale of theatres and real estate. A provision for loss on NTA of $1,037,000 reduced the net for fiscal 1959 to $1,497,000, NT&T noted.

THEATRE'S ONLY HOPE?
Pay tv is in opinion of producer Leland Hayward

"Pay-tv may be the salvation of the theatre." That's the opinion of theatrical director and producer Leland Hayward, who also holds the same titles with the Zenith pay-tv development. Mr. Hayward spoke Feb. 6 at the second session of a four-day assembly that the American National Theatre and Academy held at New York's Edison Hotel. His prophecy came during a panel discussion exploring the theme, "Pay-Tv and Living Theatre—Friends or Foes?"

Mr. Hayward claimed pay-tv would prove an unqualified boon for the theatre. He envisioned repertory companies developing and commissions forthcoming for playwrights to produce new and quality works, as some of the benefits of pay-tv. He said that the whole level of acting in the country might be improved as the audience grew and people saw examples of better acting.

"I'm very pessimistic about the theatre," the producer of "The Sound of Music" among many other hits, stated. "It has become almost impossible to send any play on the road without subscription. A play that used to go on the road can now be taped live—with the original cast—and toured by tv." Mr. Hayward also pointed out that productions could be revived over and over again at proper intervals with little expenses added to the initial cost. "The producer does not anticipate any trouble from the various stage unions. "We have no thought," he claimed, "of squeezing actors, playwrights, or even unions. At present, the unions have promised that they will be generous through the experimental period."

Mr. Hayward feels films, theatre and pay-tv should all live together compatibly. "They will not steal talents from each other," he contends. "Look how many current plays have been first in movies or first on tv, and have even gone on the road after they have been made into movies."

No Time Squeeze * Asked by a member of the panel if—as in plans of toll tv—the elimination of commercials would remove strictures on time, Mr. Hayward replied, "This is one of the real values of pay-tv—a play will stand in its original form. And prime hours will not go to just anything popular. The more adult and artistic offerings will not be reserved for Sunday afternoon, as now."

Jean Dalrymple, director of N. Y. City Center Light Opera and Drama Co., and executive producer of another pay-tv firm, International Telemeter, (a division of Paramount Pictures), also spoke at the ANTA assembly session. She said pressures and lobbying against pay-tv were coming from motion picture exhibitors. Miss Dalrymple expressed the belief that free enterprise sentiment in America would resist such pressures.

Miss Dalrymple said International Telemeter has already bought three productions, Gian-Carlo Menotti's "The Consul," off-Broadway's "The Country Scandal" and most recently, "Hedda Gabler," for eventual showing as part of the pay-tv experiment it's conducting in Etobicoke (Toronto), Canada. Zenith, Mr. Hayward's organization, has just been awarded an experimental station in Hartford, Conn. which the firm hopes to have operative before the end of the year (Broadcasting, Jan. 30).

Film sales...


Films of the '50's (Seven Arts Assoc.): Sold to WBNS-TV Columbus; WCN-TV Watertown, N. Y., and KSL-TV Salt Lake City. Now in 38 markets.

M-Squad (MCA-TV): Sold to KYW-TV Cleveland; KPIX (TV) San Francisco; WHEN-TV Syracuse; WHIO-TV Dayton; WFME-TV Youngstown; KOOK-TV Billings; KHSL-TV Chico, Calif.; KCPX-TV Salt Lake City; WWJ-TV Detroit; KEZI-TV Eugene, Ore.; WCHS-TV Charleston, W. Va.; KFDA-TV Amarillo; KMB-TV Honolulu, and KIFI-TV Idaho Falls. Now in over 30 markets.

WTOC TV show wins top honors among national Jaycee projects
Long a favorite program in Savannah, "The Jaycee Forum" last year won first place in its category among local Junior Chamber of Commerce projects. The Show is produced jointly by the Savannah Jaycees and WTOC-TV, and has featured guests such as Robert Kennedy.

The latest ARB gives "The Jaycee Forum" a 24.0 in its 7-7:30 p.m. spot! Now WTOC-TV is adding "Eyes on Savannah," a half-hour program following "Face the Nation" once each month. ARB results just in show WTOC-TV still tops in ratings and homes reached! Our increase soon to full power will make "Savannah's No. 1 Station" more than ever your first choice in the Coastal Empire!
CBS-TV CUTS SPECIALS
Entertainment one-shots due for reduction next season

There'll be fewer entertainment specials on the tv networks next season, since at least one network (CBS-TV) planned last week to cut back this programming category drastically in 1961-62.

CBS-TV, which is programming an estimated 38 special entertainment programs this season, is known to be talking in terms of only three shows in the special category for 1961-62. Though this figure may be increased by the start of the new season, it's clear CBS-TV does not plan for the total to come anywhere near the current season's level. The three specials being sketched for next season include an Ingrid Bergman vehicle, a Judy Garland show, and a repeat of the "Wizard of Oz."

The network, however, is not expected to cut back on informational programming that falls in the specials category.

NBC-TV, which takes pride in being associated in advertisers' minds as the network with specials and elaborate use of color, will have programmed between 125 and 150 entertainment specials by the end of this season (along with about 115 news and special events "specials").

In current planning, the programming of specials in terms of quantity fills a gray area on that network because NBC-TV has no provision at this time to set aside a particular prime-time period for the programming of specials only and as distinguished from entertainment series. Specials on NBC-TV's books still are earmarked as "big business and saleable."

ABC-TV Plans - ABC-TV reports some 11 entertainment specials this season to which would be added about 28 public information and seven sports programs of this type. That network expects to increase the "special" both in entertainment and public information phases.

The CBS-TV initial thinking became known last week in its plans to notify advertisers of a provision in next season's schedule agreements that will permit two pre-emptions in a program series but on 60-days notice, along with a general intention of pre-emitting only on a limited basis. In planning for the current season, CBS-TV had provided for specials totaling at least two mandatory pre-emptions in Class A time with arrangements to permit the total pre-emption to go as high as four in a 52-week period.

CBS-TV noted that the high total of permissive "omissions" (pre-emptions) and the political campaign's heavy demand on prime-time combined to cause "numerous interruptions" to the regular program schedule. The new "selective" policy, it was understood, is being sought by CBS-TV as a method of enhancing the value of time periods where regular programming may be displaced.

Residuals, residuals—what happened to them?

Desilu Productions is contemplating legal action against National Telefilm Assoc. "in the very near future, unless the present situation is remedied," a company spokesman said last week.

The situation needing mending is the pressure of Screen Actors Guild on Desilu to pay residuals due its members for six tv series filmed by Desilu and distributed by NTA: The Sheriff of Cochise, This is Alice, U.S. Marshal, Grand Jury, Official Detective and Walter Winchell File. The residuals are reported to be six months overdue and SAG is looking to Desilu, as the contractual employer of the actors, for payment. Normally the distributor assumes responsibility for such payments, but the Desilu spokesman commented about NTA that "we have had our problems in getting them to fulfill their obligations."

The SAG board at its meeting tonight (Feb. 13) will consider authorizing legal action against NTA over residuals for three other tv series for which NTA has said to have assumed legal responsibility from the producer, 20th Century-Fox Television. These series are: The 20th Century-Fox Hour, Man Without a Gun and How to Marry a Millionaire. Oliver A. Unger, NTA president, said that "We have checked our records and they indicate all payments have been made to SAG up to the beginning of January, and payments since that time, to the best of our knowledge, Videocraft's new tv animation technique

Videocraft Productions Inc., New York, is producing a new animation series called The New Adventures of Pinocchio, consisting of 130 five-minute episodes and using a photographic technique called "Animagic." Producers Arthur Rankin and Jules Bass of Videocraft point out that Animagic differs from the cell technique in that there are no drawings or cells. Intricate wooden dolls are made of each of the characters in the series (see photograph) and animation is provided by changing the positions of the puppets fractionally for each frame of photography. Mr. Rankin, president of Videocraft, noted that as many as 24 models of each character are used for each section of action. The bodies are made adjustable by use of wire with rubber coating for the joints and limbs.

The series has been sold in 12 markets, Mr. Rankin said, and these stations were scheduled to begin airing the series last week:

WGN-TV Chicago, KPRC-TV Houston, CKLW-TV Windsor, Ont., (Detroit), KRLD-TV Houston, KRON-TV San Francisco, WIch (TV) Pittsburgh, WSPD-TV Toledo, WAGA-TV Atlanta, KIRO-TV Seattle, WSLS-TV Roanoke, KARD-TV Wichita and WLOS-TV Asheville, N. C.
are not due until March.” He said that NTA has been having “a dispute” with Desilu over interpretation of its contract. Mr. Unger claimed he has no knowledge of any legal action against NTA.

Program notes...

All about air hostesses * Association Films Inc., N. Y., is distributing a 28-minute film, Come Fly With Me, which takes its audience behind the scenes at the American Airlines Stewardess College in Fort Worth. The film is available gratis to adult organizations and tv stations.

BMI head honored * Lincoln Group of the District of Columbia yesterday (Sunday) presented the Lincoln Award of the year to Carl Haverlin, president of Broadcast Music Inc., a student of Abraham Lincoln, who contributed to the preservation and interpretation of the Lincoln testament. The ceremony took place at a dinner at Washington’s National Press Club.

Betty on call * WNTA-TV New York starting Feb. 20 will telesee a new, daily, daytime feature, At Your Beck and Call (1:20 p.m., EST) the theme of which will be: “You can be sure if you call Betty.” The lady involved is Betty Furness, who will serve as moderator. The show’s format allows viewers to phone in questions to a daily, rotating battery of panelists who will be specialists in various walks of life. The program will also feature a “Television Complaint Bureau” which will attempt to deal constructively with any grievances lodged by viewers. Miss Furness for years was commercial “spokeswoman” for Westinghouse Electric.

New series set * Playwright Steven Gethers, whose “Cook for Mister General” opens on Broadway next season, is writing two teleplays for MGM-TV’s The Asphalt Jungle program, which premieres on ABC-TV, April 2. Actor Jack Warden will be a regular member of the law enforcement, full-hour series, portraying a dedicated deputy police commissioner. Production of the filmed program began last week in the MGM studios, Culver City, Calif. Arthur Lewis heads the production team which includes Herman Hoffman and Gerald Mayer, directors and Earl Booth, story editor.

Unger, Landau split NTA responsibilities

TABAKIN, RODGERS, GRUENBERG NAMED IN FILM SALES

National Telefilm Assoc., New York, is realigning its sales operation, concentrating tv film distribution under Oliver A. Unger, president, at Beverly Hills, Calif., and its broadcast activities under Board Chairman Ely A. Landau, in New York.

Under the reorganization, announced last week by Mr. Unger, Berne Tabakin, vice president in charge of west coast activities, becomes vice president in charge of sales for all film product; Peter Rodgers, account executive for six years, is elected vice president in charge of west coast sales, and Leonard Gruenberg, account executive for two years, becomes vice president in charge of sales development. They will work out of Beverly Hills. E. Jonny Graff continues as vice president in charge of eastern sales, with headquarters, headquarters, in New York, and, along with Mr. Tabakin, has been nominated for election to NTA’s board of directors.

Mr. Unger said the change was prompted by the recent separation of NTA from National Theatres & Television. He said he will spend his time largely in Beverly Hills.

Mr. Landau will concentrate a major portion of his time on the broadcast division, which includes WNTA-AM-FM-TV New York, NTA Productions and NTA Telestudios. The corporate responsibilities will be shared by Mr. Landau and Mr. Unger.

Mr. Unger denied reports that NTA’s business picture was “glummy.” He said NTA sales for the company’s first quarter, which ended Dec. 31, 1960, were “the second best” in its history.

SAG plans upped dues ranging from 20-50%

Screen Actors Guild is asking its members to authorize dues increases varying from 20% or less in the lower brackets to more than 50% for the stars in the over-$100,000-a-year class.

A letter from the SAG board points out that the organization went into the red $40,000 in 1959 and that last year’s deficit exceeded $100,000. “It costs the guild $55 per year to service each member, yet $711 members pay dues of only $12 per year and 4,951 members pay only $24,” the board states, adding, “at this rate, if we continue to provide the services our members deserve and need, the guild cannot long survive.”

Rearrangement of membership classifications makes exact comparisons difficult, but at the lower end of scale dues are to be set at $12 semiannually for actors whose annual earnings in motion pictures are up to $2,500, $18 for...
GLOBAL GOOD WILL

Dahlman firms offer programs for domestic, overseas pr

The use of radio and television programming as a public relations medium for commercial and governmental organizations, both foreign and domestic, is offered by a little-known broadcasting operation using the corporate names of Broadcast Planning Corp., and Broadcast International Inc., both New York.

The underlying business philosophy urged upon a prospective client is that it undertake a public service program on radio or tv, in the U. S. or abroad, in which the client gets only brief mention but wins considerable good will and a favorable image through association with such a "high-minded type of programming."

L. Nicholas Dahlman, founder-president of both companies, said last week his organizations complement each other. He explained that he established Broadcast Planning almost two years ago so that foreign governments and commercial organizations in the U. S. and abroad could spread news of "little-known but exciting" developments about their ventures to U. S. viewers and listeners. Transcribed radio programs are furnished to U. S. stations without charge for inclusion on local interview shows; for tv, a script and visual material are supplied to the station and a representative of the government or industrial client appears in person for interviews. Mr. Dahlman registers as a foreign agent for overseas clients and is paid on a fee basis.

As a logical adjunct to Broadcast Planning, Mr. Dahlman said, he saw a need for a company to "export" U. S. business views and philosophy by presenting public service programs on foreign tv and radio stations. This phase of the operation, Broadcast International, is in the developmental stage, Mr. Dahlman said.

Client Lineup • In the past two years, he added, his operation has produced more than 300 programs on radio and tv. He listed these as among the companies' clients: United States Lines, Eastern Airlines, Quaker Oats International, American Express Co., American Society of Travel Agents, Kraft Foods, British Railways, Northeast Airlines, the Mexican government, the Panama government, the Indian government, Air India, Lufthansa Airlines, the states of Maine and New Hampshire.

Some of the companies which have invested in public service programming said last week they are "highly pleased with the results achieved." They pointed out they usually sign a contract for delivery of a certain number of programs throughout a year.

Filling a Need • Mr. Dahlman be-
lieves there is a scarcity of “interesting public service shows” in local markets, both in the U. S. and abroad, and said his operation is to fill this need.

Both companies, he said, are implementing expansion moves. In radio, Broadcast International beamed its first short-wave program to Austria Jan. 25, marking the first of a weekly series called The World in New York, in which nationals of a particular country will appear in New York to present their views on America. In tv, he said, his companies plan to make expanded use of videotape.

The companies last week were in Washington where a special program with Pierre Salinger, White House news secretary, was prepared for export to Austria, Australia and four South American countries.

The headquarters for both companies is at 3 W. 57th St., New York 19, N.Y. Telephone Templeton 8-0370. Quarters occupy two floors of the building and the companies employ about 30 workers, including writers, directors, translators, salesmen and clerical personnel. Before beginning what he calls his “radio-tv public relations business,” Mr. Dahlman headed Television Clearing House, which supplied merchandise to stations in return for time.

**INTERNATIONAL**

**Canadians set up police force for ethical code**

A five-man committee of veteran broadcasters has been appointed to police and enforce the code of ethics of the Canadian Assn. of Broadcasters. The group has been appointed for a five year term and is representative of all parts of Canada. Members of the CAB code police force are Gordon Love, CFCN-AM-TV Calgary, Alta.; Gerry Gaetz, CFSP-AM Grand Prairie, Alta.; Henri LePoint, CHRC Quebec City, Que., CKRS-AM-TV Jonquiere, Que., CFCM-TV, CKMI-TV and CJQC Quebec City; Malcolm Neill, CFNB Fredericton, N.B., and past president of the CAB; and W. T. Cruikshank, CKNX-AM-TV Winnipeg, Ont.

The code, which became effective Feb. 6, has been endorsed by 75% of all CAB members. It covers programming, community activities, education, news, advertising, and employees. The code calls for enforcement through the five-member police force on complaints from any CAB member. Each station is permitted use of a special CAB ethical code symbol, which it forfeits if complaints are justified on investigation by the committee.

**Stations pick new reps**

With the demise in mid-January of Allied Broadcast Services, formerly Trans-Ocean Representatives Ltd., at Toronto and Montreal, billing and servicing of radio stations formerly handled by this organization, has been taken over by Radio & Television Sales Inc., Toronto and Montreal.

A number of the stations have indicated they will use Radio & Television Sales Inc. as representatives. These include CFLM La Tuque, Que.; CKTR Three Rivers, Que.; and CKRD Red Deer, Alta. Undecided yet are CISS-AM-TV Cornwall, Ont.; CJBV-TV Swift Current, Sask., and CJDV Drumheller, Alta. CHQM Vancouver, B. C., will be represented by recently-formed Standard Broadcast Sales, Toronto, which represents CFRB Toronto, and CIAD Montreal.

**1960 radio, tv set sales down in Canada from ‘59**

Canadian sales of radio and tv sets were down in 1960 from 1959, according to Electronic Industries Assn. of Canada.


Gains were made in battery-powered portable radio sets, from 93,211 units in 1959 to 102,131 last year. Transistorized receivers totaled 120,871 units in 1960 against 112,791 in 1959. Fm set sales were up from 25,606 in 1959 to 38,842 last year.

The best month for tv set sales was September when 46,944 units were delivered to dealers, and for radio in November with 63,925 sets delivered to dealers. Ontario accounted for largest sales with 125,545 tv sets and 251,593 radio receivers.

**CFTM-TV starts next week**

CFTM-TV Montreal, Que., new ch 10 station, begins operations as Montreal’s second French-language tv station on Feb. 19. President of company operating CFTM-TV is J. A. DeSève. Vice-president and commercial manager is Paul L’Anglais, veteran radio producer in whose name license was applied for. Roland Giguere is station manager, Paul Ladouceur program director, and Jean Marion public relations director. Sta-
FANFARE

WRCV's big band policy gets encouraging results

WRCV Philadelphia, on Jan. 4, 1960, initiated a full-scale "big band" programming policy. Since then, local and national sales have climbed, and the station reports it has been "deluged" with favorable listener response.

Among the evidence of programming approval: The accumulation of letters received during an eight-day period last month in a "big band anniversary" request for listener reaction to its 24-hour big band music policy. With no other incentive than "to write out of interest," the station received 11,624 letters and cards between Jan. 13-19, and "Mail is still coming in at the rate of 150 letters a day." The station reports that when final tabulations have been made, its management will decide what "steps will be taken" to find out if WRCV's position is accurately reflected in the ratings.

Dick Paisley, WRCV station manager, points out that "This mail situation presents a real paradox for us. WRCV sales in 1960 were up (20% overall, 30% nationally, 12% locally) and mail response to the station has increased more than 10 times. Yet the rating services seem at odds with each other. . . . neither really is anywhere near the improvement borne out by the listener response." He adds that the station has returned monies sent by some listeners to insure continuance of the "sane music" programs although WRCV already announced the big band policy would continue through the year.

Big local show

Officials at KTTV (TV) Los Angeles are claiming they have lined up the largest array of stage, screen and television stars ever assembled for a television show for this Sunday's (Feb. 19) Stop Arthritis telethon.

Among those scheduled to appear are: Bob Hope, Bob Newhart, Mickey Rooney, Ricardo Montalban, Marie Wilson and many others. Celebrities who will be away from Hollywood during the telecast have taped and filmed their appearances.

Co-chairmen of the event are George Putnam, newscaster, and Johnny Grant, disc jockey, who also serves as talent chairman. Bob Hiestand will produce and direct the show for KTTV.

Woman with 'Bowlegs' wins

They've been playing "Postal Roullette" in Richmond, Va.

WLEE, that city, devised a contest based on postmarks. Clues to the names of unusual post offices throughout the world were broadcast daily on the station. Listeners were urged to send postmarks to the station, with those from "mystery post offices" winning prizes.

Mail from Bowlegs, Okla.; Sparks, Nev.; Blackfoot, Idaho, and American Forks, Utah were among the 87 winners in the game.

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

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Superior sound

A new theme for National Radio Month, to be observed during May, has been adopted by NAB: "Radio . . . the Best Sound Around."

This theme was picked, according to John F. Meagher, NAB radio vice president, "because it conveys a feeling of highest quality, both in programming and in engineering. More important, it sets up a standard for stations to follow, since it proclaims that radio is best."

A new series of jingles for station performance during the month will be created and produced by Faiface Productions, according to John M. Couric, NAB public relations manager. Radio month kits and recorded jingles will be sent to NAB member stations without charge.

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Lucky Strike promotion recalls 'good ole days'

American Tobacco Co. has launched a promotion tied in with its Lucky Strike selling theme ("Remember how great cigarettes used to taste") by making a "Remember How Great" long playing album available to the public for $1 plus ten empty Lucky packs.

The promotion will be advertised extensively until March on company-sponsored tv programs and in other media. Feature of the tv schedule was a Remember How Great special on NBC-TV on Feb. 9 (8:30-9:30 p.m.) starring Jack Benny as master of ceremonies and presenting Connie Francis, Juliet Prowse and Harry James and his band. The Columbia Records album has assembled "original recordings by Louis Armstrong, Count Basie, Tommy Dorsey, Harry James, Mary Martin, Dinah Shore and others.

WCHS-AM-TV take on southern accents

From the looks of the sales staff of WCHS-AM-TV Charleston, W.Va., one would think the South was rising again.

Dressed as Confederate soldiers, they're making their rounds selling a special WCHS-TV package called "Confederate Days." The promotion will run for a month. Participating tv sponsors will have their commercials done by announcers dressed in full southern regalia and equipped with West Virginia style southern "aksayents."

Benton & Bowles' safety drive

"You're not in control of your car unless you're in control of yourself." That's the theme Benton & Bowles is using in a volunteer campaign to curb accidents on New York State highways. Sponsered by N. Y. State Citizens Council on Traffic Safety Inc., which is headed by Clifton W. Phalen, president of the N. Y. Telephone Co., the campaign will use sports heroes for tv and radio spot announcements stressing that driving, like big-league sports, demands coolness under pressure and emotional self-control. Advertising will appear in major media through the state starting in the spring.

RAB's co-op book revised

The radio co-op plans of an additional 50 national and regional firms have been included in Radio Advertising Bureau's revised "Dealer Co-Op Data Book," making a total of more than 600 companies whose co-op advertising allowances are reported in the book.

Prepared by RAB's national sales
Where hearts (sometimes) beat as one

The presidents of three Norfolk television stations (l to r)—Robert M. Lambe, WTAR-TV; J. Glen Taylor, WAVY-TV, and Thomas P. Chisman, WVEC-TV—are fierce competitors but they have united for a common project. They met in New York to announce they have launched a year-long cooperative advertising and public relations campaign to sell national advertisers, agencies, industrial leaders and market analysts on the "tremendous growth of the Tidewater area." Their credo is: "increased business in the market will benefit all of us." The advertising phase will be handled by Liller, Neal, Battle & Lindsay Adv., Richmond, Va., and public relations by Phil Dean Assoc., New York.

department as a selling tool for member stations, the data book profiles the companies, reports their products, areas of distribution, and details the ad allowances. Phil Dean says many dealers are unaware of the coop possibilities, and that its book gives stations the facts and the chance to remind dealers of the opportunities provided by these funds. Companies also often supply their dealers with jingles and scripts.

Drumbeats...

Early start • KATZ St. Louis Negro station has started its Brotherhood Week campaign a month early. The effort centers on an essay contest to find "fresh new ideas to improve race relations—new creative thinking in solving America's most urgent domestic problem." TV and radio sets top the awards list for contest winners.

Heart jabs • By way of warning listeners against holiday traffic hazards, WGLI-AM-FM Babylon, N. Y., is poking "short jabs" at them. A typical announcement, inserted before or after a music selection, goes like this: "This is patrolman Jones of the Suffolk County Investigation Bureau. I don't hand out many summonses; most of the speeders I meet are dead." The station has also found value in running "short jabs" at listeners in the areas of voter registration, fire prevention, Civil Defense and mental health campaigns.

Dog days • Wednesday (Feb. 8) was D-Day for 100 lucky dogs whose names were drawn from a hopper by a celebrated four-legged guest star on WNBC-TV's Family show (Mon-Fri., 9-10 a.m., EST) in the New York station's "Lucky Dog" contest. The aim of the contest, is to have canines take their owners to the dogs to see how the blue-bloods live. The 100 dogs selected—their names were submitted on postal cards by their owners—will each receive a pair of tickets to the annual Westminster Kennel Club show in Madison Square Garden, Feb. 13 and 14.
Robert L. Scurlock, formerly vp and account supervisor, Dancer - Fitzgerald - Sample, N. Y., joins Ted Bates & Co., that city, as account supervisor on Boyle-Midway Div., American Home Products, N. Y. Mr. Scurlock, who was with DFS for six years, was previously with Benton & Bowles.

David V. Cleary and Benjamin Maugham, associate creative directors in copy department of Young & Rubicam, named vps.


C. N. Painter, with Armstrong Cork Co., Lancaster, Pa., since 1924, promoted to senior vp and member of president's office.

Edward F. Mues Jr. has been appointed vp of budget control, American Home Foods Div., American Home Products Corp., N. Y. Mr. Mues, who has been associated with American Home Foods since 1946, most recently was administrative manager for Foods Div.

Marion MacDonald and Wallace J. Gordon named vps for Grant Adv., N. Y. Miss MacDonald, copy group head of packaged goods, joined Grant last June from Dancer-Fitzgerald-Sample, that city. Mr. Wallace has been with Grant since 1958 in both Chicago and Detroit. He became group copy chief in New York office last year.

Thomas Hicks, formerly copy group head at J. Walter Thompson, Toronto, joins Guild, Bascom & Bonfigli, San Francisco, copy staff.

Dr. Vincent Machi, director of research at J. M. Mathes, N. Y., elected vp.

Gordon Gunn named media director for Los Angeles office of BBDO.

Charles W. Young joins Ogilvy, Benson & Mather, N. Y., as director of personnel. He was previously personnel director of Assoc. Merchandising Corp.

Robert Good, formerly of BBDO, N. Y., joins Smith/Greenland, that city, as traffic manager.

Richard C. Anderson, associate media director in both Chicago and New York offices of Young & Rubicam, promoted to director of department of media relations and planning in Y&R's Chicago office. He has been with agency for eight years.

Les Sterne joins Pittsburgh office of Fuller & Smith & Ross. For past 15 years he has been head of radio-tv for Smith, Taylor & Jenkins, that city.

Renee Modry named systems and procedure analyst.

Donald A. Perkins, former assistant print buyer in media department of Doherty, Clifford, Steers & Shenfield, N. Y., appointed assistant account executive.

Mrs. Nellie Knorr, wife of late Fred Knorr, succeeds her husband as president of Knorr Broadcasting Corp. Van Patrick, sports director of WKMH Dearborn, Mich., and Mutual Network, elected Knorr to board of directors.

Maury J. Farrell elected president of WATV Birmingham, Ala.

Larry Buskett, formerly executive vp and general manager of KGMS Sacramento, Calif., to KRAK, that city, as general sales manager.

Warren Nelson appointed vp in charge of tv sales for Chicago office of George P. Hollingbery Co. He has been in charge of Chicago sales activities for past five years. Phil Corper named vp in charge of sales development and promotion.

Richard W. Ostrander named national sales manager of WTVN (TV) Columbus, Ohio. He has been manager of WTVN Radio. Mr. Ostrander fills vacancy created by Fred Von Stade who became general manager of WKYT (TV) Lexington, Ky.


Tony James, formerly with WGGG Freeport, to WBAB Babylon, both New York, as operations director. Ernest J. Christie, chief meteorologist of U. S. Weather Bureau's New York office, resigns to join WBAB as weather consultant and commentator.

Gibbs Lincoln, vp and general manager of KVI Seattle, owned by Golden West Broadcasters, to general manager of Golden West Features, GWB subsidiary that handles sports packages, with headquarters in Hollywood.

David S. Proctor, formerly assistant service representative in radio sales clearance department of ABC's Poston Jones, promoted to manager of radio sales clearance for ABC Radio Network.

Bill Alcine appointed executive producer for KNXT (TV) Los Angeles and CBS-TV Pacific Network. He will be responsible for all areas of continuity acceptance, program clearances and standards and practices.

Joseph B. Haigh, chief engineer of WJBK-TV Detroit, promoted to regional chief engineer of WJBK-TV and WJW-TV Cleveland. Both are Storer stations. Marion J. Stoner, assistant chief engineer of WJBK-TV, promoted to operational chief engineer.

Allan Kenyon, continuity director and air personality at KOIL Omaha, Neb., named account executive at KOIL-FM.
Thomas B. Cookery and J. W. Timberlake Jr. appointed general sales manager and regional sales manager, respectively, for WBTV (TV) Charlotte, N. C. Mr. Cookery formerly was national sales manager. Mr. Timberlake has served as Carolinas' sales manager for station since 1957.

Robert Wencel, commercial manager of WBBM-FM Chicago, and Diane Dace, formerly with Revlon Inc., join Chicago office of Broadcast Time Sales as account executive and personnel director, respectively.

James T. Miller Jr. joins WPFM (FM) Providence, R. I., as commercial manager.

Stan Losak, former producer-writer in CBS-TV advertising and sales promotion department, named assistant manager of motion picture photography for CBS News.

Phil Smith named publicity manager of WFBM-AM-FM-TV Indianapolis. He has been promotion manager of station's fm and muzak divisions.

Ted Johnson, formerly on announcing staff and co-ordinator of special events at WVNJ Newark, N. J., appointed night manager. Mr. Johnson has been with station for 12 years.

Michael E. Seeber and Wayne E. Harter appointed account executives on local sales staff for WKOW-TV Madison, Wis.

Boyd Porter Jr., formerly sales representative at KTEM Temple, to WTAW Bryan-College Station, both Texas.

Gerald Thorsen joins KAYO Seattle, Wash., as account executive.

Pel Schmidt appointed account executive at WBAL-TV Baltimore.

Jack Kabateck appointed account executive in Los Angeles office of Torbet, Allen & Crane, station rep.

Tim Garthwaite named assistant sales promotion manager of KTVU (TV) Oakland-San Francisco.

Claude C. (Bud) Bowlin appointed national sales representative for WCSH-TV Portland, Me.

Roland King, formerly account executive, KMSP-TV Minneapolis, joins Minneapolis tv sales staff of The Katz Agency, station representative.

William J. Mathews Jr. joins New York tv sales staff of Edward Petry & Co. He has been account executive in firm's radio division. Before joining Petry, he was in merchandising department of Young & Rubicam, that city.

Richard J. Quass, formerly account executive at KJHI-TV Los Angeles, joins Adam Young Inc., Chicago, in same capacity.

Phillip Trammel and R. Joseph Adams join sales staff of KXOK St. Louis.

Mary Collier, formerly with KAKC Tulsa, Okla., to Watts, Payne Adv., that city, as radio-tv copywriter.

Bob Lyte, formerly promotion director of WLBS-TV Miami, to promotion manager of Century 21 (space age world's fair) slated for Seattle, Wash., April, 1962.


Clifford A. Frohnheofer, assistant secretary-treasurer of Tidewater Teleradio Inc. (parent organization of stations), promoted to treasurer and controller.


Mrs. Jean Jenkins joins WFAA Dallas as continuity director.

Don Karnes joins WTTC-AM-FM Towanda, Pa., as announcer-program director.

Ted L. Daniel appointed radio-tv director for Presbyterian Synod of North Carolina.

Al Brown, formerly professional meteorologist and staffer at U. S. Weather Bureau, joins WNBQ (TV) Chicago as weathercaster.

Joe Rico named promotion assistant of WGR-TV Buffalo, N. Y.

Steve Delaney, staff announcer at...
WSOC Radio, Charlotte, N. C., has been promoted to news director.

Ned W. High joins news staff of KLZ Denver.

Michael Powell joins KSFO San Francisco as member of news staff.

David Matson, former tv cameraman at WFIL-TV Philadelphia, named music director at WOL Washington, D. C. Mr. Matson retains his position of weekend staff announcer at WFMD Frederick, Md.

Pat Boisseau appointed editorial director for WKRC-AM-TV Cincinnati, Ohio. Mr. Boisseau, WKRC news director for past four and a half years, will continue in that capacity.

Ted R. Woodard appointed general manager and chief engineer of Fairfield Broadcasting Co.'s new Wynnboro, S. C., station as yet unnamed with no target date. Construction has begun.

William Babcock, formerly with WICU-TV Erie, Pa., joins WLSV Wellsville, N. Y., as station manager.

Walter Broadhurst, formerly station manager-program director of WMOD Moundsville, W. Va., to WWCH Clarion, Pa.

Ralph Hansen, formerly program manager of WJBK-TV Detroit, moves to WJW-TV Cleveland in similar capacity. Robert J. McBride Jr. succeeds Mr. Hansen at WJBK-TV.


Maurice E. McMurray appointed national sales manager of WJBK-TV Detroit. Mr. McMurray returns after a five year leave of absence while serving with Storer Broadcasting's national sales office in New York.

Van Cantfort, director-air personality, named program manager at WAVY-TV Norfolk-Portsmouth-Newport News, Va.

Jack Black, formerly with WTAR Norfolk, and WGH Newport News, both Virginia, appointed sales manager of WBOF Virginia Beach, Va. Other appointments: Bill Rhyne, operations manager; Bob Gheza, program manager; Boyd Harrier, news director; Roy Marsh, supervisor of am operations and Jack Dent, supervisor of fm operations.

Jim Ramsburg, former national program director of Franklin Broadcasting Co., joins WPTF Albany, N. Y., as promotion and production director. Franklin Broadcasting is licensee of WMIN St. Paul, Minn., and majority stockholder in WES St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla.


George Finnegan named general sales manager and Clyde Dutton named local sales manager, both at WTVH (TV) Peoria, Ill.

William J. McDowell, general sales manager of KHJ Los Angeles, promoted to general manager. He joined station some years ago as account executive.

Emmett A. (Buzz) Hassett Jr., general sales manager of WITI (TV) Milwaukee, to WAGA-TV Atlanta in similar capacity. Both are Storer stations.

Ellis W. Gilbert, general manager of KRBE (FM), elected president of Fm Broadcasters.

Robert Moutont, account executive at WIP Philadelphia, named local sales manager. He has been on station's sales staff for four years.

Woody Langley, formerly with WMPT Williamsport, to WATS Sayre, both Pennsylvania, as morning man and production manager.

Claude E. Brimm, formerly general manager of KUDU Ventura, to KDAY Santa Monica, both California, as retail manager.

Tony James, formerly sports director of WGBB Long Island, N.Y., to WBAB there, as operations director. Jon Esther joins station as air personality.

Paul Von Hagel, vp and general manager of WRAP Norfolk, Va., to WEAR- TV Mobile, Ala.-Pensacola, Fla., as general sales manager. Both are Rollins Stations. William Eure, formerly with WAVY Norfolk-Portsmouth-Newport News, succeeds Mr. Von Hagel.

Norman Schrader of WDAY Fargo, N. D., elected president of Northwest Radio-TV News Assn., succeeding Sheldon Peterson of WTCN Minneapolis.


Nita Hutch named women's director at WVKO Columbus, Ohio. She was with WTVN (TV), that city.

John D. Kelly and George U. Lyons named eastern and midwestern sales managers, respectively, for Storer Tele- vision Sales, New York. Firm is new spot sales arm of Storer Broadcasting Corp.

New lineup at Washington's WRC

Congratulations are the order of the day with the appointment of three new executives at NBC's WRC-AM-FM-TV Washington. Joseph Goodfellow, NBC vp and general manager of the station (3rd from left) welcomes Harry A. Karr Jr. into the fold as station manager of WRC-AM-FM. He had been sales manager. Others in photo are William L. Callaway (2nd from left), appointed business manager, and Wallace R. Fanning Jr., news manager, both for WRC-AM-FM-TV.

BROADCASTING, February 13, 1961
Maynard E. Dillaber, executive vp and general manager of Martinsville Broadcasting Co. (WMVA-AM-FM Martinsville, Va.) resigns. Mr. Dillaber, past president of Virginia AP Broadcasters Assn., joined station in 1949 as news director. He was appointed executive vp and general manager in 1953. He has not announced future plans.

Bill Woods, manager of KVOU Uvalde, to KEPS Eagle Pass, both Texas, in similar capacity. He succeeds Sidney King who joins KATI Casper, Wyo. KVOU and KEPS are sister stations.

Samuel F. Jackson, formerly on sales staff of WPIX New York, joins sales staff of WWDC Washington, that city, station rep.

Broadus (Speed) Johnson appointed manager of sales for WNBC New York. He has been account executive in NBC participating programs since October, 1959, and before that with NBC Radio Network.

Louis E. Lomax, writer and newsman, joins staff of WNEW-TV New York, as news writer-producer.

Gordon Warnes, formerly with WTAP-TV Parkersburg, W. Va., to WPTA (TV) Fort Wayne, Ind., as announcer.

Jack Rowezi, air personality at WWDC Washington, resigns. Fred Gale assumes Mr. Rowezi's position.

Emily Lite joins WLOS-TV Asheville, N. C., as air personality.

Pierre Paulin joins WCAR Detroit as member of news staff. Bob O'Hara joins station's program staff from WOOD-TV Grand Rapids, Mich.

Paul Sullivan joins WCAU Philadelphia as air personality.

Jorge Mack, formerly with KNOE Monroe, La., moves to WING Dayton, Ohio, as air personality.

James J. Corbett, athletic director at Louisiana State U., elected chairman of National Collegiate Athletic Assn. tv committee, succeeding Rix N. Yard, Denison U.

Frank H. Nowaczek Jr., pr manager of National Community Television Assn. (NCTA), Washington, appointed special assistant in headquarters office.

Robert H. Van Roo, named promotion manager of WITI (TV) Milwaukee. He formerly was with A. C. Nielsen Co., Chicago.

**PROGRAMMING**

Daniel I. Knight joins Chicago office of M-E Productions as tv account executive and assistant to office manager. He formerly was with Young & Rubicam, that city, as radio-tv broadcast supervisor. M-E Productions is production division of Interpublic Inc. (formerly formed parent company of McCann-Erickson).

Edwin E. Holly, secretary-treasurer of Desilu Productions, has been additionally appointed vp in charge of administration and finance. Before joining Desilu in 1954 he had been assistant comptroller of CBS.

Herman Rush, independent tv packager, formerly president of Flamingo Films, joins GAC-TV as vp in charge of development and sale of tv programs. He will headquarter in New York.

Tom Judge appointed general sales manager of Terrytoons, subsidiary of CBS Films. Mr. Judge, who will headquarter at 545 Madison Ave., N. Y., had served as director of production sales, operations department, CBS-TV.

John Robinson, producer-writer, forms Libra Enterprises, Hollywood, to create and produce tv series in cooperation with Ziv-UA. Partners in Libra are Robert Ginter Sr. and Malcolm Stuart.

Lamartine Le Guillon named art director of Hollywood Animators, Hollywood. Harrison Wakida and Max Hutto join firm as associate art director and account executive-associate producer, respectively.

Jay Jasin joins Jim Amache Productions, Sepulveda, Calif., as announcer and national promotion director.

W. Bothwell Henderson, long time associate producer with Bill Burrud Productions, Hollywood, promoted to executive producer.

William Asher, producer-director, terminates his NBC-TV contract with end of current Shirley Temple Show series to return to Desilu Studios to produce-direct pilot for as yet untitled musical comedy series starring Janis Paige.

James F. Delaney, who was, at one time, eastern division manager of ABC Films, rejoins that company as southern division manager, Houston, after an association with Saf-T-Eey Shelters Co.

**GOVERNMENT**

Brig. Gen. Frederick C. Weyland appointed deputy chief of Army information, effective April 1. He succeeds Brig. Gen. Chester V. Clifton, named military assistant to President Kennedy.

William J. Connell, one-time script editor and producer of radio documentaries for KUOM U. of Minn., named administrative assistant to Sen. Hubert Humphrey (D-Minn.).

**EQUIPMENT & ENGINEERING**

John L. Gray named vp and eastern area sales manager of Motorola semiconductor products division, with headquarters in Clifton, N. J.

Kevin J. Joyce, former Sylvania Electric Products sales representative in Cincinnati, appointed supervisor of entertainment equipment sales-midwestern region, for electronic tube division.

Jonathan Eldridge, formerly vp of
Mackay Radio & Telegraph Co., appointed director of New York sales for American Cable & Radio System.

ALLIED FIELDS

Don Searle, owner of KMMJ Grand Island, Neb., and KXXX Colby, Kan., joins Hamilton-Landsi, national station broker. He will headquarter in Los Angeles. Mr. Searle, broadcasting veteran since 1925, was ABC western vp from 1943 to 48 and has served on boards of directors of NAB, RAB and was among founders of TVb.

Joseph J. Jacobs, formerly general attorney for Metropolitan Broadcasting Co., resigns to open own practice at 375 Park Ave., New York.

Lauren A. Colby, formerly with Fly, Shuebruck, Blume & Gagnue, communications law firm, resigns to open own office. Mr. Colby also served on legal staff of FCC. New office is located at 945 Pennsylvania Ave., N.W., Washington 4. Telephone: District 7-0236.

INTERNATIONAL

John R. Cann elected president of Raytheon-Canada Ltd. Mr. Cann has served as executive vp and general manager for past two years.

Robert F. Merrick, manager of J. Walter Thompson’s Brazilian operation, presented with highest honor of Brazilian Government, “Ordem Do Cruzeiro Do Sul,” for his contributions to advertising development in that country.

DEATHS

Samuel C. Gale, 65, retired vp and director of advertising at General Mills Inc., died Feb. 7 at his home in Minneapolis. Mr. Gale pioneered in baseball broadcast sponsorship, first buying the games on radio in Minneapolis several decades ago. The next year General Mills sponsored games on more than 80 stations. He launched the successful promotion of Wheaties on network radio after the new product had gotten off to a shaky start and some company executives had urged it be abandoned.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting: Feb. 2, through Feb. 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.


New tv station

APPLICATION

*Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education, Uih ch. 36 (602-608 mc); ERP 29.5 kw visual, 13.5 kw audio; antenna height above average terrain 400 ft., above ground 1,076 ft. Estimated construction cost $8,918. P.O. address 1515 6th St., Studio location 1019 N. 8th St. Transmitter location 3007 N. Sherburn Place, Shorewood, Wis. Geographic coordinates 43° 00' 15" N. Lat., 87° 50' 49" W. Long. Trans. RCA, antenna Alford, Legal counsel John Fleming, Milwaukee. Land, building and tower are to be provided by WITI-TV Milwaukee.

Existing tv stations

APPLICATIONS BY FCC

KXTV (TV) Fort Worth, Tex.—Granted waiver of Sec. 1.307(a) for rules to permit station to identify itself as Fort Worth, Dallas station. Commr. Bartley dissented. Ann. Feb. 8.

KBTX-TV Bryan, Tex.—By letter, denied request for waiver of Sec. 3.810 and 3.611(b)(2) of rules and dismissed application to increase vis. ERP from 60.2 to 100 kw and aur. ERP from 30.2 to 50 kw, increase antennae height from 610 to 1,270 ft., and move trans. site from near Bryan to near Deaville, in direction of Corpus Christi, as patently not in accordance with Commission’s rules, pursuant to Sec. 1.307(a). Commr. Cross dissented. Ann. Feb. 8.

New am stations

APPLICATIONS BY FCC


EDWIN TORNBERG & COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
Murray Hill 7-4242
WEST COAST
605 Jewel Avenue
Pacific Grove, Calif.
Frontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531


APPLICATIONS

Glasgow, Ky.—John M. Barrick. Granted 1460 kc. 1 kw. D.P.O. address 310 S. Carolina. Estimated construction cost $12,720, first year operating cost $6,000, revenue $6,000. Mr. Barrick sole owner, is radio salesman and half-owner of radio store. Ann. Feb. 8.

Shenandoah, Pa.—Schuykill Trans-Ando Corp. 1580 kc. 250 w. P.O. address Oppenheim Building. Estimated construction cost $29,685, first year operating cost $40,000, revenue $60,000. Principals are Naylor C. Brennan (20%), Frank J. Toole (20%), Louis B. Murray (15.6%), John L. Miller (15.6%), Martin F. Malarkey Jr. (15.6%) and David R. Wolf (13.3%). Mr. Brennan is dentist with lumber and plumbing interests. Mr. Toole is attorney. Mr. Miller has textile and oil and gas distributing interests. Mr. Murray is general manager of WPAM Pottsville. P.O. address Box 1400, Pottsville, Pa. Mr. Wolf is senior staff announcer of WJAC-TV Johnstown, Pa. Mr. Malarkey has caviar and major financial interests. Ann. Feb. 8.

Rheinelander, Wis.—Rheinelander Television Cable Corp. 1300 kc. 5 kw. D.P.O. address Box 527. Granted 200 w. first year operating cost $4,000, revenue $6,000. Clifford W. Easton, sole owner, also owns caviar system. Ann. Feb. 8.

Existing am stations

APPLICATIONS BY FCC

KPOL Los Angeles, Calif.—Granted increased daytime power from 10 kw to 50 kw, change from D-A to C, continued operation on 1540 kc, 10 kw-N, engineering conditions. Ann. Feb. 8.

WRFB Tallahassee, Fla.—Granted mod. of cp to change from 1580 kc to 1410 kc, continued operation with 2 kw. Ann. Feb. 2.

WMFG Hibbing, Minn.—Granted increased daytime power on 1530 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 8.

WKLK Cloquet, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 2.

WHBL Wisconsin, Minn.—Granted increased daytime power on 1530 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 2.

WSNY Schenectady, N. Y.—Granted increased daytime power on 1520 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 2.

KOZI Chelan, Wash.—Granted change of
facilities at 1215 kc, 1 kw. D, to 1250 kc, 2 kw. C, remote control; W1DCG, engineering condition. Ann. Feb. 2.

KVCW Huntington, Kans.—Granted increase of power from 250 w to 1 kw, change of antenna from 2175 kc., D. engineering condition. Ann. Feb. 2.

APPLICATIONS

KDAY Santa Monica, Calif.—To change hours of operation from daytime to unattended night time; purchase new transmitter. Ann. Feb. 2.

KWWB Hutchinson, Kan.—To increase daytime power to 220 w to 1 kw, and nighttime power to 1 kw to 2 kw. Ann. Feb. 2.

THE WORLD

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Box Scott Bryan terrain 2.

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sale of 81.2% of stock from S. W. and Wanda R. Townsend to WKYY-TV Inc. for $975,000. Edwin E. Estabrook Jr. is president and 100% stockholder. The corporation also owns 66% of WCUK Akron, Ohio. Ann. Feb. 7.

KWHV (TV) Charleston, S. C.—Seeks assignment of properties to communication of Atlanta Disco Bcstrs. Corp. for $122,000 for 50% and 1/2% ownership. Other major stockholders will be Mrs. Margaret W. Cooper, housewife, Weddins H. Crawford, banker; Richard Gets, oilman, and Bill E. Pearce, broker, 19%. Jan. 30.

KXYZ Sioux Falls, S. D.—Seeks assignment of license from Sioux Empire Bcstrs. Co. to Northwestern College, Minneapolis for $150,000. College also owns KTIS-AM-FM Minneapolis, KMWV Waterloo, Iowa, and KFNT North Platte, N. B. It will operate KXYZ as a non-commercial station, as are others. Ann. Feb. 2.

WMAK Nashville, Tenn.—Seeks transfer of control of WCMN radio station to William G. H. Oster for $5,000 for 10% interest. Mr. Oster has outdoor advertising and soft-drink business. Jan. 30.


WBNB (TV) Charlotte Amalie, V. I.—Seeks transfer of 1/4% of stock of Island Television Service Inc. from Robert Moss and similar amount from Robert E. Noble Jr., to Anderson Bcstrs. Co., for $105,000. Moss is now being sold to Kenneth E. Granger and 6% Mr. P. Cooper is- ter, housewife. Ann. Feb. 8.

PPDR Town of Pacific, Wis.—Seeks assignment of license from P. Cooper to either Doctor Bcstrs. Co. Both companies have same officers and seek consolidation of operation of station involved. Ann. Feb. 7.

KDBS Buffalo, Wyo.—Seeks transfer of ownership by sale of stock by Malcolm D. Wyman to Edward H. We- burg, station owner. Wyman holds 25% interest; with purchase of 20 shares from Mr. Wyman, 20%, and 10 shares from Mr. We- burg, 19%, the corporation is 29% owned. Jack Rosenthal for $2,500. Mr. We- burg holds 28%, as does Mr. Rosenthal. Ann. Feb. 8.


Hearing cases

FINAL DECISIONS

Commission's notice gives notice that Dec. 18, 1960 initial decision which looked toward granting application of Alihama Bcstrs. Corp. to change ownership of station to new station to operate on ch. 15 in Panama City, Fla., became effective Feb. 6 pursuant to section 131 of the act. Jan. 30.

By memorandum opinion and order, Commission granted petition by Marion Radio Bcstrs., removed from consolidated proceeding in Dockets 13694 et al. and granted its application to increase daytime power of WATB Marion, from 250 w to 500 w, continued operation of 1400 kc, 250 w, to 1 kw, with purchase of 1/2% interest; with purchase of 10 shares from Mr. Wyman, 20%, and 10 shares from Mr. We- burg, 19%, the corporation is 29% owned. Jack Rosenthal for $2,500. Mr. We- burg holds 28%, as does Mr. Rosenthal. Ann. Feb. 8.

By memorandum opinion and order, Commission granted petition of Alihama Bcstrs. Corp., to change ownership of station to new station to operate on ch. 15 in Panama City, Fla., became effective Feb. 6 pursuant to section 131 of the act. Jan. 30.

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SUMMARY OF COMMERCIAL BROADCASTING

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<th>( \text{AM} )</th>
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<td>3,524</td>
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OPERATING TELEVISION STATIONS

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<th>( \text{TV} )</th>
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<td>Non-commercial</td>
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COMMERCIAL STATION BOXSCORE

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<th>( \text{FM} )</th>
<th>( \text{TV} )</th>
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<td>Licensed (all on air)</td>
<td>17</td>
<td>33</td>
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<tr>
<td>Cps on air (new stations)</td>
<td>120</td>
<td>197</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,867</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>179</td>
<td>30</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>791</td>
<td>102</td>
</tr>
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<td>Applications for major changes (not in hearing)</td>
<td>945</td>
<td>46</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>19</td>
<td>19</td>
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<tr>
<td>Total applications for major changes</td>
<td>820</td>
<td>50</td>
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<tr>
<td>Licenses deleted</td>
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<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
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<td>1</td>
</tr>
</tbody>
</table>

1. There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
2. There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.


* Commission scheduled following proceeding for oral argument on March 10: Biscayne Television Corp. (WCKT (TV)), East Coast Telecasting Corp., South Florida Television Corp., and Sunbeam Television Corp.—March 7 reopened proceeding in Docket 10894 et al.


* By memorandum opinion and order, commission denied petition for reconsideration by WTVF-AM Nashville, Tenn., to add third tv channel to the Woenhill- Steubenville, Ohio, requesting "particular time and place to reply" to proposal by West Virginia-Ohio Bcast. Co. to add third tv channel to the Wheeling-Steubenville area which was filed in proceeding on proposed interim policy on tv channel assignments and amendment of Part 3 of rules concerning tv engineering standards. Ann. Feb. 8.

* By memorandum opinion and order, commission denied petition to to James E. McRahan to increase daytime power of KXUX Susan-

1 KW FM Transmitter for Full Fidelity Operation

Only a single PA stage is used beyond the exciter to assure true high fidelity performance while keeping operating costs low. Distortion and noise are extremely low even when the transmitter is multiplexed. When combined with the RCA broadband FM antenna the BTF-1D is capable of producing ERP's up to 12 KW. This new 1 KW transmitter can easily be expanded to 5, 10, or 20 KW by adding higher power amplifiers.

RADIO CORPORATION
of AMERICA

NEWEST IN THE LINE OF RCA FM TRANSMITTERS
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Phone</th>
<th>Member AFCCE</th>
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<tr>
<td>George C. Davis</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television</td>
<td>527 Munsey Bldg., Sterling 3-0111</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td></td>
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<td>Munsey Building District 7-8215</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Engineers</td>
<td></td>
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<tr>
<td>Jules Cohen</td>
<td>Consulting Electronic Engineer</td>
<td></td>
<td>617 Albee Bldg. Executive 3-4616</td>
<td>Washington 3, D. C.</td>
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<tr>
<td>John H. Mullaney</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>2000 P St., N.W.</td>
<td>Washington 6, D. C.</td>
</tr>
<tr>
<td>Nugent Sharp</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td>809-11 Warner Building</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>John H. Battison and Associates</td>
<td>Consulting Engineers</td>
<td>Specializing in AM power increases—FM-TV</td>
<td>1917 1 St., N.W.</td>
<td>Washington 6, D. C.</td>
</tr>
</tbody>
</table>
Collins Automatic Tape Control is the perfect answer to automatic programming. Just insert the tape cartridge, push one button, and you're certain of reliable performance. More than 500 radio stations own the network-approved, internationally-used Collins Automatic Tape Control.
<table>
<thead>
<tr>
<th>CLASSIFIED ADVERTISEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)</td>
</tr>
<tr>
<td>★ ALL CLASSIFICATIONS 25c per word ★ヘルプ WANTED 0.25 per word ★ Announcement: $2.00 minimum. ★ DISPLAY ads $20.00 per inch for SALE advertising require display space. ★ All other classifications 30c per word ★ $4.00 minimum. ★ No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C. Attention: Transcriptions or bulk inquiries. $1.00 (forward resistance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.</td>
</tr>
</tbody>
</table>

### RADIO

#### Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employers; 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 an old, established, active, in an eastern area. You would see local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, and write in first letter. Box 780D, BROADCASTING.

Your chance to move into management from sales manager. Small market station in sunny south Florida needs manager who can sell and work. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 768D, BROADCASTING.

Manager—Man we want is now manager or sales manager of small medium market station. Has been working hard, he is primarily a salesman, but is interested in growing market with future potential ownership. Market has best potential in middle south area. Box 905D, BROADCASTING.

Assistant station manager wanted. Must be thoroughly experienced in all phases of AM ownership. Must take responsibility. Chance of promotion. 1000 watt fulltime. References. First letter, please. West Texas. Box 995D, BROADCASTING.

Representatives wanted. Major TV and FM transmitter manufacturer seeking representatives to sell TV and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion box need apply. Good opportunity! Reply to Box 769D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keep yourself in shape. Send resume to Box 774D, BROADCASTING.

South Florida market, $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $300. You have proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 787D, BROADCASTING.

Vicinity Cleveland. Opportunity for professional salesman, with 3 years full-time radio sales experience, to attain above average earnings on 15% commission. Guaranteed minimum commission average more. Five-figure potential. 22-45. Include complete resume and photo. All replies confidential. Write Box 867D, BROADCASTING.

### Help Wanted—Sales

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves needs sales. Increase personal profits! Write: Box 972D, BROADCASTING.

Salesman-business manager. Age 30-40 for large medium market. Call or write for full information, strength in selling and leadership essential. Conditions and salaries face-to-face with you. Take advantage of alert, aggressive man to demonstrate full potential. Write in full for an opportunity of experience. Background. References to Box 973D, BROADCASTING.

Radio time salesman must be experienced, for outer suburban station. Must be hustler to handle established and new accounts, $100.00 weekly salary plus incentives. Send complete details of experience, education, age, references. Box 862D, BROADCASTING.

Salesman for suburban station in mushrooming major northeast market. $100 weekly. Producer will become sales manager with increase and overtime. Resume to Box 895D, BROADCASTING.

East Tennessee. Small one-station market needs experienced young sales man. Liberal salary, commission. Multistation ownership. Box 1035E, BROADCASTING.

Salesman-announcer, growing station in large metropolitan growing city! Commission against guarantee. Send tape, photo, resume: Bill Dahlesten, KAFM, Salina, Kansas.

Have good opportunity for hustling salesman. KWMR, Newton, Iowa.

1000 watt daytime station in most solid market in Hudson Valley has opening for experienced, aggressive fulltime manager. $500 guaranteed per month, plus commission. Write: Box 427, Uptown Post Office, Kingston, N. Y.

Experienced salesman familiar with small market operations for commercial manager. Send full information to M. Wirth, WHMI, Howell, Michigan.

Wonderful W-RTP, Chattanooga, Tennessee. Wonderful opportunity! Salary, commission.

I need a man right now in sales and announcing position in Fort Lauderdale, Florida station. Plenty of opportunity for the right fellow. I want him to be good salesman and have desire to sell. No experience necessary. I pay fair. Chance to buy in. Prefer album background. W5GC, Clewiston, Florida.

### Announcers

DJ with good mature voice and friendly, enthusiastic approach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 884D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 923D, BROADCASTING.


Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 780D, BROADCASTING.

Commo man. $125.00 week to start...$180 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Resume to Box 786D, BROADCASTING.

Announcer-engineer combo for job on nice little suburban station. Must have some experience, good vocal ability and good sales ability. Must have first class license. Send audition and details. Box 787D, BROADCASTING.

Announcer—from Iowa, Illinois or Missouri, for mid-west medium size market. Multi-station format soft, sweet and standard. Married, good credit. Start $475 per month. Send photo and details including Sunday air schedule. Box 892D, BROADCASTING.

Northern Ohio daytimer in small market needs staff announcer. Able to do dj work and news. Scmemsc necessary but ability more important. Send tape photo and resume with references to Box 896D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 929D, BROADCASTING.

Announcer, experienced adult programming, major market area. Box 802D, BROADCASTING.

Wanted immediately: Top morning man, must have experience, full time, 50 hours, $600 month. You’re off at 12:30 p.m. to hunt, fish or ski in Oregon vacation area. Personal interview required. KORL, Bend, Oregon, 3.E. 5-E.

Wanted, announcer-engineer, Can also sell. KLIC Radio Station, Monroe, La.

Adult music daytimer in growing town of 8000 needs experienced announcer with good voice, sales experience desired. Good outlook, KZNO, Mason City, Iowa.

Wanted, Staff announcer for music-news operation. Vacation and insurance benefits. Send tape and particulars to Paul Radhers, KZTV, Aberdeen, South Dakota.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KZIS, Sedalia, Missouri.

Announcer needed by regional station. Must have quality voice. Good salary. Send letter to KTOE, Mankato, Minnesota.

Opening for capable announcer-newsman. Good opportunity. KWTN, Bonnville, Missouri.

Maryland Independent has immediate opening for experienced staff announcer. Tape, resume, references. WASA, Havre de Grace, Maryland.
Help Wanted—(Cont'd)

Announcers

Radio announcer who can assist in news variety programming. Send tape, photo, background, and references to: Charles Wright, Manager, WBYS Radio, Canton, Illinois. Good opportunity for permanent position for professional man.

Announcer, minimum 3 years experience. Attractive opening for news, good music, solid production specialist. Combo operation. Every benefit including company paid retirement. Send tape, complete resume, Program Director, WENY, Elmira, N. Y.

Dj, will take beginner, some experience preferred but will accept natural talent. Contact Manager, WHAP, Hopewell, Virginia.

First phone announcer needed immediately. Beginners considered. Phone Manager, WITS, Tawas, Michigan.

Wanted immediately, announcer with first class small market operation working conditions. Excellent pay. WTIE, Box 277, Brazil, Indiana.

Experienced midwest announcer for early opening at air, M-f format daytimer. Personnel interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Immediate opening for mature, versatile announcer with bright sound. Send tape, resume, salary requirements to WMNS, Olean, N. Y.

Announcers, many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 468 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $56. Box 455D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited amounting duties. Prefer married man. Will take beginner. $50.00 to start with all normal benefits. Xmitter duty. Midwest small market. Write Box 455D, BROADCASTING.

Well established central Illinois AM-FM station will need chief engineer plus regular engineer and service, particularly FM and multiplexing important. All benefits. Replies with references. Reply Box 455D, BROADCASTING.

Engineer with first phone. Experience preferred but not necessary. Reply Box 455D, BROADCASTING.

Chief engineer—executive type—experienced all phases construction, operation, direction, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 169P, BROADCASTING.

Engineer-announcer. Do news, install background music receivers; fastest growing city in Kansas. Send tape, resume. Bill Dahlsten, KAPM, Suite 102, United Bldg., Salinas, Kansas.

Help Wanted—(Cont'd)

Technical

Chief engineer wanted for KNMC, Moberly, Missouri. Requirements, a mature, reliable, engineering man who has had chief's responsibilities for a minimum of three years. Average age to be considered will be 35 or over. We are a 250 watt fulltime loaded with equipment and operate a station which you will be proud to be associated with. A personal interview is necessary. Background examination will be conducted. Salary is open but is in excess of $100.00 per week. Contact KNCM, General Manager, Moberly, Missouri.

First phone, announcer preferably. KPTI, Twin Falls, Idaho.

Combo engineer-announcer for 1 kw, DA-D station, central Michigan, experienced man, to handle morning drive, and salary and working conditions. Send resume to: WJUD, Box 276, St. Johns, Michigan.

Experienced engineer to handle 5 kw daytime news and day and night FM operation. Position open around February 20th. Give full particulars as to education, experience, availability, references, family, salary requirements, etc., in first letter. Mountain Broadcasting Service, Inc., Box 239, Hazard, Kentucky.

Production—Programming, Others

Production-public affairs director. Established 1 kw daytimer, excellent frequency with fulltime engineer. Major mid-Atlantic market. Adult music format, strong regional news. Rush full details including salary requirement. Box 855D, BROADCASTING.

P.D.-announcer thoroughly grounded in small station operations. Please furnish complete resume of experience, status, tape and photo. Midwest medium market. Box 865D, BROADCASTING.

Top rated major market independent news, experienced young man to gather, write and deliver on midnight shift. Send tape, resume. Box 995D, BROADCASTING.

New Jersey. Experienced newsman-announcer with mature voice. Emphasis on local news. Please send full background on ability. Send tape, resume. Box 995D, BROADCASTING.

News director for major eastern radio station. No air work but need alert, aggressive, highly experienced newsman who can direct top caliber operation in audio and photo. Box 1185, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air it yourself. Salary open for right man. Reply Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

Newman. Experienced. Gathering, editing and delivering local news for network affiliate in market of 13,500. Mobile units, city and highway patrol receiver and stringers to assist. Minimum $100.00 to start with. Give full information. KNCM, Moberly, Missouri.

Help Wanted—(Cont'd)

Production-Programming, Others

News director—opportunity for experienced radio newswoman with pioneer station—No. 1 in community; and 1st 250 watt daytimer open. Send background, copy, and photo to WFD, Flint, Michigan.

WIRL, Peoria, Illinois has immediate opening for production man. Must be creative in radio and have commercial voice. Call Howard Frederick.

Midwest news reporter, writer, capable of directing exciting news organization. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

RADIO

Situations Wanted—Management

Manager/commercial manager: 12 years executive experience. Heavy sales. Mature, civic, family man. $12,000 minimum. Box 555D, BROADCASTING.

Manager available Spring. Mature, with heavy combined management and broadcasting background. Twelve years management. Want company with responsibility for all station functions. Know the business. Write Box 913D, BROADCASTING.

Manager, Radio and/or tv. Sales, programming, administration. Production. Capable. Box 921D, BROADCASTING.

Southeastern area position desired by young chief—news announcer. Seek management. Outstanding programming ability. Sales only secondary. Box 931D, BROADCASTING.

General manager. Five years experience in radio and tv. In present position as manager almost four years. Spend most time selling. Well versed in money-making promotions. Have made station in highly competitive market into profitable property. Early 30's, college grad, fine family. Know all phases. Box 955D, BROADCASTING.

Top record in management, sales and operations. Twenty years experience. Box 945D, BROADCASTING.

Calling Tucson and southern Arizona! Experienced manager seeks place to relocate. Excellent record and references. Box 945D, BROADCASTING.

Midsouth, southwest: Prefer small market, 1st phone. Family. Young. Box 955D, BROADCASTING.

Management—Sales management—family man in late twenties. Knowledge of all phases of radio. 8 years experience in major market. Average income for the last 5 years $13,000.00. Box 957D, BROADCASTING.

Small market station manager, engineer, family, experienced—want better market. Box 911D, BROADCASTING.

Willing to trade: Ability and hard work for good future. General manager (33) of small community station ready to move up to larger area, income and responsibility. Ten year veteran in business with good background. Non-smoker, good health, will work, no top forty screamers or shoe stringers. Available in sixty days. Personal interview can be arranged. Box 977D, BROADCASTING.

Interested: Profitable operation record two years present job; but interested in relocating. Personal sales 80% of gross. General manager, quality reputation backed by established industry influence and references. Interested in having your proposal. Box 980D, BROADCASTING.

WHO SAYS THERE ARE NO HORIZONS IN RADIO?

We want a Community Affairs Producer-Director to produce, develop and coordinate over 25 hours of programming a week. Our station is a 5,000 watt, major market, top rated independent with all the advantages of ownership. This area of broadcasting is considered to be on equal footing with our music and news departments. The men we desire must have imagination, a flair for the unusual and the drive to see the job through. He must be capable of supervising a complete staff of performers and engineers, together with the ability to communicate with community leaders and influential. There are few jobs in the country as dynamic or challenging as this rare opportunity. Rush resume to:

Bud Wendell
Program Manager
KYW Radio
Cleveland 14, Ohio

BROADCASTING, February 13, 1961
**Situations Wanted—(Cont’d)**

**Management**

Manager/sales manager, small or medium market; 15 years experience selling direct, retail to regional. Highly successful sales record. Thorougly knowledge all phases station operation. Excellent financial and top references from the industry. Box 983D, BROADCASTING.

Your station plus my 14 years experience all phases including management and sales management. Imaginative, hard selling all levels. Strong personal, trade, references. Let’s get together, confidentially. Box 983D, BROADCASTING.

**Sales**

Sales manager for small to medium market or sales can for large. 12 years experience. Excellent sales record and references. CIVT leader. Prefer southeast. Box 836D, BROADCASTING.

Morning show, adult prestige station. Professional showman-salesman. Majors only. Box 970D, BROADCASTING.

Jack-of-all-trade. Master salesman. Good men are hard to find. We have one. Young man available for commercial or general managerial task force. Multi-talented, loyalty background. Box 990D, BROADCASTING.

**Announcers**

Single, veteran, beginner school trainees, will relocate. Tape and resume available. Box 944D, BROADCASTING.

I need your help! Negro. Announcing school grad. Modern touch. Please rescue. Box 964D, BROADCASTING.

Bright, versatile, willing roll ups sleeves, sell, announce, news reporting, sales, production. Prefer near New York, salary not recent experience, recent experience, APRS and magazine editorship. Anxious to fill requirements. Box 902D, BROADCASTING.


Beginner seeks announcing position. Slight radio experience, speech training and broadcasting school. From home college, third phone. Box 924D, BROADCASTING.

Metropolitan area. If the “bread” is right—you’ve got yourself a “for real” hip jock for the right people—No rock-dig! Knowledge and thus impeccable taste in pop and jazz—college etc. Married, steady, etc. 11 years experience plus first phone. Cheese anyone? Box 980D, BROADCASTING.

Experienced announcer, tight production and voice enthusiasm. Young fac, first phone. Possibly all night. Box 950D, BROADCASTING.

Young dj, announcer, 1½ years experience, married. Presently employed. Very strong commercial, news. Sharp boardwork. Desire midwest, south, east. Box 946D, BROADCASTING.

D.J., employed at 5000W major market station, two years experience, wants bigger and better station. Box 940D, BROADCASTING.

South southwest. Fast paced announcer. Presently employed as P.D. Vet. College 24. Four years experience. Box 940D, BROADCASTING.

Staff announcer—3 years experience. Single, 29, college. Prefer Florida, Georgia preferred. UN 5-5328, New Haven, Conn. Box 949D, BROADCASTING.

Announcer, D.J.—Bright, versatile personable voice. Experienced. Prefer southwest. Box 951D, BROADCASTING.

Top flight announcer-deejay. Excellent radio and television background. Excellent reference. Florida preferred. Box 951D, BROADCASTING.

Excellent sales manager, small or medium market; 15 years experience selling direct, retail to regional. Highly successful sales record. Thorougly knowledge all phases station operation. Excellent financial and top references from the industry. Box 983D, BROADCASTING.

Your station plus my 14 years experience all phases including management and sales management. Imaginative, hard selling all levels. Strong personal, trade, references. Let’s get together, confidentially. Box 983D, BROADCASTING.

Sales manager for small to medium market or sales can for large. 12 years experience. Excellent sales record and references. CIVT leader. Prefer southeast. Box 836D, BROADCASTING.

Morning show, adult prestige station. Professional showman-salesman. Majors only. Box 970D, BROADCASTING.

Jack-of-all-trade. Master salesman. Good men are hard to find. We have one. Young man available for commercial or general managerial task force. Multi-talented, loyalty background. Box 990D, BROADCASTING.

**Announcers**

**Announcers**

Proven record as top good music personality at top stations in major markets. 11 years experience. Personable approach, good voice, smooth delivery, excellent knowledge of music. Can serve your P.D. Married, 33. Want major market and freedom in programming show. Box 956D, BROADCASTING.

8 years experience sports and P.D., play-by-play, start, home, family, excellent character and references. Employed. Box 959D, BROADCASTING.

Announcer—Mature, experienced, presently employed family man looking for move up and chance to build own show. Write Box 964D, BROADCASTING.

Experienced, mature, professional attitude, mature radio-tv. Anywhere U.S., medium or larger market. Married, veteran, college graduate. Box 970D, BROADCASTING.

Young personality disc jockey, fast board, two years in major market desires permanent position anywhere in Dixie. Box 972D, BROADCASTING.

Florida stations. Successful, thoroughly informedouncer-analyst seeks dynamic, modern, contemporary music operation. Box 973D, BROADCASTING.

5 years sports and sales success. Midwest’s toughest major market. Seeking better, happier opportunity. Excellent billing, play-play. Best references. Box 975D, BROADCASTING.

Announcer-dj, experienced, versatile, not a fastball. Can operate own board. Available immediately. Box 980D, BROADCASTING.

Sports play-by-play now working major market, top references. Box 982D, BROADCASTING.

Solid references, nine years experience. Formula and standard radio, Veteran with college. Best of background, $165 weekly minimum. Coast or southland. Box 985D, BROADCASTING.

First phone personality D.J. College and experience. Prefer south Florida. Box 986D, BROADCASTING.

Announcer, will travel, handles news, commercials, dj and own board. Audition tape available. Box 990D, BROADCASTING.

Young announcer anxious to join progressive operation. Versatile in news, commercials, strong on deejay work. Good board experience, excellent sound, picture available. Box 991D, BROADCASTING.

Alabama, Georgia, Florida area. Looking for permanence with good station. Box 994D, BROADCASTING.

Baseball announcer, first class, Available for coming season. Excellent references. Box 997D, BROADCASTING.

First phone morning man, Experienced all phases. Willing to learn sales your way. Box 998D, BROADCASTING.

Dependable air personality with adult approach. Twelve years experience. Interested in competitive market. Box 999D, BROADCASTING.

Top forty dj, employed 5000W major market station, wishes to move up. Box 100D, BROADCASTING.

Announcer. First phone. Handle any format. Excellent references. Midwest preferred. Box 101D, BROADCASTING.

Quality announcer desires quality station. Box 104D, BROADCASTING.

Excellent straight announcer desires FM or slow-paced AM. Box 108E, BROADCASTING.

Mature announcing only. Music, news; FM, AM, TV. California, Arizona. Box 110E, BROADCASTING.

**Announcers**

Excellent tv-radio announcer. Fine voice—good appearance, 8 years experience, 28, family. Seeking larger market. Good pay. Box 901D, BROADCASTING.

Live sound announcer-dj. Tight format, combo, experienced. Married, will travel. Box 113E, BROADCASTING.

Please! Need start! Announcing! Anywhere! School trained! Money! Enough for three and me. Box 115E, BROADCASTING.

Single–23. Wish to start in radio willing to start at bottom. Tape and resume available upon request. Box 117E, BROADCASTING.

12 years radio—college, married, mid-30’s. Present location 5 years. Heavy news-production. Seek radio–tv opportunity. Desire midwest or south. Box 118E, BROADCASTING.


Wanted, Position as announcer. Two years study at Michigan State University along with actual experience in radio and television program no experience and resume available upon request. Conrad Con, 7266 Beulah Lake, Michigan, phone—Empire 3-9617.


**Technical**

First phone, 12 years experience, like position in west farm and big game country. Prefer early shift, may help on program or sales. Box 929D, BROADCASTING.

Engineer, married, experienced direction, non-directional. Bachelor of science, major experience on air and engineering; eleven years experience AM, FM, radar covering military and civilian. Ft. Monmouth signal school certificates, trade school certificate, first phone, and ham technical ticket. Available now. Box 981D, BROADCASTING.

Chief engineer fully qualified all phases high or low power, over 30 years experience. If you want mature ability and knowledge, contact Farrellle, 7605 E. Parkway, Sacramento, California, telephone Garden 1-3266.


First phone beginner desires immediate employment. Florida or south. Anxious to learn. John T. Prince, General Delivery, Ocoee, Florida.

Graduate 1st phone desired studio transmitter maintenance. If Wyatt, 709 Cherry Street, Jackson, Mississippi.

**Production—Programming, Others**

Farm radio station, sale, broadcast, excellent reputation, built on steady results. Box 969D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reporting, sports, production. Prefer near New York, salary not recent experience, recent experience, APRS and magazine editorship. Anxious to fill requirements. Box 992D, BROADCASTING.

Gal—affiliation with radio-tv station within commuting distance. Vice, versatile promotional background; announcing experience; secretarial skills. Write Box 932D, BROADCASTING.

Copywriter . . . male copywriter, midwest trained and employed. Wants new home or south. Prefer modern and modern samples on request. Exceptional references. Box 982D, BROADCASTING.
Situation Wanted—(Cont’d)

Production—Programming, Others

Recording studios 10 years. Mixing, editing, mastering, thorough knowledge studio operation. Produces commercials for customer relations. Box 846D, BROADCASTING.

Ticket, 5 years announcing, news and sales ability. Southwest. Box 865D, BROADCASTING.

My copy sells and will get renewals. My sales promotion will bring in new accounts. Capable of client contact and follow-thru for busy salesman. Expert taped spots, audition formats; 17 years 250 watt to 50 thousand. Prefer position in concert music operation. Box 995D, BROADCASTING.

New larger market—rebuilding program? Energetic individual, quality-modern. Box 151E, BROADCASTING.

New station just opening? Old station losing listeners? I feel I know your station “sound” good. Looking for program director. Job will be doing air work, library work and copy work. I will begin as a staff announcer if preferred. Outstanding qualifications and fine references. Dick Richy, 214 Blue Ridge Ave. Front Royal, Virginia or call collect: Melrose 5-4603.


Available immediately—I offer you 4 years of still phases of my specialty; news. Call me tonight: Jim Street, El Paso, Tex. Logan 5-4186.

TELEVISION

Help Wanted—Sales

Majors in midwest market. Unusual opportunity for alert, capable experienced salesman interested in building for the future. Salary plus commission and car allowance. Leading stations are building management and ownership. Excellent working conditions and benefits. Send complete background, picture, references. Box 1145, BROADCASTING.

Announcers

Immediate opening experienced on-camera announcer-director. Salary commensurate with ability. Send all pertinent information first letter, resume, film and/or video tape. Personal interview will be required of all applicants. WRNT, TV, Huntington, West Virginia.

Technical

Transmitter supervisor. Immediate opening. UHF television station California. Send resume and qualifications to Box 851D, BROADCASTING.

KV studio engineers. Excellent opportunities for him having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 865D, BROADCASTING.

Production—Programming, Others

Wanted: Manager of tv news and special projects. One of the nation’s leading eastern major tv stations seeks aggressive, experienced newscast executive. Successful applicant must be capable of supervising experienced news team particulary in news coverage, be competent writer and tv producer. Knowledge and understanding of live tv and film techniques is essential. This position offers an unusual challenge and opportunity for a creative executive with a thorough understanding of a tv station’s community responsibilities. Related radio, newspaper, magazine experience should be shown. Don’t answer this ad unless you have plenty of experience and proven executive potential. Box 1128E, BROADCASTING.

Help Wanted—(Cont’d)

Production—Programming, Others

Television director. Experienced television director for educational station. College background with production ability in commercial and educational television desired immediately. Box 1087, E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

Newsman—Young, aggressive, personahe. For Southern California vhf. Small, well equipped department, require some radio or newspaper, newpaper. Prefer exposure to experience background but will train out- standing applicants for still and motion picture cameras. Multiple station group. Fringe benefits. Send resume, photo to Program Manager, S. C.

Television writer. Writer with radio or television experience for immediate full-time position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situation Wanted—Management

Top promotion man looking to leave number one station for top market. Box 847D, BROADCASTING.

Station manager available soon to Canadian or South American outlet as program consultant to coordinator. Box 856D, BROADCASTING.

Desire station manager position small, medium market. Will sell newspaper. Box 967D, BROADCASTING.


Sales

Executive-type salesman with six years television and ten years experience in major and medium-sized markets now available. Commission earnings well above average business. Has experience in permanent connection. Mature, married, sober. Best references. Box 966D, BROADCASTING.

Announcers

13 years announcing, 5 on tv, mature man. BA degree, talent shows, special events. Excellent salesman, news, staff, some directing experience. Steady, dependable, seek permanent location. Can arrange personal interview. Box 119E, BROADCASTING.

Technical

Technical supervisor, maintenance and operations engineer. 18 years experience in position in west. Box 841D, BROADCASTING.

I have experience in station installations, uhf, remote operations, microwave, and much, much more. Complete resume upon request. Change looking for advancement with progressive new station. Have first phone will travel. May 1 build your station. Box 988D, BROADCASTING.

Young married vet. Experienced, 1st phone. Available immediately. Box 879D, BROADCASTING.

Production—Programming, Others

Position in radio or tv news or position in educational television. Box 988D, BROADCASTING.

Situations Wanted—(Cont’d)

Production—Programming, Others

Would you like a top rated, singing cowboy personality kids show for your station? I have been doing such a show for 18 years, with many national and local spots. Have horse, guitar, puppet, and a saddle bag of songs and games that appeal to all the family, I am ready to move. Are you interested? Box 843D, BROADCASTING.

Newsmen, 34, single, ten years experience network broadcasting, various phases, details confidential. Will relocate. Have excellent radio and tv news operation. Will relocate. Film, direction, camera delivery. Box 823D, BROADCASTING.

Program director with twelve years programming and film buying experience available or news minded station. Write: J. Howard, 605 W. Hyde Park, Inglewood, California, or 2-6767.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include pips. Excellent. Box 860D, BROADCASTING.

PT 6 AH Magnecone tape deck $200.00. CB 11 turntable $100.00. 120 ft. 1/4 in. Helix $125.00—All excellent. Box 857D, BROADCASTING.


RCA BTA 25S-L AM transmitter, complete with power $300.00 inner. Small, mobile and very reliable. Box 858D, BROADCASTING.

Harkins multiplex equipment: FM-50 exciter, power $800.00 in excellent condition. Element 1000 multiplex. Box 860D, BROADCASTING.

2-Ampeg VR-1010 color conversion kits mounted in short racks. 1-Ampeg color scanner, $110.00 in good condition, sells for $75.00. Call me collect. 303 586-0878, Colorado Springs, Colorado.
FOR SALE

Equipment—(Cont'd)

FM antenna. Four-bay, GE type. Also iso-
coupler, 1½-Hz Heliax, KRKC, 818 State St.,
Santa Barbara, California.

WANTED TO BUY

Stations—(Cont'd)

Young California blood has money for pur-
chase struggling radio station in expanding
market area. Write F.O. Box 2063D, Pasadena,
California.

You are invited to buy single
wanted: medium

CASTING.

Career
California.

controlled pressure. Complete with
Dehydrators, automatic reactivation,
Minnesota.

RCA
announcer
Dunkirk.

Isoformer-
charges.

Two used Eico tape recorders in operating
condition. Includes deck, plus transportation
charges. WASA, Harve de Grace, Maryland.

Isoformer—Andrew type 2015 16 kw list
price $350. Will sacrifice at $285. Never
uncovered. Call collect Charles Blohm, WDOE,
Dunkirk, New York.

RCA 70-C1 3 speed turntable $50.00—2
Presto 10-B 3 speed turntables $100.00 each—9" Col-
line audio rack $25.00. WENK, Birmingham,
Alabama.

Model Y-4 Presto disc recorder. New price.
$775.00 for both cash offer. WMK, Middles-
boro, Kentucky.

RCA 5DX transmitter with tubes and spare
parts $550.00. F.O.B. Good condition. Late
price. Complete in parts. Available. Also has
39" self supporting Truscon tower. make
offer. Keith Ketchum, WQ, Ames, Iowa.

Thermometer, remote, electrical; enables
announcer to read the correct outside tem-
perature from mike position. Range 0-120
deg. F. Price only $20.00. Send for
brochure. Electra-Temp. Co., Box 6111,
San Diego, California.

Anything in broadcasting sold or bought.
ELECTRO-FIND, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbi St., Laredo, Texas.

TV video monitors. Metal cabinets, rack,
portable remote key, educational, broad-
cast, starting at $195.00. 50 different models.
8" thru 24". Miratel, Inc., 1st St. S.E. &
Richardson, New Brighton, St. Paul 12,
Minnesota.

Dehydrators, automatic reactivation, silicone
gel, thermal control ½ HP motor, dry air at
constantly controlled. Complete with gauge,
manifold etc. New-unused. $300.00 complete.
FCC approved. Western Electric Cable Com-
pamy, 1601 Middle Harbor Road, Oakland 20,
California.

36-AM-FM towers. Uniform cross section
quarter ex. Height, 150’ to 250’. Phone 3-8380,
U.S. Tower, 240 Bartow Lane, Peters-
burg, Va.

Announcing, programming, etc. Twelve
week intensive practical training. Brand
new console, turbines, and the works.
Elkins School of Broadcasting, 2603 Inwood
Road, Dallas 33, Texas.

Since 1948. The original course for FCC 1st
phone license, 5 to 8 weeks. Reservations
required. Enrolling now for classes starting
March 1, April 20, June 11, August 30, Oc-
tober 25. For information, references and res-
ervations write William R. Haden Radio
Operation Engineering School, 1150 West
Avenue, Burbank, California. "Au-
thorized by the California Superintendent
Public Instruction to issue Diplomas upon
completion of Radio Operational Engineer-
ing course."

FCC first phone license in six weeks. Guar-
tanteed instruction by master teacher. C.J.
approved. Request brochure. Elkins Radio License
School, 2603 Inwood Road, Dallas,
Texas.

FCC license six-week resident class. Guar-
tanteed instruction. New classes every seven
weeks. Pathfinders, 5504 Hollywood Blvd.,
Hollywood.

Be prepared. First phone in 8 weeks. Guar-
tanteed instruction. Elkins Radio License
School of Atlanta, 1139 Spring St., N.W.,
Atlanta, Georgia.

WANTED TO BUY

FM transmitter up to 1 kw and
modulation monitor. Write
Box 8558D, BROADCASTING.

Used 16 mm laboratory and sound equip-
ment. Good condition. First letter.
Not a dealer. Box 8560D, BROADCASTING.

D. F.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruc-
tion at its best. 14 East Jackson St., Chi-
cago 4, Ill.

MISCELLANEOUS

Engineers—executives—announcers, NYC to
Alaska, carry the radio-telephone wallet card! Press
identification everywhere; your name, station.
Heavy plate of reedament! $2.50 to Pat
Adams, Box 927D, BROADCASTING.

Comedy for deejays!—"Deejay Manual." A
complete gagfile containing bits, adlib, gim-
im, letters, patter, etc. $5.00—Show-Bix
Comedy Service (Dept. DJ-4), 55 Parkway
Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates,
studio banners, ear tags, bumper strips, etc.
Bro-Tel, Box 502, Huntville, Alabama.

RADIO

Situations Wanted—Management

TOP MANAGEMENT CAPITAL TO INVEST
ABILITY TO PRODUCE

Small station national chain, ex-
perience management, accounting,
sales promotion and produc-
tion. Unlimited references.
Phone Parkway 1-4768. Write,
wire 3503-33 Avenue, South,
Minneapolis, Minnesota.

Announcers

RADIO & TV PRO

Major market disc jockey available
immediately for personality spot
with big potential. Versatile per-
former. Can double on news. Tight,
fast production. Mid 20's. College.
Family. 13 years experience. Tape,
resume, picture, on request. Desire
personal interview. Write immedi-
ately.

Box 922D, BROADCASTING

PLAY-BY-PLAY

Desire book-up with sports minded
operation. Presently employed as Gen-
eral Manager of radio station. 8 years
experience . . . basketball, baseball, foot-
ball, hockey. Excellent references. Salary
open.

Box 944D, BROADCASTING

WE HAVE NEW D.J.'s

All ages, all colors, all ages, all sexes.
And all willing to work—eager to please.
No prima donnas. Costs you nothing to
get their tapes. Tell us what you want.
Placement Dept., R. J. Egan School,
930 E St., N.W., Washington 4, D. C.
### Situations Wanted—(Cont’d)

### Production—Programming, Others

### TELEVISION

#### Help Wanted—Technical

**TV TECHNICIANS**

Large midwest station in major market needs qualified, experienced technicians, capable of operating and maintaining latest black and white and color equipment. Permanent positions. Send detailed experience record and references to:  
Box 121E, BROADCASTING

### TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year’s experience or two years of college and first class license required. Salary based on individual qualifications. Write or call Drury H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

### Help Wanted—(Cont’d)

#### Technical

**TELEVISION AND BROADCAST EQUIPMENT MARKETING**

Career opportunity with International Division of a major electronics company located in northern New Jersey. 
Marketing and sales experience including preparation of technical proposals, determination of product requirements and coordination with distributor and field personnel plus strong technical background essential. 
For a confidential interview submit resume to:  
Box 954D, BROADCASTING

**SUPERVISORY ENGINEER**

Immediate opening in large Gulf Coast market for qualified person. Position offers excellent pay and future opportunities. Apply with resume to Chief Engineer, KHOU-TV, P. O. Box 11, Houston, Texas

### FOR SALE

**BROADCASTING SCHOOL**

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other business interests. Present management available. Asking $110,000 with $26,000 down. Principle.  
Box 141D, BROADCASTING

**MULTIplex with MOSELEY**

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCC-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.  
MOSELEY ASSOCIATES  
P.O. Box 3192  Santa Barbara, Calif.

**EMPLOYMENT SERVICE**

**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.  
Federal 9-0961

**MISCELLANEOUS**

**BROADCAST PRINTING**

New Approved STANDARD BILLING FORMS FOR RADIO/TV SPOT  
as recommended by SPONSORS, Agency Financial Groups  
$1,000—$6.95, 2,000—$11.00, 5,000—$24.00.  
Check with order. Delivery within 3 days. 
Send copy for your imprint.  
FREEBERN PRESS, INC.  
Hudson Falls, N. Y.

### STATIONS FOR SALE

**Premium Radio Property For Sale!**

One of the finest FM radio properties that has to be seen to be appreciated never a losing month in singles radio station market of over 100,000 people with retail sales of $150 million. Priced to sell quick. Illness of operating partner. No brokers and only qualified buyers considered. Write:  
Box 953D, BROADCASTING

**VA. 1 KW DAY...$100,000**

Exclusive choice small market, attractively located. Ideal for owner-operator or chain.  
29% down, payout negotiated. Be sure present financial ability. P. O. Drawer 3-A, Richmond 6, Va.

By Hearing Examiner Jaiadre A. Houlg
Granting 2nd grants and cor-    rected in various respects transcript of fur-    ther prehearing conference held Jan. 5, and, on motion of applicant, in which affor-    ded 5 days for objections in pro-    ceeding on Orson Welby Station WHCC (WHCC) Waynesville, N. C., and Aluminum Broadcasting Co., TV station WGBP-Mary-    ville, Tenn. Action Jan. 30.

By Hearing Examiner H. Gilford Irlen

By Hearing Examiner David I. Kraushar
Granted petition by Broadcast Bureau and extended to Feb. 21, 1961, permit to file proposed findings in proceeding on application of WPST, Corp., to operate station WPST, New Rochelle, N. Y. Action Feb. 2.

Granting 2nd grants and cor-    rected in various respects transcript of fur-    ther prehearing conference held Jan. 5, and, on motion of applicant, in which affor-    ded 5 days for objections in pro-    ceeding on Orson Welby Station WHCC (WHCC) Waynesville, N. C., and Aluminum Broadcasting Co., TV station WGBP-Mary-    ville, Tenn. Action Jan. 30.

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By Hearing Examiner H. Gilford Irlen
When your blood pressure goes up

Only a few years ago, doctors could do little more than say to their patients: "You must learn to live with high blood pressure."

That advice still holds good. But nowadays there are specific treatments by which this condition can often be controlled when not complicated by some underlying disorder. Your doctor will decide if such treatment is indicated in your case.

Many new drugs are largely responsible for helping to reduce the risks of this condition. These drugs, which must be prescribed, can lower blood pressure and may reduce the possibility of damage to the heart and blood vessels.

Since high blood pressure affects an estimated 6 million people in our country, you should know these facts:

1. Hypertension can develop without any warning symptoms whatever—a good reason why everyone, especially those middle-aged or older, should have periodic medical check-ups. The earlier it is detected, the easier it is to control.

2. Hypertension occurs more than twice as often among overweight people as among others. A combination of overweight and high blood pressure is a serious matter.

3. Anyone can develop high blood pressure. It is more common, however, among people who are subject to a great deal of tension and anxiety. Heredity is an important factor, too.

Many people with high blood pressure or hypertension live long, useful lives through moderation in living habits, weight control and faithful observance of their doctors' instructions.

Metropolitan Life INSURANCE COMPANY®
A MUTUAL COMPANY
1 Madison Avenue, New York 10, N.Y.
OUR RESPECTS to Douglas Lewis Manship, WJBO-WBRZ (TV) Baton Rouge

His broadcast editorials go to the heart of any issue

The frustration in Baton Rouge, La., spread far out in the bayous shortly after World War II when the FCC came up with its allocation of TV channels to metropolitan markets.

More frustrated than anyone was a slim young redhead, fresh out of the Air Force. He just couldn’t figure how the sliderule bureaucrats in Washington had left Baton Rouge, the state capital, off the television station map.

Census Anomaly. Behind the governmental neglect of this industrial and commercial metropolis was a close-in municipal boundary that gave Baton Rouge a population of only 35,000 in the 1940 census. This figure failed to take into account the far-reaching, built-up areas beyond the narrow city limits that had left Baton Rouge, the state capital, off the television station map.

Douglas Manship was elected president of the family radio properties (WJBO-AM-FM) in 1947, moving over from the family’s newspapers, State-Times and Morning Advocate. He liked the newspaper business, but also served as announcer during his college days at Louisiana State U. He liked, too, the clean signal put out by the postwar fm outlets.

The frustration of Baton Rouge’s chilly treatment in the FCC’s allocation got worse during the commission’s tv freeze. By the time of the Sixth Report and Order, which laded out channels to every community of any size, WJBO found itself in competition with another applicant for the coveted channel that had been assigned to Baton Rouge. A familiar solution was found. Two applicants merged into Louisiana Broadcasting Corp. (WBRZ-F), with Doug Manship as president. He’s now general manager as well.

Baton Rouge native (born Nov. 918), he has spent all his years, plus for the war, in his home town. He was doing a sort of disc jockey chore at WJBO during vaca-from Sewance (Tenn.) Military emy. Sen. Russell Long (D-La.) is his lifelong friend. But the senator’s job as the late Huey Long, and the Manship were open enemies, a fact that constantly widened as the newspapers fought the governor for his specialized policy after his specialized radio properties fought the governor for his specialized policies during the stormy 1930s.

Doug Manship Knows Louisiana politics

Doug Manship, whose father’s long fight against any form of censorship and taxes on freedom is reflected in the recent editorializing policy of WBRZ. For many years the station has taken editorial stands on public issues when events justified, though Doug has contended editorializing should be timely rather than based on a strict schedule: “We don’t editorialize just to fill the space. That newspaper tradition tends to deaden editorial pages.”

A recent WBRZ series on the delicate racial question followed a station feature titled The Month of Decision, broadcast last September. Here WBRZ took an honest look at the status of school segregation in Louisiana. “It’s an inescapable fact that no one has ever won a fight against desegregation of schools,” he said. “You could close schools or integrate. If you close them, you kill Louisiana.” The series was carried before desegregation was ordered in New Orleans schools.

Then Doug started a series of tv editorials that went right to the heart of the issue, a daring policy in this southern region. “We were glad to have one ally, WDSU-TV New Orleans, in the lonesome campaign,” he said.

He voiced a ringing protest against the “star-chamber” tactics of Gov. Davis in calling a special session of the legislature. He pointed to flaws in the two proposals to be considered—interposition and closing of schools. He stated plainly that because the crisis had grown out of the state’s refusal to accept a U. S. Supreme Court decision.

When the legislature refused to adopt interposition or school closure he quickly voiced his congratulations and added a warning that the state payroll was being padded. And he pointed out what he felt were deceptive steps in procedure to adopt a state sales tax as well as regretting public apathy toward political stratagems.

Like Father, Doug Manship knows his state politics. He inherited his father’s crusading spirit and particular political methods. He has stayed in his own house presidency and is secretary-treasurer of Capital City Press (State-Times and Morning Advocate).

Shortly before entering the Air Force in April 1942, he married Jane French, of Effingham, Ill., whom he had met at LSU. They have four children—Douglas Jr., 18; Richard French, 14; David C., 12, and Dinah, 5.

He had three active years in the service, doing photo reconnaissance for the 3rd Army and 9th Air Force. He was mustered out as a captain.

In 1951 he was chosen “Outstanding Young Man” in Baton Rouge by the Jaycees. The same year he was appointed state director of civil defense, serving without pay.

Some Annoyances. He has some pet broadcasting peeves, particularly a resentment toward artificial bans on advertising. He questions, for example, the wisdom of banning a Preparation H from the tv code (WBRZ never had a single complaint) while permitting “undorned pornography on both radio and television.” He says some of the tv film trailers have practically naked women and dirty dialogue lifted out of context from films. Some of the radio copy for films is in “indescribably bad taste,” he charges.

At WBRZ he has to talk about the small video tape truck, owned by an affiliated corporation and subleased to those desiring to use it. The truck is a familiar object at local events.

His list of civic connections is much too long to chronicle but ranges from the Rotary Club to the Salvation Army.

Doug turns reminiscent frequently, recalling the days “when broadcasting was fun instead of an efficient business.” He recalled recently that WJBO used to leave all the windows open in the days before air-conditioning, unconcerned about the noise from passing traffic; and the availability of a microphone when someone walked into the studio, saying “I’m pretty good with a guitar.”

As to the future, he’s especially concerned lest Congress abridge freedom of speech under “one guise or another such as censorship of newspapers and broadcasting through the postal and taxing powers.”
EDITORIALS

Sitting on their hands

The $12 billion advertising industry, shot at with fierce and organized intensity from all sides, is shooting back with popguns. At the Advertising Federation of America's winter meeting in Washington two weeks ago this top-level organization based its image-building program on two devices: (1) National Advertising Week Feb. 5-12 and (2) a year-long campaign based on a kit of "public relations materials."

This is the best the AFA can offer right now to combat a rising barrage of books, speeches, magazine articles and well-heeled lobbying designed to destroy or at least slow down the growth of advertising.

As far as it goes the drive is good. Unfortunately it lacks the money and industry support needed to do the job that must be done if advertising is to maintain its place in the economy. Serious crises call for serious action. If AFA as a loose all-industry federation lacks the machinery and desire to start serious action, then some other means must be devised. McCann-Erickson and Daniel J. Edelman & Assoc. have performed professionally as task agency and public relations counsel in the 1961 week-year campaign. But if AFA is to achieve its announced objective "to upgrade the public image of the advertising industry by telling of advertising's vital role as a dynamic force in the U.S. economy," it needs real money and muscle. Surely these can be scraped together from the components of a $12 billion industry.

Muscle-builder at the FCC

It is now clear that the FCC's new chairman intends to prop up the agency into active surveilance of radio and television programming. He said so last week during his confirmation hearing before the Senate Commerce Committee.

Newton N. Minow told the senators he felt the government has the obligation to encourage an improvement in program quality, and "I intend to do something about it."

He also said that program ratings were "a proper area for concern" and that the FCC's monitoring of station programming ought to be expanded.

In the present climate, Mr. Minow may be able to get his way. Ever since the agency held its programming hearings a year ago it has been evident that the trend was heading toward government intrusion into programming decisions. Monitoring has already been in operation, as some broadcasters are painfully aware. Last July, in a policy statement, the commission announced its intention to require broadcasters to provide programming to meet the needs and interests of the communities they served. In this way the commission assumed the ultimate responsibility of program judgement, for to deny or grant a license on the basis of program performance implies a prior decision whether the programming is good or bad.

Mr. Minow's comments on programming surveillance were touched off last week by observations by Sen. John O. Pastore, chairman of the Communications Subcommittee, about violence on television. In that context Mr. Minow's comments would seem to suggest that he thinks the FCC is in a position to influence the number and nature of westerns, mysteries and adventure shows in which violence occurs.

His statements on ratings were prompted by Sen. A. S. Mike Monroney, a longtime critic of ratings services. Mr. Minow did not take exception to Sen. Monroney's view that ratings are depressing the quality of television programs.

If Mr. Minow thinks the FCC can properly guide the programming of radio and television and sit in judgement on the methods by which audiences are measured, broadcasting is in for tougher regulation than it has ever faced.

We take comfort in knowing that Mr. Minow has a keen mind and an expert lawyer's ability to weigh arguments intelligently. It is quite possible that after he has had time to study his new job and the industry he regulates he will modify his views.

That condition will not come about, however, unless broadcasters present him with the argument for their side at every appropriate opportunity.

Somebody could get hurt

It is none of the FCC's business to say how many action shows are on the networks, as we have observed above, but it is the networks' business. As plans now stand, there will be plenty of action on the networks next season—more action, perhaps, than is urgently needed.

As this publication reported Feb. 6, the pencilling-in of next fall's schedules is well along. Many changes will be made between now and air time, but unless the changes are more radical than present thinking portends, programming will feature an increase in gunplay.

Among the three networks competition for audiences is undeniably intense, and action has equally undeniable audience appeal. We just hope that the networks will find other ways to conduct their struggle in addition to the knife, the garrote and the gun.

Proper tribute

Selection of Judge Justin Miller, former NAB board chairman and president, for the NAB's Distinguished Service Award is a highly deserved recognition of his achievements on behalf of freedom of speech and industry standards. The association's selection committee took notice of his contributions over a period of more than a decade of service at NAB.

Judge Miller assumed the NAB presidency in late 1945. The postwar period found radio a favorite target for professional critics. During his regime he pressed the point that broadcasters are professional men and broadcasting is a dignified calling. An authority on constitutional law, Judge Miller fought to bring to broadcasting the basic safeguards of the Bill of Rights.

All these achievements, and more, will be recognized with the award at the Washington convention next February.

"I told him our favorites were Rawhide and Naker."

Drawn for Broadcasting by

Sunnydale, Nudist Colony

TV Surveys Inc.

Broadcasting, February
Creativity... someone's artistic ability produced this handsome leather saddle.
Creativity... WFMY-TV's proven ability to create greater sales and profits for you, in the Industrial Piedmont.

Sell the nation's 44th market* (44 counties, 17 cities) ... where 2.3 million customers have 3.2 billion dollars to spend ... for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book
It’s much more than one side of a nickel!

It’s the nation’s 14th largest market — over 2,000,000* people with nearly four billion dollars to spend.** (Plus another half million homes in the Canadian audience.) For best results in this Niagara Frontier look to the station that puts service in broadcasting in the Buffalo Market —

WGR-TV

*Total of U.S. Counties as listed in Television Magazine.

**Sales Management Magazine, Survey of Buying Power

WGR-TV • CHANNEL 2 • NBC • BUFFALO, N. Y. • A TRANSCONTINENT STATION

WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,
KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAB-TV, WDAF-AM, Kansas City, Mo.

The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17